

NO: R078

COUNCIL DATE: April 23, 2018

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **April 6, 2018**

FROM: **General Manager, Finance**

FILE: **1850-01**

SUBJECT: **Sponsorship Request – Darpan Extraordinary Achievement Awards**

RECOMMENDATION

The Finance Department recommends that Council:

1. Receive this report for information; and
2. Approve from the Council Initiatives Fund, a sponsorship contribution of \$7,000 in support of the 9th Annual Darpan Extraordinary Achievement Awards, and authorize the purchase of additional tickets at a cost of \$250 per ticket, as necessary for members of Council who are planning to attend this event.

INTENT

The City has received a request from Darpan Magazine for a sponsorship in support of their 9th Annual Extraordinary Achievement Awards scheduled for Friday, September 14, 2018. This report addresses that request.

DISCUSSION

Darpan Magazine will host the 9th Annual Darpan Extraordinary Achievement Awards on September 14, 2018. This event will bring together key stakeholders, influential community and business leaders, and dignitaries for an evening of networking and philanthropy while recognizing individuals or groups who have reflected their South Asian heritage in a remarkable way. The awards are community driven and presented to ten recipients in the categories of Artistic Visionary, Industry Marvel, Community Crusader, Corporate Engagement, Breaking Barriers, Advancing Philanthropy, Heritage Defender, Spirit of Sport, Young Wonder, International Sensation. The evening will also consist of a keynote speaker, entertainment, a meal and awards presentation. Darpan Magazine is requesting that the City consider providing a sponsorship contribution to support this event. Staff is recommending that Council consider supporting this event through a silver level sponsorship of \$7,000. With this sponsorship, the City will receive four 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.

This sponsorship request 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 “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 Darpan Extraordinary Achievement Awards support the overall objectives of the City’s Sustainability Charter 2.0 as related to the themes of Inclusion and Education and Culture. Specifically, this grant will support the following Desired Outcomes (DO):

- 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.
- Inclusion DO5: New immigrants and refugees are supported to settle, integrate and become thriving members of the community.
- 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 \$7,000 in support of the 9th Annual Darpan Extraordinary Achievement Awards, and authorize the purchase of additional tickets at a cost of \$250 per ticket, as necessary for members of Council who are planning to attend this event.

Kam Grewal, CPA, CMA
General Manager, Finance

Attachment:
Appendix “1”: Council Initiatives Fund- Allocations for 2018

Appendix "I"



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		10,000	
All Aboard Wanderlust - JustKids Program		2,500	
Young Agrarians Land Matching		10,000	
SFU President's Surrey Gala		5,000	
Foam Free Vaisakhi Initiative		5,000	
Indo-Canadian Dental Association (Proposed)		2,500	
Darpan Extraordinary Achievement Awards (Proposed)		7,000	
Canucks Autism Network (CAN) 2018 (Proposed)		5,000	
Youth Helping Youth Society (Proposed)		250	
Allocations for 2018		<u>\$ 47,250</u>	<u>\$ 213,400</u>