

TOP 7 OVER 70 AWARDS PROGRAM

EXECUTIVE SUMMARY

The Top 7 Over 70 is a first-of-its-kind awards program in Canada celebrating older adults in Calgary and area (the MDs of Foothills, Rocky View and Bighorn, Kananaskis and Banff). Founded by Calgary businessman and philanthropist Jim Gray, the awards recognize individuals who have started a new venture or reprised an existing one after the age of 70. These individuals will have accomplished a milestone or vision that inspires Albertans of all ages and demonstrates that age does not preclude developing new passions. Awards will honour individuals 70 and over who have achieved excellence, inspired creativity, shaped innovation, and/or organized outstanding collaboration in the fields of health and recreation; arts and culture; science; business; volunteerism; environment; overcoming adversity; and making a difference.

Any senior who is over 70 as of 2017 October 1 and lives in Calgary or its surrounding communities is eligible to be nominated. The focus of the awards is not on past accomplishments or lifetime achievements. Rather, individuals should be nominated for new accomplishments, in which they are achieving excellence. These achievements may be based or built on previous work or commitments, but they should have a “current” flavour or different twist, or perhaps be occurring in a completely new arena.

Members of Council and City of Calgary employees can support the Top 7 Over 70 awards program by promoting the concept of inspiring seniors to start new ventures or accomplishments in life, and encouraging people in their network to send in their nominations to the Top 7 Over 70 awards program at www.top7over70.com. All nominations are to be received by 2017 September 7. Seven outstanding older adults from Calgary and area will be recognized at a gala on 2017 October 2.

ADMINISTRATION RECOMMENDATION(S)

That Priorities and Finance Committee recommends that Council receives this report for information.

PREVIOUS COUNCIL DIRECTION / POLICY

On 2014 November 3, Council adopted *Building on our Energy*: an Economic Strategy for Calgary, directing Administration to lead or partner with Calgary Economic Development to advance strategies needed to build a community that attracts expert talent and business investment as part of the implementation plan (PFC2014-0809).

On 2015 February 10, Administration presented the Economic Resilience Strategy to Council (VR2015-0014) to focus efforts and to respond to the emerging economic downturn. The seven strategies of the Economic Resilience Program emphasize the need for The City to continue to deliver services to Calgarians in a responsible fashion and to stay financially prudent in the midst of changing economic conditions.

In 2015 June, Council approved the Seniors Age-Friendly Strategy, which identified six local priority areas: (1) Access to information and services, (2) Community support and health, (3) Housing, (4) Participation and inclusion, (5) Prevention of and response to elder abuse, and (6) Transportation and mobility.

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BACKGROUND

The Top 7 Over 70 awards is a first-of-its-kind program in Canada celebrating older adults in Calgary and area (the MDs of Foothills, Rocky View and Bighorn, Kananaskis and Banff). Founded by Calgary businessman and philanthropist Jim Gray, the awards recognize individuals who have started a new venture or reprised an existing one after the age of 70. These individuals will have accomplished a milestone or vision that inspires Albertans of all ages and demonstrates that age does not preclude developing new passions. Awards will honour individuals 70 and over who have achieved excellence, inspired creativity, shaped innovation, and/or organized outstanding collaboration in the fields of health and recreation; arts and culture; science; business; volunteerism; environment; overcoming adversity; and making a difference.

Nominations for the awards can be submitted at www.top7over70.com. All nominations are to be received by 2017 September 7. Seven outstanding older adults from Calgary and area will be recognized at a gala on 2017 October 2.

INVESTIGATION: ALTERNATIVES AND ANALYSIS

Award Criteria

The Top 7 Over 70 awards program recognizes individuals who have started a new venture or reprised an existing one after the age of 70. These individuals will have accomplished a milestone or vision that inspires Albertans of all ages and demonstrates that age does not preclude developing new passions. Awards will honour individuals 70 and over who have achieved excellence, inspired creativity, shaped innovation, and/or organized outstanding collaboration in one or more of the following areas:

- **Health & Recreation:** Nominees will be enhancing individual health, community well-being or quality of life for others.
- **Arts & Culture:** Creating, performing, teaching, mentoring or promoting arts & culture.
- **Science:** Generating discoveries, conducting research, educating others, creating something new or writing publications.
- **Business:** Starting a new venture or creating transformational enhancement to an existing business.
- **Volunteerism:** Making a significant impact, dedication, innovation or level of participation; providing time, talent and/or treasure.
- **Environment:** Taking action, creating innovation, inspiring others.
- **Overcoming Adversity:** Conquering obstacles, facing challenges or inciting change.
- **Making a difference:** Generating an outstanding contribution to community or another group.

