

NO: R202

COUNCIL DATE: October 20, 2015

REGULAR COUNCIL

TO: Mayor & Council **DATE: October 5, 2015**

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

SUBJECT: Sponsorship Request - Lighted Santa Parade / Big Rigs for Kids

RECOMMENDATION

The Finance and Technology Department recommends that Council approve the following sponsorships:

1. a grant of \$5,000 in support of the Annual Lighted Santa Parade, which will begin in downtown Cloverdale on Sunday, December 6, 2015; and
2. a grant of \$4,000 for the Annual Big Rigs for Kids Lighted Truck Parade, which will conclude at Holland Park on Sunday, December 6, 2015.

BACKGROUND

The Big Rigs for Kids Lighted Truck Parade is a fundraiser for the Surrey Food Bank and the Surrey Christmas Bureau. In 2007, the Big Rigs for Kids joined with the Cloverdale Santa Parade to expand this popular event into what is now known as the Lighted Santa Parade. The Cloverdale portion of the event is organized by the Cloverdale BIA and the Holland Park portion of the event is organized by the Downtown Surrey BIA. These organizations have requested financial support from the City to help offset the costs of holding this event. This report will address those requests.

DISCUSSION

The 10th Annual Surrey Santa Parade of Lights will begin in downtown Cloverdale and will feature the “Central City’s Big Rigs for Kids Lighted Truck Parade” which is made up of lighted big rigs and trucks from Vancouver Island and locally throughout the Fraser Valley. It is expected that the City of Surrey, in conjunction with CUPE 402, will also include a truck in the parade. Surrey’s Santa Parade will also include floats, boats, horses, marching units, antique cars/trucks, buses and of course Santa will be at the end of the parade. The parade will travel through Downtown Cloverdale, with the trucks continuing on along Highway 10 and up King George Boulevard, to finish up at Holland Park.

Pre-parade festivities are expected to be similar to last year, which included a variety of activities including music at Hawthorne Square and a variety of groups that will be collecting food items

and Christmas presents for the Surrey Food Bank and Surrey Christmas Bureau. There will also be many groups selling hotdogs, popcorn, hot chocolate, cookies and Christmas ornaments for charity. Approximately 14,000+ people attend the Cloverdale portion of the event.

Post-parade festivities are also expected to be similar to last year, with entertainment at Holland Park along with hot dogs and beverage drinks being sold and the proceeds going to the Surrey Food Bank and Surrey Christmas Bureau. The public can vote for their favourite decorated trucks by giving a quarter or loonie (which goes to the aforementioned charities), and the truck that collects the most money is given a trophy. The Surrey Firefighters have won this award for the last several years. The trucks are parked from the time they arrive in City Centre until 8pm with approximately 2,000+ people attending this event in City Centre.

Staff have reviewed these requests and are recommending that grants totaling \$9,000 be provided to the two participating business improvement areas. Funding for this event is available within the 2015 Annual Budget.

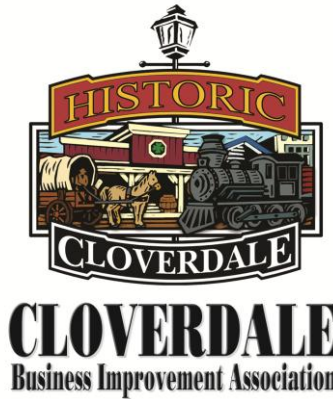
CONCLUSION

Based on the above discussion, it is recommended that Council approve the following sponsorship requests:

- a grant of \$5,000 in support of the Annual Lighted Santa Parade, which will begin in downtown Cloverdale on Sunday, December 6, 2015; and
- a grant of \$4,000 for the Annual Big Rigs for Kids Lighted Truck Parade, which will conclude at Holland Park on Sunday, December 6, 2015.

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

Appendix I: 2015 Surrey Santa Parade / Big Rigs for Kids Sponsorship Request



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September 24, 2015

CITY OF SURREY
Attn: Mayor and Council
13450 - 104 Avenue
Surrey, BC V3T 1V8

**Re: 2015 Surrey Santa Parade/Big Rigs
For Kids Sponsorship**



Dear Mayor and Council:

We are seeking financial support of \$9,000 (\$5,000 Cloverdale BIA & \$4,000 Downtown Surrey BIA) to hold the 2015 **Surrey Santa Parade tentatively scheduled for Sunday, Dec. 6th** starting at 5pm. This annual event draws a crowd in excess of 14,000 people in Cloverdale. The Parade is a partnership between two BIA's (and hopefully a third) with the second group called Big Rigs for Kids aka Lighted Truck Parade. The Downtown Surrey BIA hosts a static display with entertainment, food and the amazing lighted Big Rigs at Holland Park. The parade has two primary charities: The Surrey Food Bank and the Surrey Christmas Bureau along with several other charities and service clubs raising funds at both events.

Both BIA's are deeply indebted to the City of Surrey for its continued support as we grow this signature event into becoming more sustainable through increased corporate sponsorship.

Yours truly,

Paul Oraziatti
BIA Executive Director

cc Bonnie Burnside
Downtown Surrey Manager