

NO: R153

COUNCIL DATE: June 27, 2016

REGULAR COUNCIL

TO: **Mayor & Council** DATE: **June 14, 2016**
FROM: **General Manager, Finance & Technology** FILE: **1850-01**
SUBJECT: **Sponsorship Request – Phoenix Society Surrey Live Well Street Fair**

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 \$2,500 to the Phoenix Society in support of their fourth annual Surrey Live Well Street Fair that is planned for Sunday, July 10, 2016.

INTENT

The purpose of this report is to seek approval for sponsorship contribution to the Phoenix Society in support of their fourth annual Surrey Live Well Street Fair, celebrating healthy living and lifestyles, to be held on Sunday, July 10, 2016. The City's contribution will help offset the costs associated with the entertainment for this event.

BACKGROUND

The Phoenix Society Street Fair was first discussed at the Community Health Programs Committee meeting in April 2013. The Committee supports this type of event as a way to promote health and wellness in Surrey. The first annual event was successfully held on July 14, 2013 and the Phoenix Society is now planning for their fourth event that will be held on July 10, 2016.

DISCUSSION

The Phoenix Society is holding its fourth annual Surrey Live Well Street Fair on Sunday, July 10, 2016 from 12:00 pm to 4:00 pm at the Phoenix Centre, located at 13686 - 94A Avenue. The event is a partnership initiative between the City of Surrey, the Downtown Surrey Business Improvement Association, the Phoenix Society and other non-profit community groups.

The Surrey Live Well Street Fair combines the ideas of healthy living, healthy lifestyles and a healthy community for Surrey. This Street Fair has grown into a welcoming event that brings the

community together in the fun ambience of a street fair where people can enjoy a wide variety of local homegrown entertainment and sample delicious food. The Surrey Live Well Street Fair will provide an opportunity for people to try African drumming and dancing, Bhangra, Zumba, a Tai Chi or yoga class and there will be face painting for children. There will be a variety of speakers on a range of topics and information will be provided about community resources and healthy lifestyle options, including how to become involved in the community.

Staff is recommending that Council consider supporting this event through a sponsorship of \$2,500 to the Phoenix Society, which will help to offset the costs of the entertainment.

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 Live Well Street Fair supports the overall objectives of the City's Sustainability Charter as related to the themes of Inclusion, Education, and Health and Wellness. Specifically, this grant will support the following desired outcomes:

- Inclusion DO23: Numerous active local clubs, groups and agencies contribute to the community's well-being.
- Inclusion DO3: Residents have opportunities to build social connections with people from different backgrounds.
- Education & Culture DO9: Surrey supports and celebrates its diverse artists, cultures and community heritage through inclusive festivals, programming and events.
- Health & Wellness DO4: Residents understand the services and programs available to them, and are empowered to act in their own health interests.
- Health & Wellness DO8: Residents feel a sense of belonging and connectedness, and have opportunities for social interaction in their neighbourhoods and community.

CONCLUSION

Based on the above discussion, it is recommended that Council provide a grant to the Phoenix Society in the amount of \$2,500 from the Council Initiatives Fund in support of the Surrey Live Well Street Fair that is planned for Sunday, July 10, 2016, as generally described in this report.

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



2016 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Amount	Allocation to date	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		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	
Darpan Achievement Awards (proposed)		5,000	
Phoenix Society Live Well Street Fair (proposed)		2,500	
10th Annual Red FM Charity Walk (Proposed)		5,000	
Allocations for 2016		\$ 231,038	\$ 21,800