

## Committee of the Whole (2) Report

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**DATE:** Tuesday, June 18, 2024

**WARD(S):** ALL

**TITLE:** PROCLAMATION REQUEST: COACHES ASSOCIATION OF ONTARIO

**FROM:**

Wendy Law, Deputy City Manager, Legal and Administrative Services & City Solicitor

**ACTION:** DECISION

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**Purpose**

To seek approval for the above-noted proclamation request.

**Report Highlights**

- Respond to the request received from the Coaches Association of Ontario.

**Recommendations**

1. THAT September 16 to 22, 2024 be proclaimed as “National Coaches Week”;  
and
2. THAT the proclamation be posted on the City’s website and that the Communications, Marketing and Engagement department be directed to promote the above noted proclamation through the various corporate channels.

**Background**

The request for proclamation was received from the Coaches Association of Ontario on June 6, 2024.

The Coaches Association of Ontario is an independent, non-profit, coach-led organization that strengthens development opportunities and provides resources, representation, and recognition for coaches in all sports of all levels.

National Coaches Week provides coaches with the recognition for the time they devote to ensuring Canadians live an active, healthy lifestyle and encourages Canadians to say thanks and celebrate the tremendous positive impact coaches have on athletes and communities.

### **Previous Reports/Authority**

Not applicable.

### **Analysis and Options**

The proclamation meets the requirements of the City's Proclamation Policy 03.C.10, as follows:

- 2.1. For the purposes of Section 2, a proclamation may be issued for:
  - 2.1.4. Public awareness campaigns.

### **Financial Impact**

There is no financial impact expected in regard to these requests.

### **Operational Impact**

The Communications, Marketing and Engagement team will oversee the promotion of these proclamations on corporate channels.

### **Broader Regional Impacts/Considerations**

Not applicable.

### **Conclusion**

Having reviewed the request, staff is recommending that the following be proclaimed: the week of September 16 to 22, 2024 be proclaimed as "National Coaches Week"; and, also, that this proclamation be posted on the City's website and that the Communications, Marketing and Engagement department be directed to promote the above noted proclamations through the various corporate channels.

**For more information**, please contact: Todd Coles, City Clerk, ext. 8281.

### **Attachments**

1. Attachment 1 - National Coaches Week - Letter
2. Attachment 2 - National Coaches Week - Application

### **Prepared by**

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