

NO: R137

COUNCIL DATE: June 26, 2017

---

## REGULAR COUNCIL

**TO: Mayor & Council** **DATE: June 21, 2017**

**FROM: Acting General Manager, Finance & Technology** **FILE: 1850-01**

**SUBJECT: Sponsorship Request – Darpan Extraordinary Achievement Awards**

---

## RECOMMENDATION

The Finance & Technology Department recommend that Council:

1. Receive this report as information; and
2. Approve from the Council Initiatives Fund, a sponsorship contribution of \$7,500 in support of the 8<sup>th</sup> Annual Darpan Extraordinary Achievement Awards, which will be held on Friday September 15, 2017.

## INTENT

The City has received a request from Darpan Magazine for a sponsorship in support of their 8<sup>th</sup> Annual Extraordinary Achievement Awards that will be held on Friday, September 15, 2017, at the Aria Banquet Hall in Surrey. This report addresses that request.

## DISCUSSION

Darpan Magazine will host the 8<sup>th</sup> Annual Darpan Extraordinary Achievement Awards on September 15, 2017 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 silver plus level sponsorship of \$7,500. This level of sponsorship will include recognition at the event and the City will receive complimentary tickets for a table of ten.

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 \$7,500 in support of the 8<sup>th</sup> Annual Darpan Extraordinary Achievement Awards, which will take place on Friday, September 15, 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		
<b>2017 Adopted Budget</b>	<u>250,000</u>		<b>\$ 258,000</b>
My Neighbourhood, My futures Initiative (year 5 of 5)		40,000	
Surrey Poet Laureate (Year 3 of 3)		10,000	
C <sub>2</sub> 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		2,500	
100 Year Journey		6,000	
West Coast Centre for Learning		2,000	
Surrey Urban Aboriginal Strategy		25,000	
Pulling Together Canoe Journey		8,500	
Centre for Child Development Gala of Hope (Proposed)		3,000	
<b>Darpan Extraordinary Achievement Awards (Proposed)</b>		<b>7,500</b>	
<b>Allocations for 2017</b>		<u><b>\$ 136,350</b></u>	<u><b>\$ 121,700</b></u>