

NO: R010

COUNCIL DATE: January 16, 2017

REGULAR COUNCIL

TO: Mayor & Council **DATE: January 10, 2017**

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

SUBJECT: Sponsorship Request - C2U Expo 2017

RECOMMENDATION

The Finance & Technology Department recommends that Council:

1. Receive this report as information; and
2. Approve from Council Initiatives, a key partner level sponsorship of \$20,000 for the C2U Expo 2017 – Community Jam that will be held in Surrey on May 1st and 2nd 2017.

BACKGROUND

On December 5, 2016, Stephen Dooley, Executive Director at the SFU Surrey Campus, attended Council in Committee to provide Council with an overview of the C2U Expo 2017 – For the Common Good Conference taking place May 1st – May 5th in Surrey and Vancouver. The first two days of the event, The Community Jam, will be held in Surrey. SFU is one of the key partners and is seeking sponsorship as a key partner, from the City of Surrey for this event. This report will address this request.

DISCUSSION

C2U Expo is a bi-annual Canadian-led international conference designed to showcase best practices in community-campus partnerships worldwide, create space for collaboration around key issues and foster ideas, connections, and frameworks with the purpose of strengthening communities. The conference will be broken down into two components, the Community Jam (May 1-2, pre-conference) will be held in Surrey with a focus on creating a lasting legacy among communities by building smart and caring communities. The Surrey/SFU partnership will showcase:

1. The Poverty Reduction Coalition;
2. The study of the needs of new refugees to the City of Surrey;
3. The Local Immigration Partnership;
4. The Social Policy Advisory Committee;
5. The Sustainability Charter and the partnership SFU Public Square; and
6. The development of City Centre including the new SFU Energy Systems Engineering Building.

The Walk the Talk (May 3-5, main conference) will be held in Vancouver and “move around”, allowing for opportunities to explore various SFU building and engaging in local site visits. This activity will promote discussions on authenticity, humility, and being a human and will include a variety of workshops, presentations and site visits.

SFU is requesting sponsorship in the amount of \$25,000 that would be specifically applied towards the Community Jam event that will be held in Surrey on May 1st and 2nd. Staff have reviewed this request and recommend that a \$20,000 sponsorship be awarded, with funding coming from the Council Initiatives; this amount is consistent with previous awards and incorporates both delegation size and impact to the local community.

Funding

The Council Initiatives Fund is attached to Appendix “I” of this report, based on an assumption that Council will approve the recommendations included in this report.

SUSTAINABILITY CONSIDERATIONS

Through the array of grants and sponsorships provided to community groups, the City is able to support the objectives of the Sustainability Charter. This request will specifically support the following Desired Outcomes:

- Diversity & Accessibility DO 2: Surrey is a caring and compassionate City that supports its residents of all backgrounds, demographics and life experiences.
- Social Infrastructure and Innovation DO 24: Surrey has a strong social infrastructure that supports the needs of its diverse and growing population.

CONCLUSION

Based on the above discussion, it is recommended that Council approve from Council Initiatives, a key partner sponsorship of \$20,000 for the C2U Expo 2017 – Community Jam, which will be held in Surrey on May 1st and 2nd 2017.

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

Appendix “I”: Council Initiatives – Allocations for 2017

Appendix "I"



2017 FINANCIAL PLAN COUNCIL INITIATIVES

| Description | Amount | Allocation to date | Remaining |
|---|----------------|--------------------|-------------------|
| Carried Forward from Prior Year | 8,000 | | |
| 2017 Adopted Budget | 250,000 | | \$ 258,000 |
| My Neighbourhood, My futures Initiative (year 5 of 5) | | 40,000 | |
| Surrey Poet Laureate (Year 3 of 3) | | 10,000 | |
| C ₂ U Expo - (Proposed) | | 20,000 | |
| | | | |
| Allocations for 2017 | | \$ 70,000 | \$ 188,000 |