

CORPORATE REPORT

NO: R179 COUNCIL DATE: September 14, 2015

REGULAR COUNCIL

TO: Mayor & Council DATE: September 10, 2014

FROM: General Manager, Finance & Technology FILE: 1850-20

SUBJECT: Sponsorship Request - SEEDS Business Leadership Awards

RECOMMENDATION

The Finance and Technology Department recommends that Council, approve from the Council Initiatives Fund, a sponsorship contribution of \$3,000 in support of the 3rd Annual SEEDS Business Leadership Awards which will be held on Thursday, October 15, 2015 at Surrey City Hall.

INTENT

The City has received a request from the Self Employment & Entrepreneur Development Society (SEEDS) for a sponsorship in support of their 3rd Annual Business Leadership Awards that will be held on Thursday, October 15, 2015, at the Centre Stage at City Hall. This report addresses that request.

DISCUSSION

The Self Employment & Entrepreneur Development Society (SEEDS) is a not-for-profit organization that supports small business and aspiring entrepreneurs. Through their specialized courses and business resources, they have been helping people start businesses since 1997. In an effort to limit barriers to self-employment, they focus their efforts to seven specific groups of people: Women, Youth, Senior's, Underemployed, Differently-Abled, First Nations, and Immigrants.

The Business Leadership Awards will be held on Thursday, October 15, 2015, at the Centre Stage at City Hall and will be presenting awards in 7 different categories, recognizing exceptional entrepreneurs from each of the focus groups. This event will raise funds for scholarships into their Self Employment Program.

SEEDS is requesting that the City consider providing a sponsorship contribution to support this event. Staff is recommending that Council consider supporting this event through an incubator level sponsorship of \$3,000. This level of sponsorship will include recognition on the SEEDS website and in their program, as well as on all printed material; the sponsorship will also sponsor 5 students. With this sponsorship, the City will receive two complimentary tickets to the event

that will be allocated to members of Council who plan to attend the event. Additional tickets may be purchased as necessary.

This sponsorship does not satisfy the evaluation criteria for a City grant as stipulated in the City Grant Policy since the event is a fund-raiser; 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 recommendation contained within 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 \$3,000 in support of SEEDS 3rd Annual Business Leadership Awards, which will include two tickets for members of Council who are planning to attend this event.

Vivienne Wilke, CPA, CGA General Manager, Finance & Technology

Appendix I: Council Initiatives – Allocations for 2015

Appendix I



2015 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Amount	Allocation to date	Remaining	
Carried Forward from Prior Year	0	0		
2015 Approved Budget	250,000	-	\$	250,000
My Neighbourhood, My futures Initiative (year 3 of 5)		40,000		
Surrey Poet Laureate (Year 1 of 3)		10,000		
2015 Sponsor Appreciation Event		10,000		
SANSU Addictions Education Series		2,400		
Surrey Knights Swim Club		3,000		
2015 CBHA Western Challenge Cup		3,500		
2015 BC Hockey Pee Wee Championship		2,000		
Elleven Management SX Cup 2015		4,000		
Surrey Steps Up: Youth Engagement Campaign		10,000		
Evolution of Communities Forum		10,000		
SASSY Awards 2015		7,500		
15th Women's World Softball Championship		25,000		
Yo-Bro Youth Initiatives Proposal		10,000		
Newton Pop-up Arts Space Project		11,350		
2015 Pulling Together Canoe Journey		5,000		
Canada Cup Field Hockey Event		3,500		
2015 Mayor's Charity Ball		3,500		
Red FM Walk & Run 2015		5,000		
100 Year Journey Gala Sponsorship		5,000		
2015 Water Polo Tournament		5,000		
Sophie's Place Provincial Conference (Proposed)		5,000		
SFU Gala & Diwali (Proposed)		7,500		
Fleetwood BIA (Proposed)		33,500		
Darpan Achievement Awards (Proposed)		5,000		
Seeds Business Awards (Proposed)		3,000		
Allocations for 2015		¢ 220.750	•	20.24
Allocations for 2015		\$ 229,750		20,3