



The Society is requesting financial support in the amount of \$5,000 from the City to assist with the production and marketing costs associated with the annual Pride Festival and the promotion of Pride Week.

The status of the Council Initiative Fund is documented in Appendix “I” attached to this report including the allocation recommended in this report.

Council has previously provided financial support to offset festival costs associated with hosting events in Surrey. Based on the size and scale of the event, staff recommend that the City provide financial support to the Society in the amount of \$5,000 to be provided from the Council Initiatives Fund.

## **SUSTAINABILITY CONSIDERATIONS**

Surrey’s Sustainability Charter states: *“Cultural activities are recognized as an important way for individuals to contribute to their communities. Culture is an essential tool in understanding the values, shared meanings and goals of residents in a community. Wide, inclusive participation in cultural activities contributes to community vitality and supports sustainability.”*

The provision of financial support for the Surrey Pride Society will promote the socio-cultural objectives of the City’s Sustainability Charter; more particularly the following Charter goals and action items:

- Goal SC4: Supporting Cultural Awareness in the Community;
- Goal SC5: Supporting the Plan for the Social Well Being of Surrey Residents; and
- Goal SC6: Accessible and Appropriately located Services within the City.

## **CONCLUSION**

Based on the above discussion, it is recommended that Council approve financial support for the Surrey Pride Society in the amount of \$5,000 from the Council Initiatives Fund. This will assist with offsetting the costs of producing and promoting the annual Pride Festival and building awareness of Pride Week.

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Appendix “I” – Status of the Council Initiatives Fund



**2016 FINANCIAL PLAN  
COUNCIL INITIATIVES**

<b>Description</b>	<b>Amount</b>	<b>Allocation to date</b>	<b>Remaining</b>
Carried Forward from Prior Year	2,800		
<b>2016 Proposed Budget</b>	<u>250,000</u>		<b>\$ 252,800</b>
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	
Pride Festival - Proposed		5,000	
<b>Allocations for 2016</b>		<u><b>\$ 100,000</b></u>	<u><b>\$ 152,800</b></u>