

NO: R187

COUNCIL DATE: September 11, 2017

REGULAR COUNCIL

TO: **Mayor & Council** DATE: **September 6, 2017**

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

SUBJECT: **Sponsorship Request – The Self Employment & Entrepreneur Development Society (“SEEDS”) Business Leadership Awards**

RECOMMENDATION

The Finance Department recommends that Council approve, from the Council Initiatives Fund, a sponsorship contribution of \$3,000 in support of the 5th Annual SEEDS Business Leadership Awards which will be held on Wednesday, October 11, 2017 at Surrey City Hall.

INTENT

The City has received a request from SEEDS for a sponsorship in support of their 5th Annual Business Leadership Awards that will be held on Wednesday, October 11, 2017, at the Centre Stage in City Hall. This report addresses that request.

DISCUSSION

SEEDS is a not-for-profit organization that supports small business and aspiring entrepreneurs. Through their specialized courses and business resources, they have been helping people start businesses since 1997. In an effort to limit barriers to self-employment, they focus their efforts to seven specific groups of people: Women, Youth, Seniors, Under-employed, Differently-Abled, First Nations, and Immigrants.

The Business Leadership Awards will be held on Wednesday, October 11, 2017, at the Centre Stage in City Hall and is a presentation of awards in 7 different categories recognizing exceptional entrepreneurs from each of the focus groups. This event will raise funds for scholarships in their Self Employment Program.

SEEDS is requesting that the City consider providing a sponsorship contribution to support this event. Staff is recommending that Council consider supporting this event through an Emerald level sponsorship of \$3,000. This level of sponsorship will include recognition on the SEEDS website and in their program, as well as on all printed material; the sponsorship will also help 30 new entrepreneurs become self-employed. With this sponsorship, the City will receive six complimentary tickets to the event that will be allocated to members of Council who plan to attend the event. Additional tickets may be purchased as necessary. Attached in Appendix “I” are the full details of the sponsorship package.

This sponsorship 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 “II” attached to this report documents the balance in the Council Initiatives Fund based on an assumption that Council will approve the recommendation contained within this report.

SUSTAINABILITY CONSIDERATIONS

This event relates to the Sustainability Charter theme of Economic Prosperity and Livelihoods. Specifically, it supports the following Strategic Direction:

- Jobs and Skills Training – SD2: Understand the needs of specific demographics such as newcomers, youth, seniors and people with disabilities, and encourage actions to support their integration into the workforce.

CONCLUSION

Based on the above discussion, it is recommended that Council approve, from the Council Initiatives Fund, a sponsorship contribution of \$3,000 in support of 5th Annual SEEDS Business Leadership Awards, which will include six tickets for members of Council who are planning to attend this event.

Kam Grewal, CPA, CMA
General Manager, Finance

Appendix “I”: 2017 Business Leadership Awards Strategic Partner Package
Appendix “II”: Council Initiatives – Allocations for 2017


SEEDS

APPENDIX "I"

11th

20

Anniversary

**Strategic
Partner
Package**





STRATEGIC PARTNER PACKAGE

This package is designed for you to learn about SEEDS when deciding to become a Strategic Partner for our 20th Anniversary. Please use the links below to view areas of interest.

About SEEDS	1
SEEDS Over the Years	2
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ABOUT SEEDS

The Self Employment and Entrepreneur Development Society (SEEDS) is a not-for-profit organization dedicated to supporting small business and aspiring entrepreneurs. Through our specialized courses and business resources we have helped over 2000 people start businesses since 1997.

Some of the things we are most proud about include:

- Helping to start over 2,000 business in Metro Vancouver
- Providing over 800 people business lessons free of charge since 2012
- Teaching business plan development to students in 5 Surrey High Schools
- Holding over 50 Entrepreneur Exchange free business seminars in partnership with Surrey Libraries
- Establishing the 7 Focuses where people who fall into demographics recognized as having greater barriers to success receive additional support. 7 Focuses = Aboriginal, Disability Advocacy, Immigrant, Senior, Underemployed, Women and Youth
- Being 100% self-sustained through fundraising and revenue generating projects since April 2012
- As part of our 20th Year celebration SEEDS will hold the 1st Youth Entrepreneur Summit & establish a new Aboriginal Self Employment Program.

