

NO: R164

COUNCIL DATE: July 24, 2017

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **July 20, 2017**

FROM: **General Manager, Finance**

FILE: **1850-20**

SUBJECT: **Sponsorship Request - Crescent Beach Concours d'Elegance 2017**

RECOMMENDATION

The Finance Department recommend that Council:

1. Receive this report as information; and
2. Approve a sponsorship contribution of \$2,000 from the Council Initiatives Fund to the Crescent Beach Concours d'Elegance in support of the automobile show that the organization is holding on Saturday, September 2, 2017 at Blackie Spit Park in Crescent Beach.

INTENT

The City has received a request from the Crescent Beach Concours d'Elegance organizing committee for a sponsorship in support of their 7th Annual Concours d'Elegance automobile show that will be held on Saturday, September 2, 2017 at Blackie Spit Park in Crescent Beach. This report addresses that request.

BACKGROUND

The Crescent Beach Concours d'Elegance is an annual 'entry by invitation' showcase of historically significant, unique, and often rare cars and motorcycles. The event, now in its seventh year, will be held at Blackie Spit Park in Crescent Beach on Saturday, September 2nd. The organizing committee have approximately 100 entries to date that reflect diversity, excellence in design, and elegance in historical automobiles. This year the feature marque will be the Chevrolet Camaro, which is celebrating its 50th anniversary. In 2016, Concours drew entrants from the West Coast of Canada and the United States, along with thousands of spectators, many of which come from Surrey.

DISCUSSION

The Crescent Beach Concours d'Elegance has established four levels of sponsorship for this event, ranging from \$500 to \$5,000. Each level of sponsorship provides a different level of recognition at the event. Full details of each of the sponsorship levels are attached to this report as Appendix "I". Proceeds from the event go to support BC Children's Hospital Foundation.

A staff evaluation team has reviewed this request. The sponsorship request does not satisfy the evaluation criteria for a City grant as stipulated in the City Grant Policy since the event is a fundraiser for another organization; however, Council has on occasion provided sponsorship support for similar events from the Council Initiatives Fund. Staff is proposing that the City sponsor the event in the amount of \$2,000 with funding from the Council Initiatives Fund. With this level of sponsorship, the City's logo will be included on event materials and the City will be acknowledged throughout the event.

Funding

Appendix "II" attached to this report, provides information on the balance in the Council Initiatives Fund on an assumption that Council will approve the recommendation of this report.

SUSTAINABILITY

The Crescent Beach Concours d'Elegance supports the overall objectives of the City's Sustainability Charter as related to the themes of Education and Culture and Health and Wellness. Specifically, this grant will support the following desired outcomes:

- Education & Culture DO9: Surrey supports and celebrates its diverse artists, cultures and community heritage through inclusive festivals, programming and events.
- Health & Wellness DO6: Residents participate in a wide range of recreation and leisure opportunities.
- 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 approve a sponsorship contribution of \$2,000 from the Council Initiatives Fund to the Crescent Beach Concours d'Elegance in support of the automobile show that the organization is holding on Saturday, September 2, 2017 at Blackie Spit Park in Crescent Beach.



Kam Grewal, CPA
General Manager, Finance

KG: llh

Appendix "I": Sponsorship Levels for the Crescent Beach Concours d'Elegance Automobile Show
Appendix "II": Status of the Council Initiatives Fund

Sponsorship Levels for Crescent Beach Concours d'Elegance 2017 Auto Show

Crescent Beach Invitational Sponsorship Opportunities

\$5,000

- listed by name in entrant program & on website
- acknowledged by name at Friday night reception, Saturday awards
- opportunity to display a banner/booth at event
- logo on program
- guest at Friday night reception and awards ceremony
- full page ad in program
- opportunity to have a link from our site to yours

\$2,000

- listed by name in entrant program & on website
- acknowledged by name at Friday night reception, Saturday awards
- opportunity to display one small banner on site
- logo on program
- guest at Friday night reception and awards ceremony
- 1/2 page ad in program
- opportunity to have a link from our site to yours

\$1,000

- listed by name in entrant program & on website
- opportunity to display one small banner on site
- acknowledged by name at Friday night reception, Saturday awards
- logo on program
- guest at Friday night reception and awards ceremony
- 1/4 page ad in program

\$500

- listed by name in entrant program & on website
- acknowledged by name at Friday night reception, Saturday awards
- logo on program

Appendix "II"



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 | | 2,500 | |
| 100 Year Journey | | 6,000 | |
| West Coast Centre for Learning | | 2,000 | |
| Surrey Urban Aboriginal Strategy | | | |
| Pulling Together Canoe Journey | | 8,500 | |
| Centre for Child Development Gala of Hope | | 3,000 | |
| Darpan Extraordinary Achievement Awards | | 7,500 | |
| Gadhri Memorial Mela | | 6,000 | |
| Surrey Social Innovation Summit | | 30,000 | |
| Surrey Poverty Reduction Coalition | | 25,000 | |
| Ag Week Pie in the Plaza (Proposed) | | 30,000 | |
| Crescent Beach Concours d' Elegance (Proposed) | | 2,000 | |
| Allocations for 2017 | | <u>\$ 204,350</u> | <u>\$ 53,700</u> |