

NO: R021

COUNCIL DATE: March 6, 2023

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **March 1, 2023**

FROM: **General Manager, Finance**

FILE: **1850-20**

SUBJECT: **Sponsorship Request – Simon Fraser University “Share the Vibe” Community Mixer**

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 \$5,000 in support of the Simon Fraser University President’s Share the Vibe Community Mixer event.

INTENT

Simon Fraser University (“SFU”) Surrey has forwarded an invitation to the City to become a Gold sponsor for its President’s Share the Vibe Community Mixer event scheduled for Friday, March 10, 2023, to be held at SFU’s Surrey campus.

DISCUSSION

SFU President’s Share the Vibe Community Mixer event builds on the traditions of the annual SFU President’s Surrey Gala. The event is a reimagined and interactive gathering that brings together the region’s business, government and community leaders, donors, alumni and friends of SFU to celebrate, support and learn about the university’s impact and future growth and development in Surrey. All proceeds raised from this event will help SFU students struggling to purchase day-to-day food and essentials. SFU Surrey is requesting that the City consider being a Gold-level sponsor for this event with a sponsorship contribution of \$5,000. With this sponsorship, the City will receive eight complimentary tickets to the event. The tickets will be allocated to the members of Council who plan to attend the event.

The City will be recognized as a sponsor and supporter of the event and the City logo will be included in the event’s program, on SFU’s website and social medial platforms, and on the venue’s digital screens.

FUNDING

Staff have evaluated the current request to ensure it is compliant with the Council Utilization Fund Policy. Staff recommend that Council support the SFU President's Share the Vibe Community Mixer event through a sponsorship of \$5,000 from the Council Initiatives Fund. Council has previously provided similar funding for the annual SFU's President Gala through 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 recommendations of this report.

CONCLUSION

Based on the above discussion, it is recommended that Council approve from the Council Initiatives Fund, a sponsorship contribution of \$5,000 in support of SFU President's Share the Vibe Community Mixer event.

Kam Grewal, CPA, CMA
General Manager, Finance

Appendix "I": Council Initiatives – Allocation for 2023



**2023 FINANCIAL PLAN
COUNCIL INITIATIVES**

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	240,000		
2023 Proposed Budget	<u>260,000</u>		\$ 500,000
SFU Share The Vibe Community Mixer (Proposed)		5,000	
Allocations for 2023		<u>\$ 5,000</u>	<u>\$ 495,000</u>