

NO: R079

COUNCIL DATE: April 25, 2022

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **April 21, 2022**

FROM: **General Manager, Finance**

FILE: **1850-01**

SUBJECT: **Sponsorship Request – Car Free Day Surrey 2022**

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 \$25,000 in support of the inaugural Car Free Day Surrey festival.

INTENT

The City has received a request from the Newton Business Improvement Association (the “NBIA”) to join as a sponsoring partner, along with Translink, in presenting the inaugural Car Free Day Surrey festival. The festival will be held on Saturday, June 11, 2022, on 137th Street between 72nd and 74th Avenue.

DISCUSSION

The NBIA was established in 2014 by Surrey City Council to facilitate business improvement, community economic development, business revitalization, and area enhancement in the Newton Town Centre. The NBIA has since hosted several successful community events to promote vibrancy in Newton including Newton Fest and Spooktacular Halloween.

Car Free Days is an internationally recognized brand, enjoyed in major cities across the globe. These free, inclusive events take place in key markets and encourage motorists to give up their cars for a day. The festival highlights numerous benefits including reduced air pollution and promotes walking, cycling and sustainable urban transportation. The Car Free Day Surrey festival will bring local artists, organizations, and businesses together to transform a busy downtown street into a pedestrian-friendly space, where participants and guests can enjoy an outdoor music-event experience while learning about the promotion of active and accessible transportation within our communities.

The NBIA and Translink are contributing \$30,000 each to allow the Car Free Day Surrey festival to be staged for free for Surrey residents. The City of Surrey is invited to join as a sponsoring partner by contributing \$25,000 to cover the costs for staging, fencing, and road closures.

The City of Surrey will be recognized as a sponsor during the formalities of the event and will be acknowledged as a sponsor on the festival website, social media platforms and displays during the event. Staff is recommending Council consider supporting this initiative through a sponsorship of \$25,000. Full details of the sponsorship request are attached in Appendix "I".

FUNDING

Staff have evaluated the request to ensure it is compliant with the Council Initiatives Fund Utilization Policy. Staff recommends Council consider supporting this initiative through a sponsorship of \$25,000 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 CONSIDERATIONS

The recommendations of this report support the objectives of the City's Sustainability Charter 2.0. In particular, the recommendation relates to Sustainability Charter themes of Economic Prosperity and Livelihoods, Ecosystems, Inclusion, and Health and Wellness and the following Desired Outcomes ("DO's"):

- Economic Prosperity and Livelihoods DO16: Surrey's businesses are active participants in the community and create economic value in a way that generates value for society;
- Economic Prosperity and Livelihoods DO5: Locally owned companies are thriving, creating a robust local economy, and retaining wealth and jobs in the community;
- Ecosystems DO9: Air quality meets or exceeds established standards;
- Inclusion DO3: Residents have opportunities to build social connections with people from different backgrounds; and
- Health and Wellness DO8: Residents feel a sense of belonging and connectedness and have opportunities for social interaction in their neighbourhoods and community.

CONCLUSION

Based on the above discussion, it is recommended that Council approve from the Council Initiatives Fund, a sponsorship of \$25,000 in support of the inaugural Car Free Days Surrey festival.

Kam Grewal, CPA, CMA
General Manager, Finance

Appendix "I": Car Free Days Surrey Sponsorship Package
Appendix "II": Council Initiatives Fund – Allocations for 2022

CAR
FREE
DAYS

PRESENTED BY



**PROPOSAL
FOR CITY OF SURREY
COUNCIL INITIATIVES**

Prepared by

MRG | EVENTS

ABOUT MRG EVENTS

MRG Events have a proven track record in producing large-scale community festivals and corporate activations, and have delivered hundreds of successful sponsorship and production agreements for a wide variety of projects, with values ranging up to multi-million dollar events.

Our recent projects with City of Surrey include: Surrey Canada Day (18 consecutive years as Producer), Surrey Fusion Festival (14 years), Surrey Tree Lighting Festival (10 years) and Party for the Planet (10 years).

Our recent projects with TransLink include the Tap in to Win Campaign, Christmas Concerts at 3 Stations, TransLink's Activation at the PNE, Community Festival Activations, plus the 2019 Transport 2050 activation at PNE Vancouver.

MRG Events is pleased to work with Newton BIA, TransLink and City of Surrey to produce this important new community event.



OVERVIEW

Car Free Days is an internationally recognized brand, enjoyed in major cities across the globe. These free, inclusive events take place in key markets and encourage motorists to give up their cars for a day. The event highlights numerous benefits including reduced air pollution and promotes walking, cycling and sustainable urban transportation.

The Car Free Day festivals bring local artists, organizations, and businesses together to transform a busy downtown street into a pedestrian-friendly space, where participants and guests can enjoy an outdoor music-event experience while learning about the promotion of active and accessible transportation within our communities.

The production model we use at other free community events in Surrey can be applied to this new Car Free Day event to encourage transit use and promote sustainability.

