

NO: R097

COUNCIL DATE: May 27, 2024

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **May 23, 2024**

FROM: **General Manager, Finance**

FILE: **1850-20**

SUBJECT: **Sponsorship Request – Car Free Day Surrey 2024**

RECOMMENDATION

The Finance Department recommends that Council:

1. Receive this report for information; and
2. Approve from the Council Initiatives Fund, a sponsorship contribution of \$25,000 in support of the third annual Car Free Day Surrey festival.

INTENT

The City has received a request from the Newton Business Improvement Association (the “NBIA”) to join as a sponsoring partner, along with Translink, in presenting the third annual Car Free Day Surrey festival. The festival will be held on Saturday, June 8, 2024, on 137th Street between 72nd and 74th Avenue.

DISCUSSION

The NBIA was established in 2014 by Surrey City Council to facilitate business improvement, community economic development, business revitalization, and area enhancement in the Newton Town Centre. The NBIA has since hosted several successful community events to promote vibrancy in Newton including Newton Fest and Spooktacular Halloween. Car Free Days is an internationally recognized brand, enjoyed in major cities across the globe. These free, inclusive events take place in key markets and encourage motorists to give up their cars for a day. The festival highlights numerous benefits including reduced air pollution and promotes walking, cycling and sustainable urban transportation. The Car Free Day Surrey festival will bring local artists, organizations, and businesses together to transform a busy downtown street into a pedestrian-friendly space, where participants and guests can enjoy an outdoor music event experience while learning about the promotion of active and accessible transportation within our communities. The City of Surrey is invited to join as a sponsoring partner by contributing \$25,000 to cover the costs for musicians, staging and production.

The City of Surrey will be recognized as a sponsor during the formalities of the event and will be acknowledged as a sponsor on the festival website, social media platforms and displays during the event. Staff recommends Council consider supporting this initiative through a sponsorship of \$25,000. Full details of the sponsorship request are attached in Appendix “I”.

FUNDING

Staff have evaluated the request to ensure it is compliant with the Council Initiatives Fund Utilization Policy. Staff recommend Council consider supporting this initiative through a sponsorship of \$25,000 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 recommendations of this report.

CONCLUSION

Based on the above discussion, it is recommended that Council approve from the Council Initiatives Fund, a sponsorship of \$25,000 in support of the third annual Car Free Days Surrey festival.

Kam Grewal,
CFO/General Manager
Finance

Appendix "I": Car Free Day Sponsorship Package 2024
Appendix "II": Council Initiatives – Allocations for 2024



CAR FREE DAYS

Drawing from its global recognition in major cities around the world, Car Free Day stands as a distinctive festival uniting local musicians, artists, organizations, and businesses to reshape urban cores into pedestrian-friendly havens. These community festivities spotlight premier local musicians and convey a sustainability-focused message, enriching the overall event experience.



EVENT OVERVIEW

1 DAY



Saturday, June 8, 2024

A VIBRANT COMMUNITY



137th Street, Surrey, BC

PERFORMERS



Our lineup is curated with 16 of BC's most promising emerging musicians and performers

FOOD TRUCKS



A diverse selection of food trucks serving up tasty snacks and drinks

VENDORS & ARTISANS

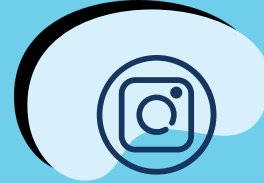


Over 55 vendors, artisans, and businesses are invited to join in the fun at Car Free Day Surrey

