

NO: R076

COUNCIL DATE: May 6, 2024

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **April 30, 2024**

FROM: **General Manager, Finance**

FILE: **1850-20**

SUBJECT: **Council Initiatives Funding Request – Penmar Community Arts Society**

RECOMMENDATION

The Finance Department recommends that Council:

1. Receive this report for information; and
2. Approve a sponsorship of \$15,000 from the Council Initiatives Fund towards the second annual Salmon Sessions Music Festival to be held in Surrey on Saturday, August 24, 2024.

INTENT

The City received a sponsorship request from Penmar Community Arts Society and Semiahmoo Fish & Game Club for their second annual Salmon Sessions Music Festival event to be held at the Semiahmoo Fish & Game Club (the “SFGC”) Clubhouse on Saturday, August 24, 2024.

BACKGROUND

The Penmar Community Arts Society and SFGC hosted their first Salmon Sessions Music Festival event in 2023 to raise funds for the new hatchery building at the Little Campbell Salmon Hatchery. The current hatchery building has been subjected to years of flooding over its nearly 40-year history, and a new building on higher ground, with modernized equipment, is planned and will enable SFGC to expand its conservation work into the future. The Music Festival event will also provide an opportunity for a cultural celebration where the community can come together to support local musicians and learn about the SFGC’s mission.

DISCUSSION

This year’s Salmon Sessions Music Festival event will be held at the SFGC Clubhouse on Saturday, August 24, 2024. Last year’s event attracted over 400 people, and the organizers expect to increase attendance to 1,000 people this year. The Penmar Community Arts Society is requesting that the City consider supporting the event by providing a sponsorship of \$15,000 to offset the event costs. With a “Sockeye” sponsorship of \$15,000, the City will receive twelve complimentary passes which will be allocated to members of Council who plan to attend the event. The City’s logo will be included in event promotional materials. Full details of the sponsorship opportunity are attached in Appendix “I”.

FUNDING

Staff have evaluated the current request to ensure it is compliant with the Council Initiatives Fund Utilization Policy. Staff recommend that Council support the second annual Salmon Sessions Music Festival event by providing a sponsorship contribution of \$15,000 from the Council Initiatives Fund. Appendix "II" attached to this report documents the balance in the Council Initiatives Fund based on an assumption that Council will approve the recommendation of this report.

CONCLUSION

Based on the above discussion, it is recommended that Council approve, from the Council Initiatives Fund, a sponsorship of \$15,000 in support of the second annual Salmon Sessions Music Festival event to be held in Surrey on Saturday, August 24, 2024.

Kam Grewal
CFO/General Manager
Finance

Appendix "I": Salmon Sessions Music Festival Sponsorship Package 2024
Appendix "II": Council Initiatives – Allocations for 2024

MUSIC FESTIVAL

All Ages!



2024 Salmon SESSIONS

Saturday, August 24, 2024

4:00 pm - 11:00 pm

Semiahmoo Fish and Game Club

1284 184 St, Surrey, BC V3Z 9R9

in support of the Little Campbell Hatchery

SPONSORSHIP OPPORTUNITIES



MUSIC FESTIVAL

Saturday, August 24, 2024

ABOUT

For the second year in a row, the **Semiahmoo Fish and Game Club (SFGC)** has teamed up with **Penmar Community Arts Society (Penmar)** to raise funds for a new hatchery building through the Salmon Sessions Music Festival.

The current hatchery building has been subjected to years of flooding over its nearly 40-year history. During the devastating atmospheric river floods of 2021, the hatchery was further damaged and tens of thousands of fish eggs were destroyed when the building was under three feet of water.

SFGC is planning to construct a new building on higher ground – safe from the flooding hazards of the future. As well, it will modernize its equipment and operating systems to grow even more. It is estimated that each year, the SFGC hatchery releases an additional 100,000 salmon into the river system – over the past 40 years that equates to approximately **35 - 40 million salmon**.

Now that's a conservation story!

Salmon Sessions Music Festival, August 24, 2024

Salmon Sessions is a vibrant Music Festival supporting the SFGC's vital salmon hatchery initiative. As a dedicated volunteer-driven, non-profit society for 66 years, SFGC has sustained the Little Campbell Salmon Hatchery, a key component of British Columbia's food security. With the current hatchery approaching the end of its life cycle, urgent support is needed to construct a new facility.

Festival attendees will not only have an amazing music experience but will also learn about Little Campbell Hatchery's fascinating operations. Enjoy the serene beauty of the property with a leisurely walk along the river, and enthusiastic volunteers will be providing guided hatchery tours. Bring your lawn chairs and dancing shoes for a memorable day!

