

NO: R214

COUNCIL DATE: October 23, 2017

REGULAR COUNCIL

TO: **Mayor & Council** DATE: **October 19, 2017**

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

SUBJECT: **Sponsorship Request – Vancouver International South Asian Film Festival**

RECOMMENDATION

The Finance Department recommends that Council:

1. Receive this report as information; and
2. Approve a sponsorship contribution of \$10,000 to the 7th Annual Vancouver International South Asian Film Festival (“VISAFF”), which will be held November 16 to 19, 2017 at Surrey City Hall Centre Stage.

INTENT

The City has received a request from VISAFF for a sponsorship in support of their Annual Film Festival that will be held from November 16 to November 19, 2017 at Surrey City Hall Centre Stage. This report addresses that request.

DISCUSSION

VISAFF originated in 2008 to “bridge the gap” between South Asian talent and mainstream audiences by connecting directors, actors, producers, community organizations, corporate brands and South Asian cinephiles. The VISAFF is known as a storytelling festival that pursues new ways to support artists and introduce more people to original, authentic South Asian storytelling. This year, VISAFF will be screening 30 films, with 25 of them holding their Canadian premiere.

The World Economic Forum (“WEF”) will also be hosting their WEF Canada 2017 – Women Leading New Global Thinking & Change Forum over the same four days at the same venue. This will allow the VISAFF to celebrate the All Ladies League’s Women Economic Forum. This forum will deliberate a range of subjects that concern modern society, entrepreneurship, innovation, leadership, environment, inclusivity and tolerance.

Staff has evaluated the request and supports a sponsorship of \$10,000 from the Council Initiatives Fund. This level of sponsorship will provide the City with VIP tickets to the event, co-branding at the festival, and prominent recognition through print, social media and at the event.

FUNDING

Appendix “1” 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 VISAFF 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 DO7: An enviable and vibrant arts and heritage sector contributes to Surrey’s citizen engagement, enrichment, economy, community livability, and civic pride.
- 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 a sponsorship contribution of \$10,000 from the Council Initiatives Fund to the Vancouver International South Asian Film Festival that will be held from November 16 to November 19, 2017 at Surrey City Hall Centre Stage.



Kam Grewal, CPA, CMA
General Manager, Finance

Appendix “1”: Council Initiatives – Allocations for 2017

APPENDIX "I"



2017 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year			
adjusted for amounts not utilized	8,300		
2017 Adopted Budget	<u>250,000</u>		\$ 258,300
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 not required)		0	
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		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	
SFU Diwali Dinner		2,500	
Red FM Diwali		7,000	
Vancouver International South Asian Film Festival (Proposed)		10,000	
New Hope Community Services Gala (Proposed)		1,500	
Allocations for 2017		<u>\$ 258,000</u>	<u>\$ 300</u>