

NO: R152

COUNCIL DATE: June 27, 2016

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## REGULAR COUNCIL

TO: **Mayor & Council** DATE: **June 14, 2016**  
FROM: **General Manager, Finance & Technology** FILE: **1850-01**  
SUBJECT: **Sponsorship Request – Darpan Extraordinary Achievement Awards**

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## RECOMMENDATION

The Finance and Technology Department recommend that Council:

1. Receive this report as information; and
2. Approve from the Council Initiatives Fund, a sponsorship contribution of \$5,000 in support of the 7<sup>th</sup> Annual Darpan Extraordinary Achievement Awards, which will be held on Friday September 16, 2016.

## INTENT

The City has received a request from Darpan Magazine for a sponsorship in support of their 7<sup>th</sup> Annual Extraordinary Achievement Awards that will be held on Friday, September 16, 2016, at the Aria Banquet Hall in Surrey. This report addresses that request.

## DISCUSSION

Darpan Magazine will host the 7<sup>th</sup> Annual Darpan Extraordinary Achievement Awards on September 16, 2016 at the Aria Banquet Hall. This event will bring together key stakeholders, influential community and business leaders and dignitaries for an evening of networking and philanthropy while recognizing individuals or groups who have reflected their South Asian heritage in a remarkable way. The awards are community driven and presented to ten recipients in the categories of Community Crusader, Young Wonder, Industry Marvel, Corporate Engagement and more. The evening will also consist of a keynote speaker, entertainment, a meal and awards presentation. Darpan Magazine is requesting that the City consider providing a sponsorship contribution to support this event. Staff is recommending that Council consider supporting this event through a bronze level sponsorship of \$5,000. This level of sponsorship will include recognition at the event. 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 request 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 recommendations of this report.

## **SUSTAINABILITY**

The Darpan Extraordinary Achievement Awards support the overall objectives of the City's Sustainability Charter as related to the themes of Inclusion and Education and Culture. Specifically, this grant will support the following desired outcomes:

- Inclusion DO1: Surrey welcomes, includes, embraces and values the diversity of people who live here.
- Inclusion DO2: Surrey is a caring and compassionate city that learns about and supports its residents of all backgrounds, demographics and life experiences.
- Inclusion DO3: Residents have opportunities to build social connections with people from different backgrounds.
- Inclusion DO5: New immigrants and refugees are supported to settle, integrate and become thriving members of the community.
- Education & Culture DO9: Surrey supports and celebrates its diverse artists, cultures and community heritage through inclusive festivals, programming and events.

## **CONCLUSION**

Based on the above discussion, it is recommended that Council approve from the Council Initiatives Fund, a sponsorship contribution of \$5,000 in support of the 7<sup>th</sup> Annual Darpan Extraordinary Achievement 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

Attachment:  
Appendix "I": Status of Council Initiatives Fund

## Appendix "I"



### 2016 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Amount	Allocation to date	Remaining
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		6,000	
Pride Festival		5,000	
Seniors Volunteer Project		75,000	
Ethar Trip to Cloverdale Rodeo		2,688	
Whalley Little League		2,000	
Refugee Welcome Event		6,850	
Sarah McLachlan School of Music		30,000	
Sarah McLachlan School of Music		-15,000	
Surrey Hospital & Outpatient Centre Foundation - CAPSU (proposed)		15,000	
West Coast Centre for Learning - Brain Booster Camp (proposed)		2,000	
<b>Darpan Achievement Awards (proposed)</b>		<b>5,000</b>	
Phoenix Society Live Well Street Fair (proposed)		2,500	
10th Annual Red FM Charity Walk (Proposed)		5,000	
<b>Allocations for 2016</b>		<u><b>\$ 231,038</b></u>	<u><b>\$ 21,800</b></u>