

CORPORATE REPORT

NO: R081 COUNCIL DATE: April 11, 2016

REGULAR COUNCIL

TO: Mayor & Council DATE: April 6, 2016

FROM: General Manager, Parks, Recreation and Culture FILE: 1850-01

General Manager, Finance & Technology

SUBJECT: Funding Request - Surrey Pride Society - Pride Festival

RECOMMENDATION

The Parks, Recreation and Culture Department and the Finance and Technology Department recommend that Council approve financial support for the Surrey Pride Society in the amount of \$5,000 from the Council Initiatives Fund. These funds will facilitate the production and promotion of the annual Pride Festival held on June 26th in Holland Park and Pride Week.

INTENT

The purpose of this report is to seek Council approval for financial support to assist the Surrey Pride Society (the "Society") in the production and promotion of the Annual Pride Festival in Holland Park and to increase awareness of Pride Week held from June 18th to 28th.

BACKGROUND

The Society, formerly OIS Rainbow Cultural Society, was founded in August 2000. The non-profit society raises funds for various charities throughout the Fraser Valley, with particular emphasis on lesbian, gay, bisexual, transgender and queer (LGBTQ) charities in Surrey. The Society plans Pride events throughout Surrey, offers youth scholarships and supports the Imperial Court of Surrey and Surrey Youth Alliance (SYA).

The Society is a non-profit organization that holds social events, raises awareness and provides advocacy services for the LGBTQ community in Surrey. The annual Pride Festival acts as their primary fundraiser, providing the Society with the ability to host LGBTQ events throughout the year. The Society will be proudly hosting their 17th Annual Surrey Pride Festival on Sunday, June 26th at Holland Park.

DISCUSSION

In addition to the annual festival, the Committee is hoping to raise awareness and the profile of the Society through a parade that will start at the City Hall Plaza and end at Holland Park.

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.

Laurie Cavan General Manager Parks, Recreation and Culture Vivienne Wilke, CPA, CGA General Manager Finance and Technology

Appendix "I" - Status of the Council Initiatives Fund

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Appendix I



2016 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Description Amount Allocation to date		Re	Remaining	
Carried Forward from Prior Year	2,800				
2016 Proposed Budget	250,000	-	\$	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			
Pride Festival - Proposed		5,000			
Allocations for 2016		\$ 100,000		152,80	