Car-Free Day Business Model

- Business Improvement Association partnership to host the event
- Partnership with local municipality to provide road closure support and City resources
- Partnership with TransLink to provide key activations and funding
- Focus on vendors providing a base for the budget, including food trucks and licensed area
- Sponsorship and marketing campaigns unified across multiple regions
- Local talent programming and headliner with option to expand in future years



SURREY EVENT DATE AND LOCATION

Car-Free Day Surrey will be presented by the Newton BIA and brings this important new event to an underserved area of the City.

Our request is for Surrey City Council to present Car Free Day in 2022 with the potential for this to become an annual event.

Confirmed Date and Location

- June 11, 2022
- 137 Street between 72 Ave to 74 Avenue

This event is taking place in other municipalities in 2022.

Other Municipal Event Dates:

- Car-Free Day New Westminister - Aug 27, 2022
- Car-Free Day Vancouver Main Street - June 25, 2022
- Car-Free Day Vancouver Commercial Drive - June 26, 2022
- Car-Free Day Port Coquitlam - Sept 11, 2022
- Car-Free Day North Vancouver - Sept 17, 2022

CITY OF SURREY EVENT PARTNERSHIPS

Business Model features three presenting partners, allowing the event to be staged for free:

Newton BIA	\$30,000
TransLink	\$30,000
City of Surrey	\$25,000

MRG Events will use its acumen and resources to arrange additional partners and funding sources:

- Co-sponsors arranged with local businesses and national brands
- Vendors and activation partners pay booth fees
- Food trucks pay guaranteed fee vs commission
- Licensed beverage and food sales generate revenue to cover costs

Event budget is designed to balance forecasted revenue against expenses to deliver a professionally produced event.

Total working budget is planned at \$110,000 including all City costs.



BENEFITS OF PARTNERSHIP

With TransLink, Newton BIA and City of Surrey working together, MRG Events will arrange media partnerships and will provide support to local organizations to deliver tremendous benefits for all parties.

Benefits of partnership include:

- Presenting level logo inclusion on all marketing materials
- City name embedded into festival title and logo
- Option to provide activation space to local businesses and merchants
- Customized advertising and social media campaigns
- Recognition on stage throughout the event
- Logo included in onsite signage and all marketing materials
- Presenting level logo inclusion on festival website with link
- Targeted content opportunities for TransLink's Buzzer Blog, BIA newsletter and relevant social media pages
- Shared resources for custom signage and activations
- Contests, media giveaways, and on-line promotions designed to support BIA retail members and City organizations.





MRG EVENTS PRODUCTION TEAM

John Donnelly, Co-Producer: John has produced thousands of shows over the past 30 years in various cities across Canada. John's role will include overseeing the development of the overall promotion, authoring status reports, booking celebrity talent and managing the project.

Terence Donnelly, Co-Producer: Terence has worked on all of the MRG / Donnelly Events productions for the past 14 years in various roles. He leads the staffing for festival events and oversees the site installations and all supplier management. Terence also leads the crews with a positive attitude and great energy.

Lauren Coburn, Partnerships Manager: Lauren has taken a lead role with MRG in our engagement with community partners and clients. Her role as Partnerships Manager includes detailed communications with all clients, sponsors, partners and vendors and her track record is exemplary.

Angela Howells, Marketing Manager: Angela is a highly experienced music marketer and talent specialist, with 5 years of experience working in the concert industry. She is also a skilled graphics designer, and will prepare the report presentation materials for use in the community outreach, engagements and presentations to staff.

ADDITIONAL ELEMENTS

MRG Events to provide:

- Festival Production including Licensed Area Management
- Talent buying and Family Programming
- Public Safety Planning
- Event Marketing

BIA's to provide:

- Applications to City Hall for support
- Direct connections to local businesses
- Marketing partnerships and mailing list

TransLink to provide:

- Investment commitment to launch program
- Activation teams at each event
- Social media marketing support
- Rerouting buses for event days / road closures

City of Surrey to provide:

- Road closure services
- Financial support to help produce this FREE event



SUMMARY

With TransLink and the Newton BIA confirmed as the presenting partners for this event, MRG will take on the responsibility of raising the additional funds to complete the event budget, allowing these events to be staged as free street festivals.

MRG will rely on support from City of Surrey to provide road closures, policing and assist with municipal costs.

With partnerships including TransLink, the BIA and City, we will be able to confidently start planning Car Free Days and will commit to raising the additional funds through sponsorship revenue.

Thanks for the opportunity to present the enclosed. We look forward to your comments and to working together to help deliver this vital message through fun engaging events.



CONNECT WITH US

**Do you have any
questions?**

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Appendix “II”



2022 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	240,000		
2022 Adopted Budget	<u>260,000</u>		\$ 500,000
The Vancouver Urbanarium Society		10,000	
Car Free Days Surrey Festival (Proposed)		25,000	
Allocations for 2022		<u>\$ 35,000</u>	<u>\$ 465,000</u>