Any senior who is over 70 as of 2017 October 1 and lives in Calgary or its surrounding communities (the MDs of Foothills, Rocky View and Bighorn, Kananaskis and Banff) is eligible to be nominated. Ideal nominees are those who have started something different or new, or implemented a new venture or idea, after age 70. The focus of the awards is not on past accomplishments or lifetime achievements. Rather, individuals should be nominated for new

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accomplishments, in which they are achieving excellence. These achievements may be based or built on previous work or commitments, but they should have a “current” flavour or different twist, or perhaps be occurring in a completely new arena.

Supporting the Awards

There are several ways to support the Top 7 Over 70 awards program, including through sponsorship, promotion and community support. Sponsorship for the awards gala will be sought from both corporations and individuals. Specifically, Members of Council and City of Calgary employees can promote the concept of inspiring seniors to start new ventures or accomplishments in life, and encourage people in their network to send in their nominations to the Top 7 Over 70 awards program at www.top7over70.com.

Fundraising for Ongoing Programming for Older adults

The Top 7 Over 70 awards program endeavours to promote and encourage achievement of others as well as the award nominees. In addition to seeking sponsorship for the awards gala, the Top 7 Over 70 committee will also be fundraising for: the program’s administrative partner, the Calgary Seniors Resource Centre; further research on activating and engaging seniors across the community; and, for the development of programs to engage seniors as mentors for young entrepreneurs through Startup Calgary.

Stakeholder Engagement, Research and Communication

The organizers of the Top 7 Over 70 awards program commissioned the Canada West Foundation to complete a study on senior entrepreneurship in Calgary titled *Seniorpreneurship: Don’t Retire – Rewire*. The Executive Summary from the study can be found in the attachment.

Strategic Alignment

The Top 7 Over 70 awards program aligns with the Council Priorities of “A prosperous City” and “a Healthy and Green City.” Encouraging older adults to participate in community and entrepreneurial ventures also aligns with Calgary Economic Development’s *Building on our Energy: an Economic Strategy for Calgary* and the areas of focus on Entrepreneurial Energy, Innovative Energy and People Energy. The program is also aligned with the Economic Resilience Strategy, including Result 6: Create a more resilient economy through exploring new opportunities with our partners for economic prosperity.

In addition, the Top 7 Over 70 awards program also aligns with The City’s Senior Age-Friendly Strategy and Implementation Plan 2015-2018 approved by Council in June 2015. This strategy promotes Participation and Inclusion as one of its six local priority areas to ensure older adults: feel welcomed and valued; are socially, physically and intellectually active; contribute to the well-being of the community; and, can be employed.

Social, Environmental, Economic (External)

Many older adults in the Calgary area are actively involved in the community. According to Jim Gray, seniors’ contributions can often be overlooked, which was a motivating factor in establishing the Top 7 Over 70 – a first-of-its-kind awards program in Canada. In addition, Gray says that seniors are also making significant economic contributions to the communities they

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live in. According to a study done by the Canada West Foundation titled *Seniorpreneurship: Don't Retire – Rewire*:

“A survey of adult Canadians found that 4% of those aged 65 and older are engaged in early-stage entrepreneurial activity; half of them are over 70. Approximately 10% of these ‘seniorpreneurs’ anticipate more than five employees and at least 50% growth in five years. The Alberta Global Entrepreneurship Monitor (GEM) report for 2015 found similar results, with 5% in this small sample reporting start-up activity. That means that there could be 9,000 senior entrepreneurs over 65, including 4,500 over age 70 in Calgary alone. The current cohort of seniors’ start-ups could create at least an additional 4,500 jobs within the next five years. If we could double the engagement of our growing population of seniors in entrepreneurship – or accelerate their growth plans by partnering with younger entrepreneurs – we could see job creation of well over 10,000 new direct jobs (not including the entrepreneurs themselves).”

With approximately 180,000 seniors in the Calgary area, harnessing the economic power of older adults provides an incredible opportunity to not only further economic development but also encourage people in or heading towards their senior years to remain active both physically and in the community. More information about the social and economic benefits and opportunities of encouraging seniors to be involved in entrepreneurial and other activities can be found in the attachment.

Financial Capacity

Current and Future Operating Budget:

The City Manager’s Office will be providing \$20,000 in sponsorship from its operating budget towards the Top 7 Over 70 awards program.

Current and Future Capital Budget:

There are no impacts to the capital budget a result of this report or its attachment.

Risk Assessment

There are no risks associated to The City of Calgary with supporting the Top 7 Over 70 awards program. All risks to the program will be managed by program organizers.

REASON(S) FOR RECOMMENDATION(S):

Administration recognizes the importance of acknowledging the contributions of older adults within the Calgary community. Supporting the Top 7 Over 70 awards program not only acknowledges these contributions but also encourages older adults to get involved or stay involved within the community. This can result in positive physical, mental and economic benefits for participants and the city as a whole while further moving us towards Calgary’s vision: a great place to make a living; a great place to make a life.

ATTACHMENT(S)

1. *Seniorpreneurship: Don't Retire – Rewire* Executive Summary (Canada West Foundation)