Lineup Announcement on May 1, 2024

Festival Tickets go on sale May 3, 2024

Join us in supporting a cause that sustains both the local environment and BC's food security.



MUSIC FESTIVAL

Saturday, August 24, 2024

EVENT HIGHLIGHTS

Live Music:

Enjoy the sounds of rock, country, and funk performed by outstanding live BC bands on an outdoor stage. The lineup will be announced on May 1, 2024.

Food Carts:

Delicious food from Primo's Mexican (their full Mexican lineup of tacos, burritos and churros with hot dogs, burgers and fries also added). Additional choices to be announced.

Beverage Garden

Raise a toast to a great cause with an array of beers, wines, ready- to-drink, and non-alcoholic options.

50/50 Raffle

The online raffle will run all summer from June to the end of August. One lucky winner will take home half the jackpot and the remainder will benefit the hatchery.

Scenic Atmosphere

Settle in with your lawn chair and blanket on the concert lawn, near the picturesque Little Campbell River.

Guided Tours:

SFGC's dedicated volunteers will be on hand to guide you through the hatchery facilities and share insights into their crucial conservation efforts.

Sponsorship Opportunities

Become a corporate partner and enjoy key benefits and recognition including VIP access to the festival and prominent brand placement on all event marketing materials.



MUSIC FESTIVAL

Saturday, August 24, 2024

WHO IS COMING TO THE SALMON SESSIONS MUSIC FESTIVAL

Support for this event is growing across South Surrey White Rock, the Peninsula and Langley

- Local Neighborhoods:
- Grandview/Pacific Douglas
- Morgan Creek
- Ocean Park/Crescent Beach
- Elgin/Chantrell Creek/Sunnyside
- Campbell Heights/Hazlemeare
- Langley



We expect to draw on the hyper local audience as well as reaching further into Surrey, Langley and surrounding areas. to **over 1 million music fans** South of the Fraser as well as reaching throughout the Lower Mainland.



LOCAL NEIGHBOURHOODS & BEYOND



MUSIC FESTIVAL

Saturday, August 24, 2024

THE LOCATION - PART OF SURREY'S HISTORY

The Semiahmoo Fish & Game Club was incorporated in 1957 by a group of conservation-minded people who resided in the White Rock, Surrey and Langley area.

The primary focus of the group was the restoration of the local Little Campbell River, which had been damaged by years of unregulated gravel removal in the watershed. For the next 23 years, club volunteers not only worked to restore the river and its tributaries, but also raised funds with the vision of acquiring land on their beloved river.

The Clubhouse is very popular for hosting weddings and celebrations of life in addition to other special events. The goal is to grow Salmon Sessions as an annual event.



CLICK HERE FOR A VIRTUAL TOUR

or go to: vimeo.com/141081711



MUSIC FESTIVAL

Saturday, August 24, 2024

DEMOGRAPHICS — OUR MEDIA REACH

225,000+



including Lower
Mainland
Markets

print & digital

DID YOU KNOW?

1 MILLION+
MUSIC FANS IN THE
FASTEST GROWING
REGION BASE IN BC

15,000+



**EMAIL
NEWSLETTERS**

150,000+

**Social media
post reach
on Facebook,
Instagram, Twitter,
and Linked In**



**POSTERS AND FLYERS IN
LOCAL BUSINESSES AND
HIGH TRAFFIC AREAS**

+ reach through our marketing partners such as Musicians, Vendors, Manager & Agents

EVENT DAY

- **1,000 attendees, 100 VIP's**
- **on site activations**
- **digital and print branding signage**
- **news coverage**
- **live social media**
- **professional photography and video**





MUSIC FESTIVAL

Saturday, August 24, 2024

WHO ARE WE TARGETING?

Age 35+

- **Primary: 38-55**
- **Secondary: 25-37**
- **Tertiary: 56+**
- **Live music fans**
- **Families, the event is all ages**
- **Environmentally-conscious**
- **Values sustainability and ecological responsibility**

The inaugural Salmon Sessions Music Festival in 2022 attracted over 400 attendees and dozens of VIP's. The festival was successful in raising funds for the Semiahmoo Fish and Game Club, raising awareness of the SFGC, it's operations and the hatchery and increasing its membership.





MUSIC FESTIVAL

Saturday, August 24, 2024

PRESENTED BY TWO UNIQUE,
COMMUNITY-ORIENTED
NON-PROFITS

PENMAR COMMUNITY ARTS SOCIETY

Our mission is to fund and facilitate the future of live music and we do that by creating great live music experiences for the benefit of artists and audiences and the local economy. We work with various community partners and advisors in the live music industry in BC and Canada. A registered charity, we also provide job opportunities for youth interested in gaining work experience in the business of arts and culture.