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SEEDS OVER THE YEARS

1996

- A group of local community volunteers come together with a vision to create a Self Employment Program for Surrey.

1997

- SEEDS is officially inaugurated as a non-profit organization.

1999

- Developed and delivered a pilot Self Employment Program for SEEDS members with language barriers.

2001

- **5-year Anniversary!**
- Diversified volunteer pool to accommodate members with language barriers.
- 400 SEEDS Graduates to-date.
- SEEDS begins BC's first Self Employment Program for immigrants.

2002

- SEEDS receive Social Planning Award from City of Surrey and Multi-Cultural Award from Surrey Delta Immigrant Services Society.

2005

- Begin Pilot Project of BC's 1st First Nations Self Employment Program, Trees of Life.
- Set-up One Stop Registry, which lead to 650 Entrepreneurs served in 1 year!

2007

- **10 Year Anniversary!**

2009

- SEEDS receives Canadian Youth Business Forum, Outstanding Community Partner Award.

2012

- Administered 400 SEEDS Classes free of charge.
- Began hosting Entrepreneur Exchange.
- Youth Committee established.

2013

- 1st SEEDS Business Leadership Awards.

2014

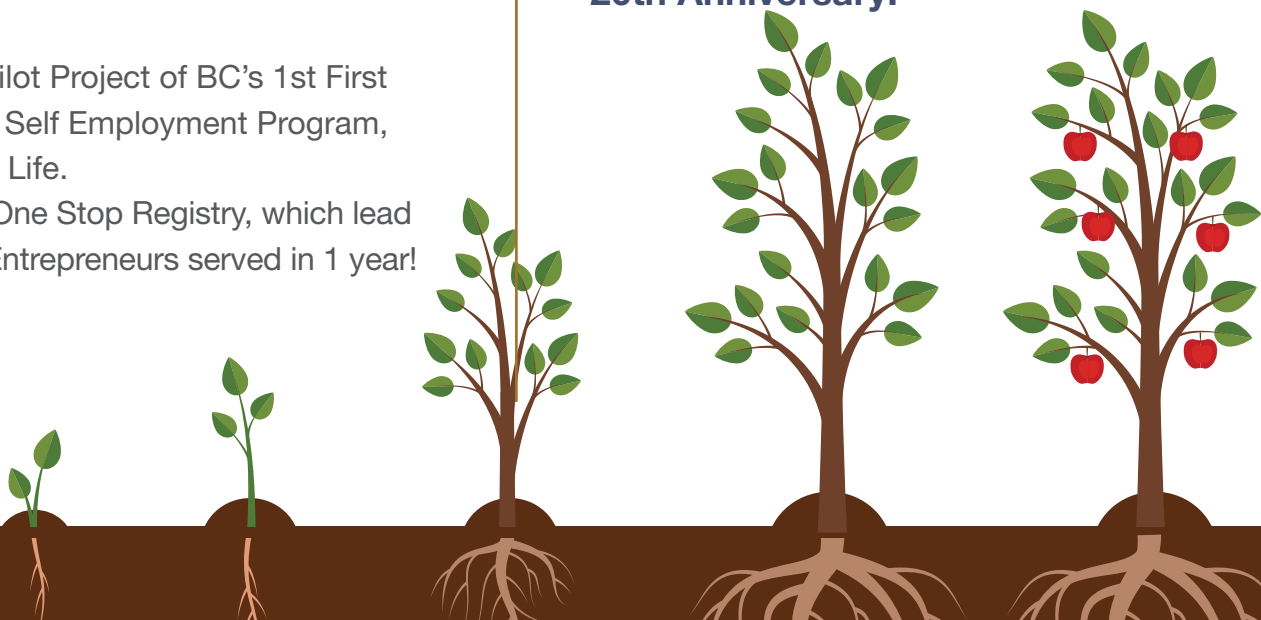
- 1st time Self Employment Program taught at Surrey area high schools.

2015

- More than 100 people volunteered annually.

