

NO: F027

COUNCIL DATE: December 13, 2010

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## FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **December 3, 2010**

FROM: **General Manager, Parks, Recreation and Culture** FILE: **0290-01**  
**General Manager, Finance & Technology**

SUBJECT: **Sponsor Appreciation Event**

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## RECOMMENDATION

The Parks, Recreation and Culture Department and Finance and Technology Department recommend that the Finance Committee recommend that Council approve an allocation of \$10,000 from the Council Initiatives Fund for the purpose of hosting a Sponsor Appreciation event as described in this report.

## BACKGROUND

The City has hosted in previous years an evening reception to recognize and acknowledge the corporate sponsors of the City's special events during the previous year. The last such reception was held in 2006. Since 2006, the City has recognized corporate sponsors at various special event sites by way of a reserved hospitality area near the main stage of the event.

In 2010, total sponsorship from corporate sponsors for City events amounted to \$1.87 million. Without this level of sponsorship, the City would not have been able to provide the quality of events that Surrey's residents and visitors have come to expect. Surrey's special events contribute significantly toward enhancing the City's profile and image.

## DISCUSSION

Based on feedback from sponsors and in consultation with the Mayor's Office it is recommended that a sponsor appreciation evening be organized to supplement the recognition that sponsors receive during the City's special events. In this regard, a reception is proposed for the evening of Wednesday, January 19<sup>th</sup> 2011 at the Surrey Arts Centre. Staff has identified 230 different sponsors of City events that will be invited to the event. It is estimated that the event will cost \$10,000 to host. In this regard, it is recommended that \$10,000 be allocated from the 2010 Council Initiatives Fund to fund this event.

If Council adopts the recommendations of this report the un-allocated balance in the Council Initiatives Fund would be \$256,341 as documented in **Appendix A**.

## SUSTAINABILITY CONSIDERATIONS

The proposed sponsor appreciation event will support the *Cultural Sustainability Goal SC4 (1)*, by working to secure ongoing sponsorship funding for “Organizing ... celebratory events of our multicultural heritage and traditional arts, through festivals, culinary celebrations and other participatory events.”

## CONCLUSION

Corporate sponsors have contributed significantly to the success of the City’s special events. To properly recognize these sponsors, it is recommended that the Mayor and Council host a Sponsor Appreciation evening on Wednesday, January 19, 2011 to which the sponsors of the City special events will be invited. It is further recommended that \$10,000 be allocated from the Council Initiatives Fund to fund this evening reception.

Laurie Cavan  
General Manager,  
Parks, Recreation and Culture

Vivienne Wilke,  
General Manager,  
Finance and Technology

Attachment: Appendix ‘A’, 2010 Financial Plan, Council Initiatives

**APPENDIX A**



**2010 FINANCIAL PLAN  
COUNCIL INITIATIVES**

<b>Description</b>	<b>Amount</b>	<b>Allocation to date</b>	<b>Remaining</b>
Carried Forward from Prior Year	167,697		
<b>2010 Proposed Budget</b>	<u>250,000</u>		<b>\$ 417,697</b>
Canada West Chamber Orchestra	0		
Surrey Crime Prevention Society - Anti-Graffiti Program	31,000		
2010 Community Opportunities Strategy	20,000		
Peace Arch Hospital Gala April 2010	2,075		
Globe 2010 Biennial Trade Fair & Conference	4,002		
BC High School Bhangra Society	1,429		
Flavours of Surrey	15,000		
Canada-India Networking Initiative	800		
Learning Partnership - Tribute Luncheon	1,250		
Boys & Girls Club of Greater Vancouver	50,000		
President's Farewell Gala	5,000		
Red FM 4th Annual Run	5,000		
Hargobind International Wrestling Event	6,800		
Mayor's Charity Ball (September 10, 2010)	3,000		
Stanley Cup Celebration - City Centre	5,000		
<b>Allocations for 2010</b>		<u><b>\$ 150,356</b></u>	<u><b>\$ 267,341</b></u>