BY THE NUMBERS



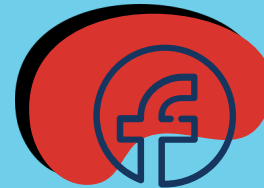
ATTENDEES
10,000



@NEWTONBIA FOLLOWERS
1,112



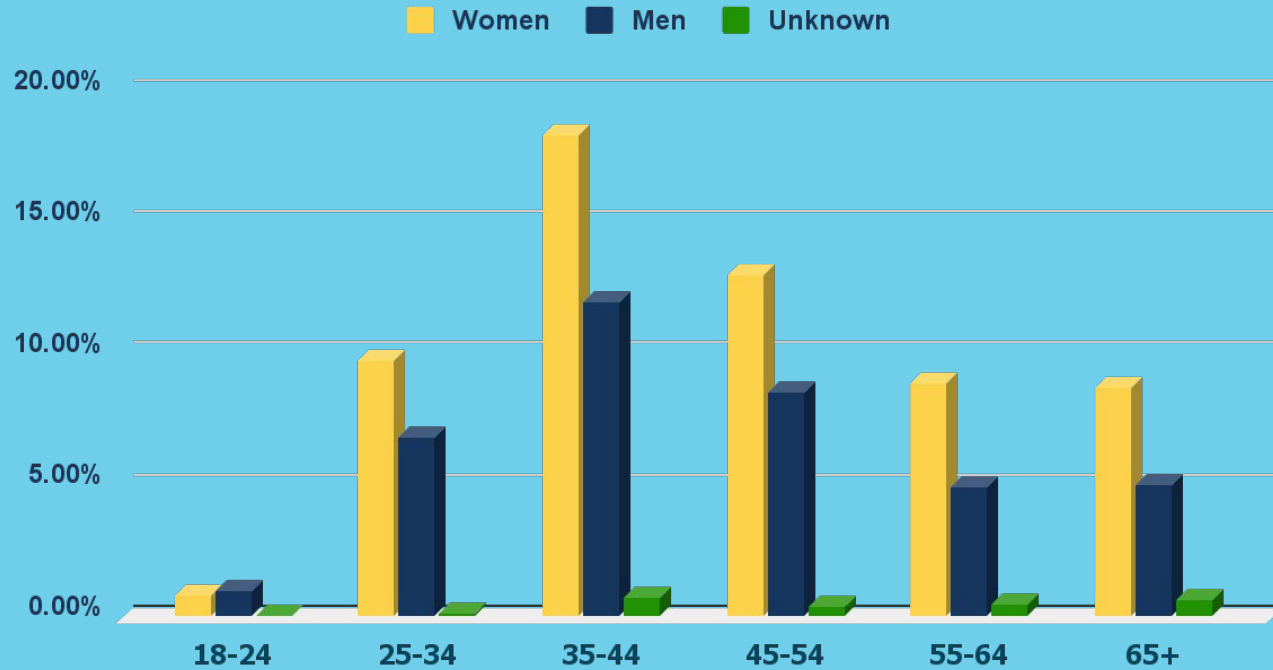
FB EVENT REACH
9,734



@NEWONBIA FOLLOWERS
818

DEMOGRAPHIC

Age & Gender



NOTABLE FEATURES

Car Free Day Surrey extended a warm welcome to the local Host Nations, honoring the rich history and heritage of the land where the event took place. This gesture serves as a powerful symbol of respect and recognition of the Indigenous communities who have called this land home for generations. Additionally, Car Free Day Surrey invited Municipal Councilors & Dignitaries to take the stage alongside TransLink. Using this platform to share insights and perspectives on the sustainable practices being embraced within each unique community. This collaborative effort not only emphasizes the importance of environmental responsibility but also underlines the significance of community engagement and unity in working towards a more sustainable future.



HEADLINERS & HIGHLIGHTS

Car Free Day Surrey is a remarkable celebration of community, culture, and sustainability. A significant part of the event is the incredible array of talent it showcases. With over 16 performers gracing the Main and Dance Stages, the festival ensures there's something for everyone. From local bands belting out infectious melodies to captivating street performers wowing the crowds, the eclectic lineup is a testament to the diversity of talent that thrives within the community. These performances not only provide an unforgettable entertainment experience but also amplify the festival's message of unity, sustainability, and the power of coming together to create positive change.



PARTNERSHIP OPPORTUNITIES

PLATINUM PARTNER

- Presenting level logo inclusion on all marketing materials
- Exclusive brand category rights
- Logo included on stage branding
- Key event elements branded and presented by partner
- Large onsite activation in key strategic location
- Customized advertising and social media campaign
- Recognition on stage throughout the event
- Logo included in onsite signage
- Presenting level logo inclusion on festival website with link to website



PARTNERSHIP OPPORTUNITIES

GOLD PARTNER

- Key event element branded and presented by partner
- Large onsite activation in key strategic location
- Logo inclusion on all marketing materials
- Customized advertising and social media campaign
- Recognition on stage throughout the event
- Logo included in onsite signage
- Tier 1 logo inclusion on festival website with link

SILVER PARTNER

- 10x20 activation in key strategic location
- Logo inclusion on all select marketing materials
- 2 x social media mentions through festival channels
- Logo included in onsite signage
- Tier 2 logo inclusion on festival website with link



PARTNERSHIP OPPORTUNITIES

BRONZE

- 10x10 activation onsite
- Logo inclusion on all select marketing materials
- Logo included in onsite signage
- Tier 3 logo inclusion on festival website with link

EVENT FRIEND

- Logo included in onsite signage
- 1 social media mention through festival channels
- Tier 4 Event Friend logo inclusion on festival website with link



2023 MEDIA HIGHLIGHTS

Listed

EVENTS GUIDE FALL


Car-Free Day festival returns to Surrey with huge street party in June

10:41 AM | May 30, 2023, 1:58 pm




Explore Take transit to Car Free Day Surrey on June 10

June 6, 2023 | In Explore | By Kenny Ho



Following last summer's successful run, Car Free Days of Summer is back! It brings together local musicians, artists, organizations, and businesses to transform downtown spaces into pedestrian-friendly spaces.