2017

- 800 different people received free business classes.
- **20th Anniversary!**





SERVICES

Business Classes

31 Different Business Classes taught by Successful Entrepreneurs to help aspiring & established Business owners.

Business Consultants

Successful Entrepreneurs work with clients during the implementation of the clients' business plans.

Business Plan Creation

SEEDS Volunteers contribute to the creation of customized business plans for clients.

Business Plan Review

Business Plans are read and critiqued for clients. Upon approval a third party letter will be provided by SEEDS to the client.

Business Registration

Name Check and a complete Business Registration for Sole Proprietorships and Partnerships.

Group Coaching

Entrepreneurs with common challenges come together with a SEEDS Facilitator to discuss possible solutions.

SPONSORSHIP OPPORTUNITIES FOR STRATEGIC PARTNERS

Celebrate with SEEDS by choosing the anniversary of your choice.

Benefit	Diamond	Ruby	Emerald	Platinum	Gold	Silver
	\$9,000+	\$5,000+	\$3,000+	\$1,000+	\$750+	\$500+
Discounted Event Entry	✓	✓	✓	✓	✓	✓
Entrepreneur Exchange Entry	✓	✓	✓	✓	✓	✓
Promotional Take Away*	✓	✓	✓	✓	✓	✓
Promotion in SEEDS Newsletter	12	8	6	4	2	1
Tickets to BLA	Full Row	Full Row	½ row	4	2	1
Discounted Trade Show Booth	Full	Full	Half	30%	20%	15%
Discounted Classes	20%	20%	20%	15%	10%	
Free 3 Hrs Business Class	✓	✓	✓	✓	✓	
Display Space @ Volunteer BBQ	✓	✓	✓	✓	✓	
Listing on SEEDSbdc.com	✓	✓	✓	✓		
Listed on Sales Material	✓	✓	✓	✓		
“Partner” on SEEDS Website	✓	✓	✓	✓		
Social Media Brand Exposure	✓	✓	✓	✓		
Thank You Letters from Students	✓	✓	✓	✓		
Verbal Recognition at Event	✓	✓	✓	✓		
Company Name on Tickets	✓	✓	✓			
Email to Contacts (2000+)	✓	✓	✓			
Logo on Tickets	✓	✓	✓			
20 Hrs Volunteer Placement	✓	✓	✓			
Company Logo on EE Handout	✓	✓	✓			
Full BPW Course	✓	✓	✓			
Sponsor a BLA Award	✓	✓	✓			
Logo with Link on SEEDSbdc.com	✓	✓	✓			
Logo in SEEDS Email Blasts	✓	✓				
Company Logo on all Print Media	✓	✓				
Company Logo on TV Ads	✓	✓				
Company Branding on Radio	✓					
Logo on Email Signature	✓					

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SELF EMPLOYMENT PROGRAM

A La Carte Classes

A La Carte one off Business Classes and workshops which focus on specific areas of the business plan. Ideal for Entrepreneurs in all stages of development.

Aboriginal Self Employment Program (ASEP)

SEEDS' ASEP helps create First Nations Entrepreneurs while developing culturally competent business practices starting with youth owned small businesses. ASEP includes proven business classes supported by monthly business seminars called Entrepreneur Exchange and additional time for clients with Consultants.

Business Plan Workshop Course: Starts monthly!

12 Week course with flexi-schedule.

BPW Course includes 31+ classes with a personal Advisor for clients while they are creating their business plan and a Consultant when their plan is being implemented.

Remote Workshops

SEEDS conducts remote business workshops for organizations associated with any of our 7 Focuses. SEEDS' reach into these communities will be extended as members of the organizations can access the training in a familiar space.



SEEDS 7 FOCUSES

SEEDS' goal to help people with their entrepreneur development starts by working with strategic partners that specialize in each demographic of our 7 focuses. SEEDS provides complete inclusion for all participants by promoting diversity.

Disability Advocacy

This year marks the 1st year of SEEDS Disability Advocacy Committee. This group will continue to help SEEDS cater services to people with disabilities. SEEDS teaches our Self Employment Program with total inclusion while allowing extended 1-on-1 time with SEEDS Consultants and additional workshops that pertain to these clients.

