

NO: F023

COUNCIL DATE: **JULY 7, 2014**

FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **July 2, 2014**

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

FILE: **1850-20**

SUBJECT: **Sponsorship for the Crescent Beach Concours d'Elegance 2014**

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 30th, 2014 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 4th Annual Concours d'Elegance automobile show that will be held on Saturday, August 30th, 2014 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 fourth year, will be held at Blackie Spit Park in Crescent Beach on Saturday, August 30th. The Organizing Committee have approximately 80 entries to date that reflect diversity, excellence in design and elegance in historical automobiles. This year the feature class will be Race Cars. In 2013, Concours attracted approximately 5,000 people and is expected to draw similar attendance this year.

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 I*. 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.

Funding

Appendix "II" 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 30th, 2014 at Blackie Spit Park in Crescent Beach.

Vivienne Wilke, CGA
General Manager,
Finance & Technology

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

Sponsorship Levels for Crescent Beach Concours d'Elegance 2014 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

APPENDIX II



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	
Innovation Boulevard		46,500	
Culture Days		10,000	
RED FM Sponsorship Request		5,000	
Surrey Pride Society		1,000	
Crescent Beach Concours d'Elegance 2014 (Proposed)		2,000	
Allocations for 2014		<u>\$ 203,250</u>	<u>\$ 149,776</u>