



Corporation of the Township of Brock

Staff Report to the Mayor and Members of Council

From: Joint Report from Alicia Bagshaw, Recreation and Leisure Coordinator and Maralee Drake, Deputy Clerk

Title / Subject: Township of Brock Sports Hall of Fame – Proposed Updates

Date of Report: February 10, 2025

Date of Meeting: February 24, 2025

Report No: 2025-PRF-005

1.0 Issue / Origin

The Brock Sports Hall of Fame has had a lack of interest in recent years from the public, recipients and participants and serves to recognize only residents from a small segment of our communities.

Staff propose updating the current Brock Sports Hall of Fame, to an annual Awards of Merit event by introducing new categories and re-vamping the event to better recognize the valuable contributions from outstanding citizens who contribute to a variety of areas across the Township.

2.0 Background

The "[Brock Sports Hall of Fame](#)" was created in 2015 as an initiative led by the former Brock Sport Council. It was funded one time by the Ontario Sport Recreation Culture Funding Grant, and since 2016 has been funded through the Recreation Operating Budget as an impact to the tax levy.

The event has been referred to as the Breakfast of Champions, being held at rotating locations between Beaverton, Cannington and Sunderland with a catered continental breakfast for award recipients and their guests.

The current structure of this awards event is to induct, on an annual basis, an Athlete(team), Coach and Volunteer. Recipients of the Hall of Fame Award receive a plaque, as well as have their name added to the Brock Sports Hall of Fame Trophy.

At this same event, local sports organizations are also provided the opportunity to award an Athlete, Coach and Volunteer of the year from each of their respective organizations. Recipients of the Sports Organization Awards receive a small trophy.

3.0 Analysis

There is no physical location for the Sports Hall of Fame. Additionally, there is minimal memorabilia to display if there was a physical location.

Each year the inductees' names are listed on a name plate and added to the Hall of Fame Trophy. Unfortunately, without a physical location this Trophy is stored in the Municipal Office and not on display to the public. The Trophy is put on display each year at the Breakfast of Champions Event and utilized for photo opportunities.

This special recognition event is solely focused on athletics and is not inclusive of other community services and volunteers.

When the program started, it was very exciting for those who participate in sports in our community. Since the program's inception, there have been approximately eight sports organizations participating and giving awards annually. At the event in 2024 there were only two sports organizations that participated. Staff recognize that most of the sports organizations host their own banquets to recognize their athletes, volunteers and coaches. The Sports Organization awards given at the Hall of Fame may be seen as a duplication of efforts. Further, over the years the same individuals continue to be nominated and recognized. Many of these individuals are adults and are not interested in receiving "another" small trophy.

Further, it has been increasingly difficult gathering nominations from the public for the Sports Hall of Fame categories – Athlete, Coach and Volunteer – and for input and involvement in the event to be provided by Council.

Should the event continue in its current form, staff recommend reducing the event size, with only the 3 Hall of Fame Awards being presented.

Staff are proposing the following updates to expand the areas of recognition while utilizing the approved budget for this already established event. Residents across many areas of the Township volunteer their time and are vital to the quality and success of programs and services available to our residents including, but not limited to recreational opportunities, hosting community events and making Brock a wonderful place to live, grow and visit.

Proposed New Event Structure

On an annual basis, the Township will host an Awards of Merit recognition event and awards will be presented in the following categories to an individual, group or business whose achievements/services have brought recognition to our community and/or have added value and enriched the lives of our residents.

Following the close of nominations, a sub-committee consisting of 3 members of council and 2 members of staff will review all submissions and select one recipient in each category. Recipients will be notified and invited to attend the Awards of Merit event.

Nominees must live in the municipality or actively participate in the municipality. Considerations will be given to years of service, impact on the community and if local, regional, provincial, national or international recognition has been received to ensure that the prestige of the award is maintained.

Categories

- Arts, Heritage and Culture Award
 - An organization/group or individual that promotes and showcases arts, heritage and culture within the Township of Brock. They may offer activities in the following areas: literary arts, performing arts, visual arts, media arts, and museology.
- Sports and Recreation Award
 - An organization/team or individual (athlete or coach) that has made a positive impact in the local sporting or recreational community.
- Social Development Award
 - An organization, individual or business that provides services, activities or initiatives aimed at improving the welfare of the population.
- Community Service Group or Club
 - An organization providing community improvement and service across a broad spectrum of events and activities.
- Volunteer of the Year Award
 - An individual who has provided a significant contribution and dedicated service to the community for an extended period of time leaving a positive lasting legacy.
- Environment / Climate Change Champion
 - An individual or business or organization that has put forth concerted efforts to educate the public, protect the environment and combat climate change.

The above categories have been aligned with the Support for Community Organizations Policy and Golf Tournament Application Criteria.

It is proposed that recipients of each award will receive a municipal certificate, and their names will be listed on the municipal website.

Staff have reviewed Special Recognition Events from neighbouring municipalities in the development of this new structure.

4.0 Related Policies / Procedures

Annual Brock Sports Hall of Fame Event

5.0 Financial / Budget Assessment

A Budget of \$5,250 has been approved by Council for 2025. Staff are confident this budget will be sufficient for the new event structure this year.

5.1 Asset Management

N/A

6.0 Climate Change Impacts

N/A

7.0 Communications

Information about the Special Recognition Event (new categories, nomination deadlines, event details etc.) will be shared with residents and community groups through all municipal channels, including but not limited to: social media, website, mailed quarterly newsletter, monthly e-newsletter, quarterly non-profit email etc.

8.0 Conclusion

It is important for the Township to recognize the valuable contributions of residents to our vibrant community. The new event structure, Awards of Merit event, will provide an opportunity to engage more residents and encompass a broader scope of award recipients to ensure the longevity of the event while providing an opportunity for excellence in all areas of our communities to be recognized.

9.0 Recommendation

Be it resolved that Report 2025-PRF-005, Township of Brock Hall of Fame- Proposed Updates be received; and

That Council approve the program amendments as contained within the report for the creation of an annual Awards of Merit event.