

NO: R074

COUNCIL DATE: April 11, 2016

REGULAR COUNCIL

TO: Mayor & Council **DATE: March 28, 2016**

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

SUBJECT: 100 Year Journey Pioneer Recognition Gala – Sponsorship Request

RECOMMENDATION

The Finance and Technology Department recommends that Council approve a sponsorship contribution of \$6,000 from Council Initiatives Fund to Mehfil Magazine, in support of the 100 Year Journey Pioneer Recognition Gala to be held on Saturday, October 1, 2016.

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, October 1, 2016 at the Fairmont Pacific Rim Hotel in Vancouver. This report addresses that request.

BACKGROUND

In November 2014, Mehfil Magazine unveiled “The 100 Year Journey, a celebration of the past, present and future”, a special commemorative coffee table edition book that honors the pilgrimage of those early Indian immigrants. This magazine was introduced at an exclusive gala event held at the Fairmont Pacific Rim Hotel in Vancouver in which the City provided a table sponsorship package valued at \$5,000. In April 2015, Mehfil Magazine held an Open Dialogue event with South Asian Pioneers at Surrey City Hall, where they released the digital version of “The 100 Year Journey”. The City provided a grant of \$1,500 to help off-set the facility rental fees. In October 2015, Mehfil Magazine held their second annual gala and soft launch of their web archival system. This event was also held at the Fairmont Pacific Rim Hotel in Vancouver in which the City provided a table sponsorship package valued at \$5,000.

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”, available in a coffee table book as well as in a digital version. These publications honor the pilgrimage of those early Indian immigrants. In addition to “The 100 Year Journey”, a web archival service is also available, where South Asians will be able to feature their family stories, providing this history for all generations that follow.

The 100 Year Journey Gala will highlight continued development and enhancement of the web archival system at the 3rd Annual Gala on Saturday, October 1, 2016 at the Fairmont Pacific Rim Hotel in Vancouver. Mehfil Magazine is requesting that the City support a Table Sponsorship package of \$6,000. This level of sponsorship will provide the City with a reserved table for 6, a full page ad in the program guide, verbal recognition from the stage as well as on-site signage and post event media coverage. While this event is being held in Vancouver, over 28% of Surrey's population is South Asian and over 70% of the attendees are expected to come from Surrey, therefore it is reasonable to assume that a large number of pioneers or their families now reside in Surrey.

Staff has evaluated the request and is recommending that a sponsorship of \$6,000 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 Council approve a sponsorship contribution of \$6,000 from Council Initiatives Fund to Mehfil Magazine in support of the 100 Year Journey Pioneer Recognition Gala to be held on Saturday, October 1, 2016.

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

Appendix "1": Council Initiatives – Allocations for 2016



2016 FINANCIAL PLAN
COUNCIL INITIATIVES

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	2,800		
2016 Proposed Budget	<u>250,000</u>		\$ 252,800
My Neighbourhood, My futures Initiative (year 4 of 5)		40,000	
Surrey Poet Laureate (Year 2 of 3)		10,000	
SFU Surrey Campus Open House		15,000	
City of Surrey Busary		10,000	
Seeds Business Awards		4,000	
PICS Diversity City Sponsorship		5,000	
Bridal Week Vancouver		5,000	
100 Year Journey Gala Sponsorship - Proposed		6,000	
Allocations for 2016		<u>\$ 95,000</u>	<u>\$ 157,800</u>