Since 2017 we have produced and supported over 200 community concerts and events. We want to establish an annual event for the South Surrey market that has room to grow and provide a great day out as well as support a community service.

SEMAIHMUO FISH AND GAME CLUB

On June 23, 2023, the Semiahmoo Fish and Game Club ~ and its Little Campbell Hatchery, celebrated 66 years since it was incorporated as a not-for-profit Society.

What started out as a dream for a group of conservation-minded people interested in the outdoors has evolved into an active volunteer-run organization with over 700 members that features a hatchery, indoor firearms range as well as indoor and outdoor archery target ranges.

There is also a banquet-styled hall that over the decades has been a favoured choice for many a wedding and other celebrations. There are well-signed nature trails along the Little Campbell River that runs through the Club's **29-acre property**.





MUSIC FESTIVAL

Saturday, August 24, 2024

WHY SPONSOR

- **Promote community support and spirit**
- **Promote your brand**
- **Offer incentives**
- **Host and entertain your employees and your customers**
- **Engage with fans**
- **Build new partnerships**
- **A tailored opportunity for you**

We can work together to make this year a success and grow this into a premier, annual event in South Surrey.

We can grow Salmon Sessions to more days and more locations and draw top quality popular bands. South Surrey can make a name for itself on the concert stage — both locally and within the Region. By increasing it's visibility on the cultural map, we open a valuable channel for increased tourism and commerce which benefits the entire community.

COMMUNITY PARTNERSHIPS



PROMOTE YOUR
BRAND

ENGAGE
WITH FANS



**HOST AND
ENTERTAIN**
YOUR EMPLOYEES
AND CUSTOMERS



**A TAILORED
OPPORTUNITY
FOR YOU**



MUSIC FESTIVAL

Saturday, August 24, 2024

SPONSORSHIP OPPORTUNITIES

Salmon Sessions - Zones

- Stage
- VIP Tent
- Picnic Area
- Beverage Garden (*inside hall*)
- Band Headquarters
- Hatchery Tours
- Sponsor Lounge
- Vendor Alley

Opportunities on site:

- Expedited entry for you and your guests
- Exclusive VIP Area for your group
- Premium Viewing areas
- Dedicated food and beverage service
- Signage/banners - multiple buildings, the stage, fencing
- Vendor booth 10 x 10 or 10 x 20
- Recognition from the stage
- Host an activation

We want to work with you on unique ideas that will set this event and your brand apart.





MUSIC FESTIVAL

Saturday, August 24, 2024

PRESENTING SPONSOR

Level: CHINOOK, the largest and most valuable species of Pacific salmon

Own the show!

- Only one available, opportunity for multi-year contract
- Recognized as the Presenting Sponsor of the Salmon Sessions Music Festival
- Presented by YOUR BRAND across all marketing and advertising
- 10 x 30 space for a corporate tent and branding at the Festival
- Exclusive access to designated area with premium viewing
- VIP FESTIVAL passes (25) - \$3,750 value
- VIP parking passes (12) - \$240 value
- 40 Beverage Tickets - \$240 value
- Banquet Hall Rental - \$2,000 value
- Two Annual Family Memberships with SFGC - \$280 value
- Inclusion on Donor Recognition Wall of the new hatchery (permanent) Priceless!
- Prominent logo placement on stage banners
- Speaking opportunity
- Opportunity for sponsor signage on site
- Opportunity to provide a 30-second promo video of your brand
- Corporate logo, link and bio on event website
- Recognition from the stage
- Prominent logo placement on stage banners
- Social Media mentions and tags (Facebook, Instagram, Twitter) minimum twelve (12)
- Your brand featured in an email to all VIP's
- Corporate logo and link in SFGC newsletters to members, minimum three
- Corporate logo and link in e-blasts from marketing partners
- Corporate logo included on print posters and flyers distributed throughout South Surrey, White Rock and Langley
- Sponsorship highlighted in Peace Arch News print ads
- Included in digital banner ads and customized graphics
- Included in Sponsor Thank You, digital and print

Exclusive Opportunity!





