

NO: R108

COUNCIL DATE: July 10, 2023

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## REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **July 6, 2023**

FROM: **General Manager, Finance**

FILE: **1850-20**

SUBJECT: **Council Initiatives Funding Request – Gone Country, Here for the Cure**

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## RECOMMENDATION

The Finance Department recommends that Council:

1. Receive this report for information; and
2. Approve a sponsorship of \$10,000 from the Council Initiatives Fund towards the Gone Country, Here for the Cure fundraising event to be held in Surrey on Saturday, July 22, 2023.

## INTENT

The City received a sponsorship request from Twins Cancer Fundraising for their cancer fundraising event called “Gone Country, Here for the Cure”, to be held at the Bill Reid Millennium Amphitheater on Saturday, July 22, 2023.

## BACKGROUND

Twins Cancer Fundraising has been fundraising to fight cancer for 20 years and this year marks their ninth cancer fundraising event. Since the organization started this charitable initiative 20 years ago, over \$250,000 has been raised to assist families suffering financially from their fight against cancer.

## DISCUSSION

This year’s fundraising event, called Gone Country, Here for the Cure is a large outdoor 19+ country music concert fundraiser. It is being held at Bill Reid Millennium Amphitheater on Saturday, July 22, 2023. All proceeds from this event will go towards helping those battling cancer, and a significant portion of the proceeds have been earmarked for Surrey Memorial Hospital.

This event consists of seven Canadian bands playing the main and side stages and the organizers are projecting up to 6,000 guests, with ticket prices from \$80 to \$200 each. Twins Cancer Fundraising is requesting that the City consider supporting the event by providing a sponsorship of \$10,000 to offset the cost of the venue.

## **FUNDING**

Staff have evaluated the current request to ensure it is compliant with the Council Initiatives Fund Utilization Policy. Staff recommend that Council support the Gone Country, Here for the Cure event by providing a sponsorship contribution of \$10,000 from the Council Initiatives Fund. Appendix "I" attached to this report documents the balance in the Council Initiatives Fund based on an assumption that Council will approve the recommendation of this report.

## **CONCLUSION**

Based on the above discussion, it is recommended that Council approve, from the Council Initiatives Fund, a sponsorship contribution of \$10,000 in support Gone Country, Here for the Cure, a cancer fundraising event, to be held in Surrey on Saturday, July 22, 2023.

Kam Grewal, CMA, CPA  
General Manager, Finance

Appendix "I": Council Initiatives – Allocations for 2023

## Appendix “I”



### 2023 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	240,000		
<b>2023 Proposed Budget</b>	<u>260,000</u>		<b>\$ 500,000</b>
SFU Share the Vibe Community Mixer		5,000	
The Realistic Success Society		5,000	
Rotary District 5050		10,000	
KidSport BC Surrey Chapter		3,000	
Run Surrey Run		20,000	
Desi-Q Cultural Gala - Sher Vancouver		2,500	
U19 Ukrainian Women's Junior Softball Team		3,000	
RCMP Musical Ride		6,000	
<b>Gone Country, Here for the Cure (Proposed)</b>		<b>10,000</b>	
Surrey Fiesta Extravaganza (Proposed)		10,000	
<b>Allocations for 2023</b>		<u><b>\$ 74,500</b></u>	<u><b>\$ 425,500</b></u>