

NO: R122

COUNCIL DATE: June 12, 2017

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **May 23, 2017**

FROM: **Acting General Manager, Finance & Technology**

FILE: **1850-20**

SUBJECT: **Sponsorship Request – Annual 100 Year Journey Gala**

RECOMMENDATION

The Finance & Technology Department recommends that Council:

1. Receive this report as information; and
2. Approve a sponsorship contribution of \$6,000 from the Council Initiatives Fund to Mehfil Magazine, in support of their 4th Annual 100 Year Journey Gala, to be held on Saturday, October 28, 2017.

INTENT

The City has received a request from Mehfil Magazine for a sponsorship in support of their 4th Annual 100 Year Journey Gala that will be held on Saturday, October 28, 2017 at the Fairmont Pacific Rim Hotel in Vancouver. This report addresses that request.

BACKGROUND

In November 2014, Mehfil Magazine unveiled “The 100 Year Journey, a celebration of the past, present and future”, a special commemorative coffee table edition book that honors the pilgrimage of those early Indian immigrants. This magazine was introduced at an exclusive gala event held at the Fairmont Pacific Rim Hotel in Vancouver, in which the City provided a table sponsorship package. Since that time, the Annual 100 Year Journey Gala has been used as an opportunity to showcase their web archival system. Each year the gala is held at the Fairmont Pacific Rim Hotel in Vancouver, with the City providing a table sponsorship package valued at \$6,000.

DISCUSSION

Mehfil Magazine began capturing inspirational stories of South Asian pioneers in 1996, with the intention to compile these in to a unique, commemorative publication. The result of these efforts is “The 100 Year Journey, a celebration of the past, present and future”, available in a coffee table book as well as in a digital version. These publications honor the pilgrimage of those early Indian immigrants. In addition to the coffee table book, a web archival service is also available, where South Asians will be able to feature their family stories, providing this history for all generations that follow.

The 100 Year Journey Gala will highlight the continued development and enhancement of the web archival system at the 4th Annual Gala on Saturday, October 28, 2017 at the Fairmont Pacific Rim Hotel in Vancouver. Mehfil Magazine is requesting that the City support a table sponsorship package of \$6,000. This level of sponsorship will provide the City with a reserved table for 6, a full page ad in the program guide, verbal recognition from the stage, as well as on-site signage and post event media coverage. While this event is being held in Vancouver, over 28% of Surrey's population is South Asian and over 70% of the attendees are expected to come from Surrey. Therefore it is reasonable to assume that a large number of pioneers or their families now reside in Surrey.

Staff has evaluated the request and is recommending that a sponsorship of \$6,000 be granted from the Council Initiatives Fund to Mehfil Magazine for their Annual 100 Year Journey Gala, which is in line with similar types of events that Council has sponsored.

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 100 Year Journey supports the overall objectives of the City's Sustainability Charter as related to the theme of Inclusion. 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 supports its residents of all backgrounds, demographics and life experiences; and
- Inclusion DO5: New immigrants and refugees are supported to settle, integrate and become thriving members of the community.

CONCLUSION

Based on the above discussion, it is recommended that Council approve a sponsorship contribution of \$6,000 from Council Initiatives Fund to Mehfil Magazine in support of the Annual 100 Year Journey Gala to be held on Saturday, October 28, 2017.

Kam Grewal, CPA
Acting General Manager,
Finance & Technology

Appendix "I": Status of Council Initiatives Fund

APPENDIX "I"



2017 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	8,000		
2017 Adopted Budget	<u>250,000</u>		\$ 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		20,000	
Indo-Canadian Dental Association Gala		2,500	
100th Anniversary of Vimy Ridge Battle		2,000	
The Debaters		350	
Volunteer Cancer Drivers Society		3,500	
Fraser Region Aboriginal Friendship Centre Association		3,500	
Surrey Hospice Society (Proposed)		2,500	
100 Year Journey (Proposed)		6,000	
West Coast Centre for Learning (Proposed)		2,000	
Surrey Urban Aboriginal Strategy (Proposed)		25,000	
Pulling Together Canoe Journey (Proposed)		8,500	
Allocations for 2017		<u>\$ 125,850</u>	<u>\$ 132,200</u>