MUSIC FESTIVAL

Saturday, August 24, 2024

STAGE SPONSOR

Level: SOCKEYE, intense, distinct and delicious

STAGE SPONSOR

- **Recognised as SOCKEYE, Stage Sponsor**
- **10 x 20 space for a corporate tent and branding at the Festival**
- **Prominent logo placement on stage banners**
- **Speaking opportunity**
- **Opportunity for sponsor signage on site**
- **Corporate logo, link and bio on event website**
- **Recognition from the stage**
- **Your brand featured in an email to all VIP's**
- **Corporate logo and link in SFGC newsletters to members, minimum three**
- **Corporate logo and link in e-blasts from marketing partners**
- **Corporate logo included on print posters and flyers distributed throughout South Surrey, White Rock and Langley**
- **Sponsorship highlighted in Peace Arch News print ads**
- **Included in digital banner ads and customized graphics**
- **Included in Sponsor Thank You, digital and print**
- **Prominent logo placement on stage banners**
- **Speaking opportunity to introduce headliner**
- **Logo and company bio on event site**
- **Social media mentions and tags (Facebook, Instagram, Twitter), minimum ten (10) posts**
- **Recognition as 2024 Sponsor on site year round and in 2025 Sponsorship Package**
- **Use of "Proud Supporter" email signature (graphic provided)**
- **Premium viewing location**
- **VIP passes (10) \$2,000 value**
- **VIP parking passes (5)**
- **Opportunity for artist meet and greet with select artists (2 people)**





MUSIC FESTIVAL

Saturday, August 24, 2024

MAJOR SPONSOR

Level: COHO, the silver salmon

- **Recognised as COHO, Major Sponsor**
- **10 x 10 space for a corporate tent and branding at the Festival**
- **Opportunity for sponsor signage on site**
- **Corporate logo, link and bio on event website**
- **Recognition from the stage**
- **Your brand featured in an email to all VIP's**
- **Corporate logo and link in SFGC newsletters to members, minimum three**
Corporate logo and link in e-blasts from marketing partners
- **Corporate logo included on print posters and flyers distributed throughout South**
Surrey, White Rock and Langley
- **Sponsorship highlighted in Peace Arch News print ads**
- **Included in digital banner ads and customized graphics**
- **Included in Sponsor Thank You, digital and print**
- **Prominent logo placement on stage banners**
- **Logo and company bio on event site**
- **Social media mentions and tags (Facebook, Instagram, Twitter), minimum eight**
(8) posts
- **Recognition as 2024 Sponsor on site year round and in 2025 Sponsorship Package**
- **Use of "Proud Supporter" email signature (graphic provided)**
- **Premium viewing location**
- **Opportunity for live interview on social media pre-event and during**
- **VIP Festival passes (5) \$1,000 value**
- **VIP parking passes (2)**
- **Opportunity for artist meet and greet with select artists (2 people)**





MUSIC FESTIVAL

Saturday, August 24, 2024

MORE PARTNERSHIP OPPORTUNITIES 2024

- **Volunteer Sponsor (Pink/Bronze) Media Partner**
- **Beverage Garden Sponsor Band Sponsor**
- **VIP Lounge Sponsor**
- **Shuttle/transportation**
- **Beer Partner**
- **RTD Partner**
- **Cocktail partner**
- **Energy Drink Partner**
- **Soft Drink Partner**
- **Water station partner**
- **Non alcoholic drink partner**
- **Copy and Print partner**

Let's have a conversation and discover what has the most value for your business.

INCLUDED FOR ALL:

- **Logo and link on Salmon Sessions Music Festival event site**
- **Social media mentions and tags (Facebook, Instagram, Twitter)**
- **Recognition as 2024 Sponsor on site year round and in 2025 Sponsorship Package Use of "Proud Supporter" email signature (graphic provided)**
- **Corporate logo and link in SFGC newsletter to members**
- **Included in Sponsor Thank You, digital and print**
- **Festival passes**
- **Parking passes**



MUSIC FESTIVAL

Saturday, August 24, 2024

CONTACT US!

We would love to discuss sponsorship and other opportunities with your organization. We are looking forward to building on the success of the 2023 Salmon Sessions Music Festival and making the 2024 Festival bigger and brighter! Please contact us at either of the below numbers for more information.

Dione Costanzo

Strategy & Planning, Partnership Opportunities
Penmar Community Arts Society
dionecostanzo@gmail.com
604-817-1526

Diana Barkley

President, Semiahmoo Fish and Game Club
sfgcppresident@gmail.com
604-535-8366

**Let's have a
conversation and
discover what has the
most value for your
business.**

Appendix "II"



2024 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	240,000		
2024 Proposed Budget	<u>260,000</u>		\$ 500,000
Surrey Hospitals Foundation - Celebration of Care Gala		12,500	
SFU President's Surrey Community Mixer		5,000	
Immigrant Link Centre Society		5,000	
Princess Margaret Secondary School - LeoCraft Design Team		15,000	
Balsar Community Foundation - Run Surrey Run		20,000	
Penmar Community Arts Society - Salmon Sessions Music Festival (Proposed)		15,000	
Surrey Pride Society - Rainbow Gala and Awards Night (Proposed)		4,000	
UNITI - Celebrating You (Proposed)		8,000	
Allocations for 2024		<u>\$ 84,500</u>	<u>\$ 415,500</u>