

NO: F047

COUNCIL DATE: **NOVEMBER 3, 2014**

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## FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **October 23, 2014**

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

FILE: **1850-20**

SUBJECT: **100 Year Journey Pioneer Recognition Gala – Sponsorship Request**

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## RECOMMENDATION

The Finance and Technology Department recommends that the Finance Committee recommend that Council approve a sponsorship contribution of \$5,000 from Council Initiatives Fund to Mehfil Magazine, in support of the 100 Year Journey Pioneer Recognition Gala to be held on Saturday, November 29, 2014.

## INTENT

The City has received a request from Mehfil Magazine for a sponsorship in support of the 100 Year Journey Pioneer Recognition Gala Celebration, that will be held on Saturday, November 29, 2014 at the Fairmont Pacific Rim Hotel in Vancouver. This report addresses that request.

## DISCUSSION

Mehfil Magazine began capturing inspirational stories of South Asian pioneers in 1996, with the intention to compile these in to a unique, commemorative publication. The result of these efforts is “The 100 Year Journey, a celebration of the past, present and future”, which is a special commemorative magazine that honors the pilgrimage of those early Indian immigrants.

The 100 Year Journey will be unveiled at an exclusive Gala on Saturday, November 29, 2014 at the Fairmont Pacific Rim Hotel in Vancouver. Mehfil Magazine is requesting that the City support a Table Sponsorship package of \$5,000. This level of sponsorship will provide the City with a reserved table for 10, an opportunity to come up on stage and recognize a pioneer family, a full page ad in the program guide, the City’s logo in the commemorative magazine as well as on-site signage and post event media coverage. While this event is being held in Vancouver, over 28% of Surrey’s populations is South Asian, therefore it is reasonable to assume that a large number of pioneers or their family’s now reside in Surrey.

Staff has evaluated the request and is recommending that a sponsorship of \$5,000 be granted from the Council Initiatives Fund to Mehfil Magazine for the Pioneer Gala, which is in line with similar type events that Council has sponsored.

## **Funding**

Appendix "1" 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 a sponsorship contribution of \$5,000 from Council Initiatives Fund to Mehfil Magazine in support of the 100 Year Journey Pioneer Recognition Gala to be held on Saturday, November 29, 2014.

Vivienne Wilke, CGA  
General Manager,  
Finance & Technology

Appendix "1": Council Initiatives – Allocations for 2014



2014 FINANCIAL PLAN  
COUNCIL INITIATIVES

Description	Allocation	
	Amount	to date Remaining
Carried Forward from Prior Year	103,026	
<b>2014 Approved Budget</b>	<u>250,000</u>	<b>\$ 353,026</b>
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
Streetrich Hiphop Society - Bridge: An Old School Party in Surrey		1,000
Mayor's Charity Ball		3,500
Party on the Pier Event		2,000
Surrey Crime Prevention Society		600.00
Cloverdale Skating Club - Ice Show 2015		5,000
Darpan Extraordinary Achievement Awards		2,500
Heritage BC Annual Conference & Awards Ceremony		2,500
Water Polo National		14,500
2015 Surrey Community Summit		30,000
SFU Diwali Celebration		2,500
SFU Gala		5,000
2014 Diwali Dhamaka Red FM		7,000
Cloverdale BIA - Lighted Santa Parade		6,000
Downtown Surrey BIA - Lighted Santa Parade		6,000
Surrey Crime Prevention Society - Volunteer Symposium - Proposed		3,000
100 Year Journey Pioneer Recognition Gala - Proposed		5,000
<b>Allocations for 2014</b>		<b>\$ 304,350</b>
		<b>\$ 48,676</b>