Surrey celebrates Car Free Day



City News
LIVING IN CAR-FREE DAY WAS PUT TOGETHER TO CAR

Reporter: SATURDAY'S CAR-FREE DAY WAS PUT TOGETHER TO CAR

0:39 / 2:36

By Angela Bower
Posted June 11, 2023 2:41 pm. Last Updated June 12, 2023 9:00 am.

FESTIVAL

Global BC sponsors Car Free Day Surrey presented by TransLink

Event Ended

Where 137th Street (between 72A & 74 Avenue), Surrey, BC View Map

When Jun 10 | 12:00 PM - 8:00 PM Add to Calendar


Website <https://carfree.ca/car-free-day-surrey/>

Contact 604-593-2294 (Newton BIA)

CURIOSITY SELECT A CITY

Lifestyle Things To Do Food & Drink

Metro Vancouver is getting a 'Car-Free Day' this June with live music & mini golf



VANCOUVER IS AWESOME


NEWS LIVING FEATURES CURATED CLASSIFIEDS DRIBTS SHOP BECOME

Here's what to expect at this car-free event in Metro Vancouver this summer

Music, dance battles, food trucks, and more.

Photo: @surreynews

May 29, 2023 2:15 PM



Car Free Days of Summer will take place June 10, 2023, on 137th Street between 72A and 74 Avenue and feature musical performances, art, dance battles, food trucks, and food trucks. #surreynews #surreynews #surreynews

CLOVERDALE REPORTER

News More Contents Shop E-Editions Classifieds Autos Jobs Obituaries

June festival in Surrey urges car-free living for a second year on street in Newton

In spirit of event, don't drive to site for live music, dance battles, food trucks and more June 10

Tom Zifon
May 26, 2023 1:58 PM



The single at the first Car Free Day Surrey event last summer. (Submitted photo)

2023 MEDIA HIGHLIGHTS

20 fantastic things to do in Vancouver this week: June 5 to 11

Darrel Chai | Jun 4 2023, 3:00 pm



Cultra Lake Waterpark/Facebook | Car-Free Day Surrey (Newton BIA/Submitted) | Italian Day on Commercial Drive (Clayton Perry Photography)

Car Free Day in Surrey: 137 Street closure on Saturday, June 10

5 June 2023



Photo: Newton BIA

CAR Free Day returns June 10, taking over 137 Street and transforming the street into a pedestrian paradise with multiple stages, artisan vendors, local merchants and family friendly fun, says Newton Business Improvement Association.

This event will celebrate the businesses with storefronts on 137 Street with extended patios and booths, in addition to multiple activities for people to take part in on Saturday, June 10 between noon and 8 p.m.

Car Free Day Surrey in Newton



Car Free Day Surrey is a street party-style event featuring free entertainment, an artisan market and family-friendly activities along 137th Street in Newton.

NORTH DELTA REPORTER

News More Contests Shop E-Editions Classifieds Autos Jobs Obituaries

On June 10 the singer was solo on an outdoor stage during the second annual [Car Free Day Surrey event in Newton](#), not long after the release of his latest song and video.

STORY CONTINUES BELOW VIDEO



CLOVERDALE REPORTER

News More Contests Shop E-Editions Classifieds Autos Jobs Obituaries

Car-Free Day Surrey: Community festival returns to Newton on Saturday, June 10 from noon to 8 p.m., on 137 Street. Free of cars, the Newton BIA-hosted event aims to promote active transportation, focused on families and the promotion of local business. Info: 604-593-2294, newtonbia.com/car-free-day.

Car Free Day Surrey 2023

by Aless Miles
Sunday, May 28th, 2023 — 7:25am PDT

Add a Comment



On June 10th everyone is invited to enjoy hours of fun and music, while also learning how they can contribute to climate action, at the second annual Car Free Day in Surrey.



SURREY HIGHLIGHTS



SURREY HIGHLIGHTS



THANK YOU!

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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		15,000	
Surrey Pride Society - Rainbow Gala and Awards Night		4,000	
UNITI Employment Services		8,000	
Car Free Day Surrey (Proposed)		25,000	
Allocations for 2024		<u>\$ 109,500</u>	<u>\$ 390,500</u>