

NO: R214

COUNCIL DATE: October 1, 2018

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **September 24, 2018**

FROM: **General Manager, Finance**

FILE: **1850-01**

SUBJECT: **Funding Request – The Flamingo Events Centre**

RECOMMENDATION

The Finance Department recommends that Council:

1. Receive this report for information; and
2. Approve a funding request of \$2,000 from Council Initiatives Fund to the organizers of the 2018 Corporate Battle of the Bands charity event to be held from October 10th to 25th, 2018, at The Flamingo Events Centre in Surrey.

INTENT

The purpose of this report is to request that Mayor and Council support a funding request from Council Initiatives Fund to offset operational costs associated with the 2018 Corporate Battle of the Bands charity event taking place at The Flamingo Events Centre in Surrey.

DISCUSSION

The Corporate Battle of the Bands event is a friendly competition to promote music and workplace team building. The event will feature corporate sponsors and their employees who play music on the side. Entrants are expected from local businesses along with organizations from other cities. The winners of the contest will be determined by a panel of judges and audience response.

The event will take place over six nights at The Flamingo Events Centre in Surrey, with three bands featured on each of the five preliminary-round nights; winners from each of those nights will play in the contest final on October 25, 2018. All proceeds from the contest will benefit the winning band's charity of choice. The event aims to create more opportunities for the community to see live music. The venue can hold up to 250 people and is located close to Gateway Skytrain station.

The City has received a funding request from the event organizers to offset operational costs related to providing rehearsal time for participating bands. Staff have evaluated the request and support a funding request of \$2,000 from the Council Initiatives Fund. Details of the sponsorship request are included in Appendix "I".

FUNDING

This is the first year that the City has received a funding request from The Flamingo Events Centre for their Corporate Battle of the Bands charity event. Accordingly, Council has not provided previous funding for this event.

Staff is recommending that Council consider supporting the 2018 Corporate Battle of the Bands charity event through a contribution of \$2,000 from the Council Initiatives Fund.

Appendix "II" 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 2018 Corporate Battle of the Bands event supports 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 DO23: Numerous active local clubs, groups and agencies contribute to the community's well-being;
- Education and Culture DO7: An enviable and vibrant arts and heritage sector contributes to Surrey's citizen engagement, enrichment, economy, community livability and civic pride;
- Education and Culture DO8: Arts, heritage and entertainment spaces are incorporated throughout the city; and
- Education and Culture DO9: Surrey supports and celebrates its diverse artists, cultures and community heritage through inclusive festivals.

CONCLUSION

Based on the above discussion, it is recommended that Council approve funding support in the amount of \$2,000 from the Council Initiatives Fund, towards the 2018 Corporate Battle of the Bands charity event.

Kam Grewal, CPA, CMA
General Manager, Finance

Attachment:

Appendix "I": Flamingo Events Centre – Sponsorship Request

Appendix "II": Council Initiatives Fund- Allocations for 2018

APPENDIX "I"

To: Financial Clerk, City of Surrey and
Mayor & Council, City of Surrey

Date: July 18, 2018

Subject: Battle of the Bands Corporate In Surrey – Grant Request

From: Dione Costanzo, The Flamingo Events Centre

REQUEST:

The purpose of this report is to seek a funding contribution in the amount of \$2,000 from the City of Surrey in support of the Battle of the Bands Corporate event series to be held in Surrey in October 2018.

BACKGROUND:

The Flamingo's corporate [Battle of the Bands Corporate – in Surrey](#) contest is designed as friendly competition to promote music and workplace team building in the City of Surrey. It is a charity event that is designed to promote local businesses, musicians and non-profits and have them collaborate.

The contest will feature corporate sponsors and their employees who play music on the side, with each band battling to steal the spotlight in front of an audience of co-workers, friends and live-music fans. Winners will be determined by a panel of judges and audience response.

The Battle will take place over six nights this fall, with three bands featured on each of the five preliminary-round nights; winners from each of those nights will play the contest final on Oct. 25, at 10768 King George Blvd. Event proceeds will benefit the winning band's charity of choice

Surrey's live music industry matters economically, culturally and socially and Surrey is building one of the most thrilling and dynamic music scenes in the province. The event takes place at the Flamingo Events Centre, a recently opened venue in Surrey BC, an area in the region that has few opportunities for the community to see live music. This is an exciting and unique live music venue in Surrey BC. Located at 108 and King George Blvd in Whalley, the opening of the Flamingo Events Centre brings much needed opportunities through live shows for local bands, music industry workers, supporting businesses and the entire community.

The Flamingo venue can hold up to 250 people, is close to a skytrain station which opens up access from Vancouver, New Westminister, Burnaby and Coquitlam. The venue is turn key with complete sound and light systems and access to a complete backline.

The Flamingo is managed by David Geertz who has over 30 years experience in the music industry. Booking of bands is through Live Acts Canada and events at the Flamingo are supported by a professional marketing and promotions team. Bands, the businesses that support them will benefit from cross promotion to audiences through Live Acts and the Flamingo channels, which together reaches from South Surrey to North Vancouver and around the lower mainland.

FUNDING:

Funding received from the City of Surrey would go towards operational costs for the Flamingo Events Centre to provide performance rehearsal time in preparation for live performances for each participating band.

BENEFIT TO THE CITY OF SURREY:

Battle of the Bands will:

- Involve the local business community in supporting and promoting the arts through live music.
- Raise the profile of Surrey as host to larger music events having impact on both the arts and business communities.
- Bring much needed opportunities through live shows for local bands, music industry workers, supporting businesses and the entire community.
- Celebrate diversity and engage community;
- Raise awareness of and promote the works of local musicians and the companies in Surrey that support them;
- Encourage collaboration between the business community and emerging artists;
- Provide the music and business communities with incentives to work together; and
- Provide professional development and performance opportunities for amateur musicians in Surrey.

Thank you for your review and consideration of this information.

Contact:

Dione Costanzo
Marketing & Development
The Flamingo Events Centre
10768 King George Blvd
Surrey, BC
V3T 2X2

Dione@theflamingo.ca

604-817-1526

APPENDIX "II"



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		2,500	
Darpan Extraordinary Achievement Awards		7,000	
Canucks Autism Network (CAN) 2018		5,000	
Youth Helping Youth Society		250	
Canada India Networking Initiative 2018		2,000	
100 Year Journey Gala		6,500	
West Coast Kings Field Hockey Society		3,500	
2018 Surrey Social Innovation Summit		70,000	
Surrey Women's Centre 25th Anniversary		1,000	
Agriculture Week - Pie in the Plaza		30,000	
Crescent Beach Concours d' Elegance		2,000	
Fraser Region Aboriginal Friendship Centre Association		3,500	
Federation of Canadian Municipalities Special Advocacy Fund		20,685	
Arts4All Festival		20,000	
Gadhri Memorial Mela		6,000	
11th Annual Red FM Charity Walk		5,000	
Drishti Awards Gala		1,200	
Surrey Vulnerable Women and Girls Working Group		15,000	
Surrey City Orchestra		10,000	
SFU Surrey Diwali Gala (Proposed)		2,500	
Flamingo Events Centre (Proposed)		2,000	
Mackie's Place (Proposed)		6,000	
Allocations for 2018		<u>\$ 254,135</u>	<u>\$ 6,465</u>