

NO: R006

COUNCIL DATE: January 8, 2018

REGULAR COUNCIL

TO: **Mayor & Council** DATE: **January 3, 2018**

FROM: **General Manager, Parks, Recreation & Culture** FILE: **0290-01**
General Manager, Finance

SUBJECT: **2018 Sponsor Appreciation Event**

RECOMMENDATION

The Parks, Recreation & Culture Department and the Finance Department recommend that Council approve an allocation of \$10,000 from the Council Initiatives Fund for the purpose of hosting a 2018 Sponsor Appreciation reception as generally described in this report.

INTENT

The purpose of this report is to request Council's support of \$10,000 from the Council Initiatives Fund to host a 2018 Sponsor Appreciation reception.

BACKGROUND

The City is planning to host an evening reception to recognize and acknowledge the corporate sponsors of the City's special events for the previous year. In 2017, total sponsorship from corporate sponsors for City events amounted to approximately \$2.5 million. Without this level of sponsorship, the City would not have been able to provide the quality of events that Surrey's residents and visitors have come to expect. Surrey's special events also contribute significantly to enhancing the City's profile and image.

DISCUSSION

A Sponsor Appreciation reception is being planned in March at City Hall. Staff have identified 175 different sponsors of City events that will be invited to the reception. It is proposed that \$10,000 be allocated from the Council Initiatives Fund to fund this event. Funding requests for this event have been the same in previous years.

Status of Council Initiative Fund

Appendix "I" documents the status of the Council Initiatives Fund on an assumption that the recommendation of this report will be approved.

SUSTAINABILITY CONSIDERATIONS

The proposed sponsor appreciation reception supports the Sustainability Charter themes of Inclusion, Public Safety and Economic Prosperity and Livelihoods. Specifically the initiatives support the following Desired Outcomes and Strategic Direction:

- Social Infrastructure and Innovation - DO24: Surrey has a strong social infrastructure that supports the needs of its diverse and growing population.
- Community Safety and Emergency Services- SD4: Enhance intergovernmental relations, and ensure broad partnerships and collaboration to address multijurisdictional social issues (e.g., homelessness, mental health, addictions, etc.).
- Innovation – DO16: Surrey’s businesses are active participants in the community and create economic value in a way that generates value for society.

CONCLUSION

Corporate sponsors have contributed significantly to the success of the City’s special events. To recognize these sponsors, it is recommended that Council host a Sponsor Appreciation reception in March to which sponsors of the City special events will be invited. It is further recommended that \$10,000 be allocated from the Council Initiatives Fund to fund this reception.

Laurie Cavan
General Manager
Parks, Recreation and Culture

Kam Grewal, CPA, CMA
General Manager
Finance

Appendix “I” – Status of Council Initiatives Fund

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2018 FINANCIAL PLAN
COUNCIL INITIATIVES

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year			
adjusted for amounts not utilized	600		
2018 Adopted Budget	<u>260,000</u>		\$ 260,600
2018 Sponsor Appreciation Event (Proposed)		10,000	
Allocations for 2018		<u>\$ 10,000</u>	<u>\$ 250,600</u>