

NO: **F011**

COUNCIL DATE: **February 6, 2012**

---

## FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **January 27, 2012**

FROM: **General Manager, Parks, Recreation and Culture  
General Manager, Finance and Technology**

FILE: **0290-01**

SUBJECT: **2012 Sponsor Appreciation Reception**

---

## 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 2012 Sponsor Appreciation reception as described in this report.

## BACKGROUND

The City hosted in 2011 and in previous years an evening reception to recognize and acknowledge the corporate sponsors of the City's special events of the previous year. In 2011 Council allocated \$10,000 from the Council Initiatives Fund for the evening reception.

In 2011, total sponsorship from corporate sponsors for City events amounted to \$1.9 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 a 2012 sponsor appreciation event is being planned. In this regard, the reception is proposed for the evening of Wednesday, March 7th, 2012 at the Morgan Creek Golf Course. Staff has identified 230 different sponsors of City events that will be invited to the event. It is recommended that \$10,000 be allocated from the 2012 Council Initiatives Fund for this event.

### Status of Council Initiative Fund

**Appendix "A"** documents the status of the Council Initiatives Fund on the assumption that the Committee and Council will approve the recommendation of this report.

## SUSTAINABILITY CONSIDERATIONS

The proposed sponsor appreciation reception supports the objectives of the City's Sustainability Charter; more particularly, *Cultural Sustainability Goal SC<sub>4</sub> (1)*, which is focused on ensuring the continuation of cultural activities as an important element of the City's annual programming.

## 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, March 7<sup>th</sup> 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

Appendix "A" – Status of Council Initiatives Fund

**Appendix A**



**2012 FINANCIAL PLAN  
COUNCIL INITIATIVES**

**Appendix A**

---

<b>Description</b>	<b>Amount</b>	<b>Allocation to date</b>	<b>Remaining</b>
Carried Forward from Prior Year	280,741		
<b>2012 Approved Budget</b>	<u>250,000</u>		<b>\$ 530,741</b>
Arts Umbrella Surrey (2nd year of 3-year program)	25,000		
Arts Umbrella re: Tenant Improvements	50,000		
Sophie's Place	25,800		
Sponsor Appreciation Event	10,000		
<b>Allocations for 2012</b>		<u><b>\$ 110,800</b></u>	<u><b>\$ 419,941</b></u>