

NO: R199

COUNCIL DATE: October 2, 2017

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## REGULAR COUNCIL

TO: **Mayor & Council** DATE: **September 27, 2017**

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

SUBJECT: **Sponsorship Request - Simon Fraser University (SFU) Surrey Diwali Dinner**

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## RECOMMENDATION

The Finance Department recommends that Council:

1. Receive this report as information; and
2. Approve a sponsorship contribution of \$2,500 in support of the 10<sup>th</sup> Annual SFU Surrey Diwali Celebration and Dinner taking place on Tuesday October 17, 2017, and authorize the purchase of additional tickets as necessary for members of Council who are planning to attend this event.

## INTENT

SFU Surrey has forwarded an invitation to the City to become a sponsor for its annual SFU Surrey Diwali Celebration and Dinner scheduled for Tuesday, October 17, 2017 at the Aria Banquet Hall in Surrey. This report addresses the sponsorship request.

## DISCUSSION

The University Advancement Division of SFU Surrey is hosting the SFU Diwali Celebration and Dinner on Tuesday, October 17, 2017 at the Aria Banquet Hall in Surrey. This event will bring together the Indo Canadian and South Fraser business communities, SFU alumni, current SFU students and representatives of other agencies and organizations for an evening of entertainment, networking and information-sharing. SFU is requesting that the City consider providing a Gold level sponsorship contribution of \$2,500 to support this event. The net proceeds of the event will be used to provide scholarships for students interested in working and volunteering in cities and villages throughout India. The sponsorship also includes eight tickets to the event which will be allocated to members of Council who plan to attend the event. Additional tickets may be purchased as necessary.

The City of Surrey will be recognized as a sponsor during the formalities of the event and will be acknowledged as a sponsor in the program as well as on the SFU website and on displays during each event.

## 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 SFU Diwali Celebration and Dinner supports 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.
- Education & Culture DO1: Surrey has a culture of learning, with a broad range of diverse learning opportunities available and accessible to meet the needs of all residents.
- Education & Culture DO2: Surrey children and youth have access to a high quality comprehensive and inclusive educational system, and opportunities that include experience in and out of school.
- Education & Culture DO6: Surrey is a provider of advanced education, producing cutting-edge research and cultivating leaders in innovative practices.
- Education & Culture DO9: Surrey supports and celebrates its diverse artists, cultures and community heritage through inclusive festivals, programing and events.

## CONCLUSION

Based on the above discussion, it is recommended that Council approve from the Council Initiatives Fund, a sponsorship contribution of \$2,500 in support of the 10<sup>th</sup> Annual SFU Surrey Diwali Celebration and Dinner, and authorize the purchase of additional tickets as necessary for members of Council who are planning to attend this event.

Kam Grewal, CPA, CMA  
General Manager, Finance

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		
<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			
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		5,000	
SEEDS Business Leadership Awards		3,000	
<b>SFU Diwali Dinner (Proposed)</b>		<b>2,500</b>	
Red FM Diwali (Proposed)		7,000	
<b>Allocations for 2017</b>		<u><b>\$ 221,850</b></u>	<u><b>\$ 36,200</b></u>