

NO: F047

COUNCIL DATE: **DECEMBER 16, 2013**

FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **December 9, 2013**

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

SUBJECT: **2014 Sponsor Appreciation Event**

RECOMMENDATION

The Parks, Recreation and Culture Department and the 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 2014 Sponsor Appreciation reception as generally described in this report.

BACKGROUND

The City hosts on an annual basis an evening reception to recognize and acknowledge the corporate sponsors of the City's special events of the previous year. In 2013, total sponsorship from corporate sponsors for City events amounted to approximately \$2.0 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 also contribute significantly to enhancing the City's profile and image.

DISCUSSION

Based on feedback from sponsors and in consultation with the Mayor's Office, a 2014 sponsor appreciation event is being planned. The reception is proposed to be an evening event in late March at the New City Hall. Staff has identified 240 different sponsors of City events that will be invited to the reception. It is proposed that \$10,000 be allocated from the Council Initiatives Fund to fund this event. This is the same amount of funding that was allocated for this event in each of 2012 and 2013.

Status of Council Initiative Fund

Appendix "A" documents the status of the Council Initiatives Fund on an assumption that the recommendation of this report will be approved.

SUSTAINABILITY CONSIDERATIONS

The proposed sponsor appreciation reception supports the objectives of the City's Sustainability Charter; more particularly, the Cultural Sustainability Goal SC4 (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 recognize these sponsors, it is recommended that Council host a Sponsor Appreciation evening reception in March to which 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, CGA
General Manager
Finance and Technology

Appendix "A" – Status of Council Initiatives Fund

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**2013 FINANCIAL PLAN
COUNCIL INITIATIVES**

Description	Amount	Allocation	
		to date	Remaining
Carried Forward from Prior Year	253,126		
2013 Approved Budget	<u>250,000</u>		\$ 503,126
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		
Phoenix Society - Street Fair Celebrating Healthy Living	3,000		
Red FM Walk/Run	5,000		
Crescent Beach Concours d'Elegance	2,000		
Mayor's Charity Ball	3,500		
Vibrant Surrey - Let's Make THIS Happen	5,000		
SFU Surrey Diwali Dinner	2,500		
Awards for Justice & Public Safety Gala	3,500		
City of Bhangra Festival (2nd Year of 3-year Program)	15,000		
SFU Surrey Gala Dinner	5,000		
Break the Silence on Violence against Women (year 1 of 2)	5,000		
My Neighbourhood, My futures Initiative (year 1 of 5)	40,000		
Surrey Steps Up: Youth Engagement Campaign	10,000		
2014 Sponsor Appreciation Reception	10,000		
Allocations for 2013		\$ 386,100	\$ 117,026