

NO: **F025**

COUNCIL DATE: **May 7, 2012**

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## **FINANCE COMMITTEE**

TO: **Mayor & Council**

DATE: **April 27, 2012**

FROM: **General Manager, Parks, Recreation and Culture** FILE: **8200-01**  
**General Manager, Finance and Technology**

SUBJECT: **Opening Ceremony for the BC Summer Games – Funding Support**

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## **RECOMMENDATION**

The Parks, Recreation and Culture Department and the Finance and Technology Department recommend that the Finance Committee recommend that Council approve funding in the amount of \$ 7,000 from the Council Initiatives Fund to assist with the costs of renting a large LED screen for use at the Opening Ceremony for the 2012 BC Summer Games being held in Surrey in July.

## **INTENT**

The purpose of this report is to provide information regarding a request for funding from the 2012 Surrey BC Games Society in support of the rental of a large LED screen for the 2012 BC Summer Games Opening Ceremony being held at Holland Park on July 19, 2012.

## **BACKGROUND**

The BC Summer Games is one of the City's larger community engagement opportunities in 2012. The event is expected to involve approximately 3,000 athletes, 600 coaches and 375 officials. In addition, approximately 4,000 volunteers will be involved in staging the Games. The event will build community pride and capacity in alignment with the City's "Ahead of the Game" Sport Tourism Strategy. The experience of the 2012 BC Summer Games will place the City in a better position to host larger multi-sport games in the future.

## **DISCUSSION**

The Opening Ceremony is the highlight of every BC Games. Athletes from all eight regions of the Province will march into Holland Park to officially open the Games. The Opening Ceremony will use some of the infrastructure such as stages that will be in place for the Fusion Festival that will be taking place in Holland Park on the same weekend as the Games. Mark Madryga of Global BC

will be the MC for the Ceremony, which will include youth dance teams, such as Bhangra dancers, and presentations by other cultural groups.

A large audience is expected for the Ceremony and an LED screen will afford all attendees an enhanced opportunity to be more engaged in the program. In addition to the Games athletes, coaches and officials, it is expected several thousand residents from across the Region and Province will attend the Opening Ceremonies.

### Funding

The LED screen will cost \$14,000 to rent for the Opening Ceremony. The Friends of the Games have raised funds to cover half of these costs and have requested that the City consider covering the other half.

### Evaluation of the Request

Staff is supportive of the City providing a grant to the Games Society to assist with the costs of renting LED screen. Enhancing the experience of those attending the Games will build the image of the City and support its “Ahead of the Game” Support Tourism Strategy.

### Status of the Council Initiatives Fund:

Appendix “A” attached to this report provides information on the status of the Council Initiatives Fund on an assumption that Council will adopt the recommendation of this report.

### SUSTAINABILITY CONSIDERATIONS

The 2012 BC Summer Games will assist in achieving the following goals contained in the City’s Sustainability Charter;

- *SC12: Establishing a range of local cultural and entertainment opportunities throughout the City; and*
- *SC12: Encourage and facilitate volunteerism and participation in community activities by persons of all ages, abilities and cultural communities; and*
- *SC13 – Promote a variety of opportunities for community celebration and gathering through local and city-wide events and festivals.*

## CONCLUSION

Based on the above discussion, it is recommended that the Finance Committee recommend that Council approve funding in the amount of \$ 7,000 from the Council Initiatives Fund to assist with the costs of renting a large LED screen for use at the Opening Ceremony for the 2012 BC Summer Games.

Laurie Cavan  
General Manager  
Parks, Recreation and Culture

Vivienne Wilke, CGA  
General Manager  
Finance and Technology

## Appendix "A" – Status of the Council Initiatives Fund



2012 FINANCIAL PLAN  
COUNCIL INITIATIVES

Appendix A

Description	Amount	Allocation	
		to date	Remaining
<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		
2012 BC AAA Short Course Championship	3,000		
Rick Hansen "Many in Motion" Relay Celebration	2,000		
City of Bhangra Festival (1st Year of 3-year Program)	15,000		
Canadian Youth Chess Championship	1,000		
Transfer to City Grants Budget	20,000		
BC Summer Games - LED Display Screen	7,000		
<b>Allocations for 2012</b>		<u>\$ 158,800</u>	<u>\$ 371,941</u>