

NO: **F032**

COUNCIL DATE: **SEPTEMBER 8, 2014**

FINANCE COMMITTEE

TO: **Mayor & Council** DATE: **September 2, 2014**
FROM: **General Manager, Finance & Technology** FILE: **1850-20**
SUBJECT: **Sponsorship Opportunities – Darpan Extraordinary and Heritage BC - Funding Request**

RECOMMENDATION

The Finance and Technology Department recommends that the Finance Committee recommend that Council approve from the Council Initiatives Fund:

- 1) a sponsorship contribution of \$2,500 in support of the 5th Annual Darpan Extraordinary Achievement Awards, which will include tickets for members of Council who are planning to attend this event; and
- 2) a sponsorship contribution of \$2,500 in support of the Heritage BC Annual Conference & Awards Ceremony.

DISCUSSION

Darpan Extraordinary Achievement Awards:

Darpan Magazine will host the 5th Annual Darpan Extraordinary Achievement Awards on September 19, 2014 at the Aria Banquet Hall. This event will bring together 700 attendees who include key stakeholders, influential community and business leaders and dignitaries for an evening of networking and philanthropy while recognizing individuals or groups who have reflected their South Asian heritage in a remarkable way. The awards are community driven and presented to ten recipients in the categories of Community Crusader, Young Wonder, Industry Marvel, Corporate Engagement and more. The evening will also consist of a keynote speaker, entertainment, a meal and awards presentation. Darpan Magazine is requesting that the City consider providing a sponsorship contribution to support this event. Staff is recommending that Council consider supporting this event through a table sponsorship of \$2,500. This level of sponsorship will include recognition in the event program and a ten person table which will allow members of Council to attend the event.

Heritage BC Annual Conference & Awards Gala:

Heritage BC will be holding their annual conference on September 26 and 27 in Cloverdale. This conference will bring together heritage professionals from diverse backgrounds and experiences

for mutual support, education and inspiration. This year's theme is "building bridges" to demonstrate our commitment to link heritage conservation across diverse interests. Heritage BC is requesting that the City consider providing a sponsorship contribution to support this event. Staff is recommending that Council consider providing a gold level sponsorship of \$2,500. This level of sponsorship will include recognition in the event program, acknowledgement posted at the venue and on the Heritage BC Website, a 10 x 10 booth in the Heritage Marketplace, two conference passes and two tickets to the awards gala.

These sponsorships do not satisfy the evaluation criteria for a City grant as stipulated in the City Grant Policy since the events are fund-raisers for another organization; however, Council has previously provided funding to similar events through the Council Initiatives Fund.

Funding

Appendix "I" attached to this report documents the balance in the Council Initiatives Fund based on an assumption that Council will approve the recommendations of this report.

CONCLUSION

Based on the above discussion, it is recommended that the Finance Committee recommend that Council approve from the Council Initiatives Fund:

- a sponsorship contribution of \$2,500 in support of the 5th Annual Darpan Extraordinary Achievement Awards, which will include ten tickets for members of Council who are planning to attend this event; and
- a sponsorship contribution of \$2,500 in support of the Heritage BC Annual Conference & Awards Ceremony.

Vivienne Wilke, CGA
General Manager,
Finance & Technology

Appendix "I": Council Initiatives – Allocations for 2014

Description	Amount	Allocation to date
Carried Forward from Prior Year	0	
2014 Approved Budget	<u>250,000</u>	
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		2,000
Youth Strengths Conference		5,000
Streetchip Hiphop Society - Bridge: An Old School Party in Surrey		1,000
Mayor's Charity Ball		3,500
Party on the Pier Event		2,000
Cloverdale Skating Club - Ice Show 2015 (Proposed)		5,000
Darpan Extraordinary Achievement Awards (Proposed)		2,500
Heritage BC Annual Conference & Awards Ceremony (Proposed)		2,500
Allocations for 2014		<u>\$ 224,750</u>