

NO: **F006**

COUNCIL DATE: **FEBRUARY 23, 2015**

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## FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **February 2, 2015**

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

SUBJECT: **2015 Sponsor Appreciation Event**

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## 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 2015 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 2014, total sponsorship from corporate sponsors for City events amounted to approximately \$2.5 million. Without this level of sponsorship, the City would not have been able to provide the quality of events that Surrey 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 2015 Sponsor Appreciation Reception is being planned. The reception is proposed to be an evening event in September 2015 at the New City Hall. Staff has identified 250 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, 2013 and 2014.

## Status of Council Initiative Fund

**Appendix "I"** documents the status of the Council Initiatives Fund on the 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 September to which sponsors of the City's 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 "I" – Status of Council Initiatives Fund**

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**2015 FINANCIAL PLAN  
COUNCIL INITIATIVES**

Description	Amount	Allocation to date
Carried Forward from Prior Year	0	
<b>2015 Approved Budget</b>	<u>250,000</u>	
My Neighbourhood, My futures Initiative (year 3 of 5)		40,000
2015 Façade Enhancement Program		25,000
Surrey Poet Laureate (Year 1 of 3)		10,000
2015 Sponsor Appreciation Event (Proposed)		10,000
SANSU Addictions Education Series (Proposed)		2,400
Surrey Knights Swim Club (Proposed)		3,000
2015 CBHA Western Challenge Cup (Proposed)		3,500
2015 BC Hockey Pee Wee Championship (Proposed)		2,000
Elleven Management SX Cup 2015 (Proposed)		4,000
Surrey Steps Up: Youth Engagement Campaign (Proposed)		10,000
Policing Costs for Community Events (Proposed)		55,000
<b>Allocations for 2015</b>		<u>\$ 164,900</u>