



# Corporate Report

NO: R056

COUNCIL DATE: March 27, 2006

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## REGULAR

TO: Mayor & Council DATE: March 23, 2006

FROM: General Manager, Parks, Recreation and Culture FILE: 1850 - 20

Acting General Manager, Finance,  
Technology and Human Resources

SUBJECT: Vaisakhi Celebrations Sponsorship

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## RECOMMENDATION

It is recommended that Council receive this report as information.

## INTENT

The intent of this report is to provide information to Council relative to a \$15,000 funding request from the Vaisakhi Celebration, and more specifically, the relationship between the Vaisakhi Parade organizers and the Vaisakhi Celebrations Committee.

## BACKGROUND

At the January 30, 2006 Council meeting, a request from the Vaisakhi Celebrations Committee for platinum sponsorship, valued at \$15,000, was referred to the Finance Committee. The Finance Committee received Report F009 on February 13, 2006, which is attached as Appendix A.

At the Regular Council meeting on March 6, 2006, the minutes from the Finance Committee were received by Council. These minutes generated a discussion amongst Council, and resulted in a request to staff to provide an additional report on the \$15,000 funding request for the Vaisakhi Celebration.

## DISCUSSION

### **Parade Organizers**

The 2006 Vaisakhi Parade is being organized by the Gurdwara Sahib Dasmesh Darbar to celebrate the 'Birth of the Khalsa' Sikh religious holiday. This same organization has organized a successful Vaisakhi Parade in Surrey for several years. Staff are presently working with Parade organizers to ensure a safe, festive event in 2006.

### **Vaisakhi Celebration Committee**

The Vaisakhi Celebrations Committee ('the Committee') is a separate entity from the organization that is putting on the Vaisakhi Parade. The Committee's stated role is to promote all the cultural activities associated with Vaisakhi throughout the Lower Mainland, not just the parade in Surrey, although the Surrey parade is the focus of the Committee's efforts at the present time. The key effort of the Committee is the marketing of the cultural aspects of Vaisakhi for the benefits of all residents; the Committee has stated that it does not focus its attentions on any one Gurdwara. Last year, the Committee set up the successful Guildford Vaisakhi cultural event, featuring Indian foods and festivities.

The Committee is **not** a non-profit society or association at this time; rather, the Committee consists of three individuals who are associated with a Surrey firm that specializes in graphic design and production of printed marketing materials.

A representative of the Committee has stated that the Gurdwara Sahib Dasmesh Darbar is aware of the Committee's efforts to promote the 2006 Vaisakhi Parade, but does not direct the efforts of the Committee nor control its budget.

Staff have been advised by Committee representatives that should sponsorship funding be received from the City prior to the Vaisakhi Parade in April of this year, the funding would be put towards the production of street banners and perhaps transit shelter advertising for the Vaisakhi Parade.

### **City Support for the Committee**

While staff have worked extensively with the Vaisakhi Parade organizers over the last few years, there has been limited interaction with the Committee to date. Because of this, staff do not have a good understanding of the Committee's capacity to deliver marketing services and other aspects of the cultural opportunities associated with Vaisakhi.

It is recommended that in the coming year the Vaisakhi Celebrations Committee achieve non-profit status, complete with a constitution outlining its purpose, and a board of directors that can provide oversight governance of the Committee's fund-raising and outline operational activities. This will position the City to make informed decisions regarding future funding support of Vaisakhi activities organized by the Committee. City staff can offer guidance and assistance to the Committee to work towards these goals.

## CONCLUSION

The February 13, 2006 Report F009 to the Finance Committee provides details on the 2006 Vaisakhi Parade and recommends that support for the Vaisakhi Parade not be in the form of a sponsorship where the City's logo is used in conjunction with any marketing or advertising surround the event.

This report explains that 2006 Vaisakhi Parade organizers (Gurdwara Sahib Dasmesh Darbar) are a different organization than the Vaisakhi Celebrations Committee. The Committee is an organization that provides marketing support to all types of Vaisakhi events, not just the parade. It is the Committee, not the Gurdwara, which is requesting the \$15,000 sponsorship from the City.

It is suggested that in the coming year the Committee achieve non-profit status, complete with a constitution and a board of directors that can provide oversight governance of the Committee's fund-raising and outline operational activities. City staff can offer guidance and assistance to the Committee to work towards these goals. This will position the City to make informed decisions regarding future funding support of Vaisakhi activities organized by the Committee.



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Attachment

# **APPENDIX A**

## **Report F009**