

NO: **F025**

COUNCIL DATE: **July 8, 2013**

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## FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **July 3, 2013**

FROM: **General Manager, Finance & Technology**

FILE: **1850-20**

SUBJECT: **Sponsorship for the Crescent Beach Concours d'Elegance 2013**

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## RECOMMENDATION

The Finance and Technology Department recommends that the Finance Committee recommend that Council approve a sponsorship contribution of \$2,000 from the Council Initiatives Fund to the Crescent Beach Concours d'Elegance in support of the automobile show that the organization is holding on Saturday, August 31st, 2013 at Blackie Spit Park in Crescent Beach.

## INTENT

The City has received a request from the Crescent Beach Concours d'Elegance Organizing Committee for a sponsorship in support of their 3rd Annual Concours d'Elegance automobile show that will be held on Saturday, August 31st, 2013 at Blackie Spit Park in Crescent Beach. This report addresses that request.

## BACKGROUND

The Crescent Beach Concours d'Elegance is an annual 'entry by invitation' showcase of historically significant, unique and often rare cars and motorcycles. The event, now in its third year, will be held at Blackie Spit Park in Crescent Beach on Saturday, August 31st. The Organizing Committee have approximately 80 entries to date that reflect diversity, excellence in design and elegance in historical automobiles. This year the show will feature the Porsche in celebration of the 50th anniversary of the 911 model.

## DISCUSSION

The Crescent Beach Concours d'Elegance has established four levels of sponsorship for this event, ranging from \$500 to \$5,000. Each level of sponsorship provides a different level of recognition at the event. Full details of each of the sponsorship levels are attached to this report as *Appendix A*. Proceeds from the event go to support Alexandra Neighbourhood House in Crescent Beach.

A staff evaluation team has reviewed the request. The sponsorship request does not satisfy the evaluation criteria for a City grant as stipulated in the City Grant Policy since the event is a fundraiser for another organization; however, Council has on occasion provided sponsorship support for similar events from the Council Initiatives Fund. Staff is proposing that the City sponsor the

event in the amount of \$2,000 with funding from the Council Initiatives Fund. With this level of sponsorship the City's logo will be included on event materials and the City will be acknowledged throughout the event. Such a sponsorship will also allow City representatives to attend the Friday night reception and the awards ceremony.

### **Funding**

Appendix "B" to this report provides information on the balance in the Council Initiatives Fund on an assumption that Council will approve the recommendation of this report.

### **CONCLUSION**

Based on the above discussion, it is recommended that the Finance Committee recommend that Council approve a sponsorship contribution of \$2,000 from the Council Initiatives Fund to the Crescent Beach Concours d'Elegance in support of the automobile show that the organization is holding on Saturday, August 31st, 2013 at Blackie Spit Park in Crescent Beach.

Vivienne Wilke, CGA  
General Manager,  
Finance & Technology

Appendix A: Sponsorship Levels for the Crescent Beach Concours d'Elegance Automobile Show  
Appendix B: Status of the Council Initiatives Fund

## **Sponsorship Levels for Crescent Beach Concours d'Elegance 2013 Auto Show**

### **Crescent Beach Invitational Sponsorship Opportunities**

#### **\$5,000**

- listed by name in entrant program & on website
- acknowledged by name at Friday night reception, Saturday awards
- opportunity to display a banner/booth at event
- logo on program
- guest at Friday night reception and awards ceremony
- full page ad in program
- opportunity to have a link from our site to yours

#### **\$2,000**

- listed by name in entrant program & on website
- acknowledged by name at Friday night reception, Saturday awards
- opportunity to display one small banner on site
- logo on program
- guest at Friday night reception and awards ceremony
- 1/2 page ad in program
- opportunity to have a link from our site to yours

#### **\$1,000**

- listed by name in entrant program & on website
- opportunity to display one small banner on site
- acknowledged by name at Friday night reception, Saturday awards
- logo on program
- guest at Friday night reception and awards ceremony
- 1/4 page ad in program

#### **\$500**

- listed by name in entrant program & on website
- acknowledged by name at Friday night reception, Saturday awards
- logo on program



2013 FINANCIAL PLAN  
COUNCIL INITIATIVES

Description	Amount	Allocation	
		to date	Remaining
Carried Forward from Prior Year	253,126		
<b>2013 Approved Budget</b>	<u>250,000</u>		<b>\$ 503,126</b>
Arts Umbrella Surrey (3rd year of 3-year program)	25,000		
2013 Women's BC OPEN Water Polo Tournament	5,000		
Comedy Courage Sponsorship	5,000		
Surrey Community Summit	25,000		
Sponsorship Appreciation Event	10,000		
Clayton Heights Enhanced Programming	85,000		
Cloverdale Skating Club	5,000		
Early Childhood Development (ECD) Smarter Cities Funding	50,000		
2013 Flavours of Surrey Event	22,000		
Cities Fit for Children Summit	10,000		
Newton BIA	33,600		
Block Watch Society - RCMP Musical Ride	1,000		
Community Street Fair	3,000		
Red FM Walk/Run	5,000		
Crescent Beach Concours d'Elegance	2,000		
<b>Allocations for 2013</b>		<u>\$ 286,600</u>	<u>\$ 216,526</u>