



An Introduction to Stars of the City

The Stars of the City program aims to recognize, motivate, and educate our region's front line staff – the face of tourism. We do this by inviting visitors and residence alike to nominate people who have gone above the call of duty by providing customer service excellence at restaurants, hotels, attractions, parks, shops, or taxis.

“The Stars of the City Program will facilitate the reputation of the City of Ottawa and Canada's Capital Region becoming known as a place that prides itself on its superior customer service across all sectors; that excellence in customer service is not just for tourists, but for locals too; that as a community we care for; nurture and reward our front-line staff who make visiting, working and living here a pleasant and rewarding experience.”

The Nomination Process

Every time a person is nominated, they will receive a Stars of the City certificate, a copy of their nomination, and a letter to their supervisor. The Stars of the City Lapel pin is delivered with the first nomination a person receives in a “stars year”, September 1st to August 31st. The Stars lapel pin can proudly be worn by front-liners when at work, so visitors will recognize them as one of our regions star performers. Additionally, each year, one truly exceptional nominee is named our region's Star of the City.

Eligible Nominations

- Nominations submitted via the Stars website www.starsofthecity.ca;
- Nominations submitted on an official brochure by fax, mail or are dropped off to Ottawa Tourism;
- Letters/emails from customers that were submitted specifically to the hotel, attraction, or restaurant, etc. if the forwarded letter/email indicates that the nominator has been contacted to be made aware of the program and to request permission to submit the comments. Please submit these letters/emails to stars@ottawatourism.ca and refer to the resource section of the [Stars website](#) for an example of how to follow-up with a guest who has submitted comments.
- Organization-specific comment cards with a copy of the correspondence with the guest that outlines the Stars of the City program and shows their clear consent to have their comments be submitted.

Non-Eligible Nominations

- Nominations for an entire property;
- Nominations from one co-worker to another;
- Nominations that do not include either a valid telephone number or email address for the person that has submitted the nomination. We prefer to receive both the telephone number and email address.
- Nominations that do not clearly indicate how the employee provided excellent customer service.
- Organization-specific comment cards will not be accepted on their own. In order to be accepted, we require a copy of the correspondence with the guest that outlines the Stars of the City program and shows their clear consent to have their comments submitted.

To Note When Submitting Your Property's Nomination

- Please print the first and last name of the nominee on the nomination form or email the front-line staff's correct spelling of their first and last name.

Disclaimer

To maintain the confidentiality of the Stars of the City program, the administrator will not be divulging information to businesses regarding nomination summaries.

Non-Eligible Nominations will not receive a certificate or a pin.

The Stars of the City Committee is responsible for making all decisions regarding the Stars of the City program. All decisions are final.