

NO: R206

COUNCIL DATE: October 21, 2024

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **October 17, 2024**

FROM: **General Manager, Finance**

FILE: **1850-20**

SUBJECT: **Council Initiatives Funding Request – Spooktacular Newton**

RECOMMENDATION

The Finance Department recommends that Council:

1. Receive this report for information; and
2. Approve from the Council Initiatives Fund, a funding contribution of \$15,000 in support of the annual Spooktacular Newton event taking place on October 26, 2024.

INTENT

The City has received a request from the Newton Business Improvement Association (the “NBIA”) to support their annual Spooktacular Newton event by providing a funding contribution. The event will be held on Saturday, October 26, 2024, on 137th Street between 72nd and 74th Avenue in Surrey.

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 Car Free Day, Spooktacular Newton and Newton Festival.

Spooktacular Newton is an annual family-friendly Halloween themed event hosted by NBIA. The event brings together the residents and local businesses to transform streets into pedestrian friendly spaces. Spooktacular Newton is a free event open to public and consists of family-fun activities such as trick-or-treating, face painting, crafts, games, mini golf, dance performances, a pumpkin patch, a haunted train, and live entertainment. The NBIA estimates that over 15,000 people will be attending this year’s event. The NBIA has requested the City consider supporting this event by providing a funding contribution to offset production, staging and traffic management costs.

FUNDING

Staff have evaluated the request to ensure it is compliant with the Council Initiatives Fund Utilization Policy (the “Policy”). Staff recommend that Council consider supporting the annual

Spooktacular Newton event through a funding contribution of \$15,000 from the Council Initiatives Fund. As per the Policy, the maximum funding amount per request is \$10,000, with Council having the ability to make exceptions with simple majority support of Council.

Appendix "I" 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 \$15,000 in support of the annual Spooktacular Newton event.

Kam Grewal
CFO/General Manager
Finance

Appendix "I": Council Initiatives Fund – Allocations for 2024

Appendix “I”



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		25,000	
Fraser Region Aboriginal Friendship Centre Association		25,000	
International Yoga Day Celebration		2,500	
Options Community Services		25,000	
Spooktacular Newton (Proposed)		15,000	
Allocations for 2024		<u>\$ 177,000</u>	<u>\$ 323,000</u>