

NO: F012

COUNCIL DATE: **APRIL 14, 2014**

FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **April 1, 2014**

FROM: **General Manager, Parks, Recreation and Culture** FILE: **1850-01**
General Manager, Finance & Technology

SUBJECT: **2014 Francophone Games of BC - Funding Request**

RECOMMENDATION

The Parks, Recreation and Culture Department and the Finance and Technology Department recommend that the Finance Committee recommend that Council approve financial support for the Francophone Youth Council in the amount of \$1,500 from the Council Initiatives Fund to assist with costs associated with the hosting of the 2014 Francophone Games of BC, as generally described in this report.

INTENT

The purpose of this report is to seek approval for financial support to assist the Francophone Youth Council to host the 2014 Francophone Games of BC in Surrey, May 16th to May 19th, 2014.

BACKGROUND

Francophone Youth Council of British Columbia is managed by and for youth. Their mission is to promote, develop and represent the interests of young Francophones and Francophiles in British Columbia by the development of the French language and Francophone culture and by holding youth events province-wide. The Youth Council has worked in the community since 1989. A copy of the letter, dated March 27, 2014, which contains the request from the Conseil Jeunesse Francophone de la Colombie-Britannique, is attached to this report as Appendix "1".

DISCUSSION

The May 2014 event is the 22nd edition of the games and will be hosted at the Gabrielle-Roy school in Surrey. There is expected to be more than 150 participants and approximately fifty volunteers and trainers who will attend. The 2014 Francophone games are for youth 14 to 18 years old from across the province. The games focus on athletic and artistic skills as well as communications knowledge. There are more than a dozen disciplines through the five components of Sports, Visual Arts, Performing Arts, Improvisation and Leadership- Media. Participants in the Leadership- Media component will have a chance to have a journalistic experience in radio, television and writing. Boîte.fm, a collaborative communication platform created in 2013 by the Youth Council, will also be put to use during the event as well.

The status of the Council Initiative Fund is documented in Appendix “II” attached to this report including the allocation recommended in this report.

SUSTAINABILITY CONSIDERATIONS

Hosting the 2014 Francophone Games of BC in Surrey will assist in achieving the objectives of the City’s Sustainability Charter; more particularly, action item SC12: *“Encourage and facilitate volunteerism and participation in community activities by persons of all ages, abilities and cultural communities.”*

CONCLUSION

Based on the above discussion, it is recommended that the Finance Committee recommend that Council approve financial support for the Francophone Youth Council in the amount of \$1,500 from the Council Initiatives Fund to assist with the costs of hosting the 2014 Francophone Games of BC May 2014, all as generally described in this report.

Laurie Cavan
General Manager
Parks, Recreation and Culture

Vivienne Wilke, CGA
General Manager
Finance and Technology

Appendix “I” – Correspondence from Conseil Jeunesse Francophone de la Colombie-Britannique
Appendix “II” – Status of the Council Initiatives Fund



March 27th, 2014

Laurie Cavan
General Manager
Parks and Recreation, City of Surrey
lcavan@surrey.ca

Request for funding for the 22nd Francophone Games of British Columbia

Dear Ms. Cavan,

Please accept this as a letter of request for sponsorship, from the BC Francophone Youth Council for the 22nd edition of the BC Francophone Games that will take place in Surrey from May 16th to 19th, 2014.

The BC Francophone Youth Council is organized by youth, for youth. Our mission is to promote, develop and represent the interests of young francophone and francophiles in British Columbia. We do so by promoting and fostering the development of the French language and francophone culture by holding youth events province-wide. The Youth Council has been working closely with the community since 1989.

The 2014 games will highlight the diversity and originality of the activities that we offer. We invite francophone youth from ages 14 to 18 from across the province to develop their athletic, artistic and communication skills. We feel honored to give the opportunity to young francophones from across BC to participate in the Francophone Games and broaden their knowledge in these different fields. Also, this experience will increase their sense of belonging to the bilingual community of British Columbia. As the province of BC comprises of a huge territory, transportation will be a significant consideration of our budget. Given that this will be a large expense, Youth Council would also like to offer significant professionals to our participants. It is for this reason that we are requesting funding from the City of Surrey. Your help in making this event successful is greatly appreciated.

We are requesting \$1,500 for the salary of the event's trainers.

As the event will be happening in the City of Surrey, this will be an opportune moment for your organization to undertake an active role in the community. The event will host 200 participants and volunteers.

Attached to this letter, you will find the sponsorship plan for the BC Francophone Games.

Thank you for attention to this matter and I look forward to hearing back from you at your earliest convenience

Kind regards,

Shadie Bourget
SBourget
President
BC Francophone Youth Council

1555, 7^e avenue Ouest, bureau 229
Vancouver, (C.-B.) V6J 1S1
www.cjfc.com



SPONSORSHIPS PLAN

Francophone Games of British Columbia will be hosted by the Gabrielle-Roy School of Surrey and will take place from May 16 to May 19. This event will welcome more than 200 people. This is a unique opportunity to position the City of Surrey with the French-Colombian youth.

PROMOTIONAL ITEMS

Francophone games official sweater - main partner *

The EXCLUSIVITY of your logo on the jersey offered to all participants

Mention as the main partner of the event during media interviews

Mention as the main partner during the Gala (Sunday night)

Possibility of speech during the Gala

Mention as main partner through all of our communication tools (radio , website , social media, press release)

Your logo in the program

Possibility to put your banner at the registration desk

Price : \$5000

Water bottle - partner *

The EXCLUSIVITY of your logo on the bottle given to all participants

Mention as a partner through all of our communication tools (radio , website , social media, press release)

Your logo in the program

Possibility to put your banner at the registration desk

Price : \$2000

Reusable bags

Your logo on the bag offered to all participants

Mention as a sponsor through all our communication tools (radio, website, social media, press release)

Your logo in the program

Price: \$500

Accreditation bracelet

Your logo on the accreditation bracelet offered to all participants

Mention as a sponsor through all our communication tools (radio, website, social media, press release)

Your logo in the program

Price: \$500

** The Francophone Youth Council is open to all forms of relevant visibility during the event.*

PARTNERSHIP – ACTIVITIES

The sponsorship of an activity includes a mention on our social media platforms (Facebook, Twitter, and Instagram), your logo on our website and your logo in the event program.

- Improvisation - \$300
- Performing Arts - \$300
- Visual Arts - \$300
- Leadership - media - \$300
- Sports - \$300

Price: \$1500

INDIVIDUAL SPONSORSHIP

Logo and mention on our website: \$150

Thanks during the radio show (boîte.FM): \$100

Logo on the official program: \$100

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**2014 FINANCIAL PLAN
COUNCIL INITIATIVES**

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	103,026		
2014 Approved Budget	<u>250,000</u>		\$ 353,026
City of Bhangra Festival (Year 3 of 3)		15,000	
Break the Silence on Violence against Women (year 2 of 2)		5,000	
My Neighbourhood, My futures Initiative (year 2 of 5)		40,000	
Surrey Steps Up: Youth Engagement Guest Speaker		5,000	
BC Championship Female Hockey Association		3,250	
Surrey Fire Fighters' Historical Society		12,500	
Optimist Junior International Curling U-18 Championships		4,500	
Surrey Fire Fighters Charitable Society Walk, Run & Roll Event		5,000	
SASSY Awards		7,500	
Doors Open Expansion		15,000	
Flavours of Surrey		22,000	
Canada Cup Field Hockey Event		2,500	
Francophone Games		1,500	
Allocations for 2014		<u>\$ 138,750</u>	<u>\$ 214,276</u>