First Nations

SEEDS Aboriginal Self Employment Program will be delivered both at the library as well as through Remote Workshops. Business lessons are delivered at the facilities of service providers for Aboriginal people as well as on First Nations' land.

Immigrants

SEEDS has specialty classes on cultural awareness and how to do business in Canada. We are currently delivering specialty classes for refugees in Arabic as well as classes in Punjabi & ESL. More specialty language classes are being developed.

Seniors

We want seniors to be equipped with the skills to become more employable and eventually, self-employable! With that goal in mind we have created a basic social media education program to enable communication in the digital landscape as well as a beginners approach to computers and business operations.

Underemployed

SEEDS Underemployed focus is taught the fundamentals of entrepreneurship through partnerships with organizations, businesses and individuals dedicated to assisting marginalized aspiring entrepreneurs. This group also inspired SEEDS' flexi-schedule which allows clients to take the Business Plan Workshops Course at their own pace.

Women

To engage Women SEEDS hosts 2-day women-only business workshops. The workshops cover all facets of a business plan and discuss how to start or improve businesses. Also, additional consultation time is available to women enrolled in the Business Plan Workshops Course.

Youth

The Youth focus is SEEDS largest focus group. In the past, SEEDS projects such as the High School Self Employment Program which was simultaneously delivered at five Surrey High Schools was lead by the Youth Committee. SEEDS will host the 1st Youth Entrepreneur Summit which will involve students from Metro Vancouver schools as well as students from schools out of province.



EVENTS

Business Leadership Awards (BLA)

Regularly attended by important community leaders, media, established and aspiring entrepreneurs as well as volunteers, this formal gala recognizes success of entrepreneurs and the leadership they have shown in the community with their businesses. The BLA helps SEEDS recognize successful entrepreneurs while raising funds to sponsor more individuals into our Self Employment Program.



5th Annual BLA

Date: October 11, 2017

Guests: 200 Surrey Entrepreneurs
& Community Leaders

Joy TV Coverage of SEEDS

Dragons' Den Dragons' Congratulates SEEDS

SEEDS Business Leadership Awards 2016

Entrepreneur Exchange (EE)

Entrepreneur Exchange is held 9 of 12 months each year. EE provides a minimum of 30 lessons with open networking, group coaching and speed consulting for approximately 300 people annually.

SEEDS and Surrey Public Libraries have partnered to create Entrepreneur Exchange! Entrepreneur Exchange provides established businesses and aspiring business owners a unique opportunity to come together and learn about improving current business or starting a business.

With activities facilitated by industry experts (who happen to be successful entrepreneurs), guests leave Entrepreneurial Exchange inspired with knowledge to help succeed in business.

Dates:

1st Wednesday of
Each Month
(Except June-Aug)

Location:

Surrey City Centre Library
10350 University Drive
Surrey, BC

Time:

6 PM – 8:30 PM



Volunteer Events

100 people volunteer annually with SEEDS. In fact SEEDS has been 100% run by volunteers since April 2012. We do events throughout the year to help the team get to know each other better while SEEDS shows appreciation to our volunteers. Events such as the Volunteer BBQ & SEEDS Xmas Party are events highly attended by present and past volunteers.



Youth Entrepreneur Summit

The Youth Entrepreneur Summit will result in the creation of a report to create a social enterprise for the purpose of maintaining multicultural inclusion for SME. Various high school students from across Canada will participate in a 2-day Youth Entrepreneur Summit. The Summit with the purpose to create a paper towards the creation of a culturally sensitive social enterprise will have various speakers, lessons and activities concentrated on doing business in Canada with cultural competency. The Summit will be made available online for access by participants who cannot attend the events in person.



THANK YOU

**We appreciate that you took time
to review our 20th Anniversary
Strategic Partner Kit and
hope you will join us for this
Celebratory Year.**

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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		30,000	
Crescent Beach Concours d' Elegance		2,000	
Cloverdale Skating Club Ice Show (Proposed)		5,000	
SEEDS Business Leadership Awards (Proposed)		3,000	
Allocations for 2017		<u>\$ 212,350</u>	<u>\$ 45,700</u>