

NO: **F004**

COUNCIL DATE: **February 18, 2013**

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## FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **February 12, 2013**

FROM: **General Manager, Parks, Recreation and Culture** FILE: **0290-01**  
**General Manager, Finance and Technology**

SUBJECT: **2013 Sponsor Appreciation Event**

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## RECOMMENDATION

The Parks, Recreation and Culture Department and Finance and Technology Department recommend that the Finance Committee recommend that Council approve an allocation of \$10,000 from the Council Initiatives Fund for the purpose of hosting a 2013 Sponsor Appreciation reception as described in this report.

## BACKGROUND

The City hosted in 2012 and in previous years an evening reception to recognize and acknowledge the corporate sponsors of the City's special events of the previous year. In 2012 Council allocated \$10,000 from the Council Initiatives Fund for the evening reception.

In 2012, total sponsorship from corporate sponsors for City events amounted to \$1.98 million. Without this level of sponsorship, the City would not have been able to provide the quality of events that Surrey's residents and visitors have come to expect. Surrey's special events contribute significantly toward enhancing the City's profile and image.

## DISCUSSION

Based on feedback from sponsors and in consultation with the Mayor's Office, a 2013 sponsor appreciation event is being planned. A reception is proposed for the evening of Wednesday, March 13<sup>th</sup> at the Northview Golf and Country Club. Staff has identified 240 different sponsors of City events that will be invited to the event. It is recommended that \$10,000 be allocated from the 2013 Council Initiatives Fund for this event. This is the same amount as was allocated for the event in 2012.

## Status of Council Initiative Fund

*Appendix "A"* documents the status of the Council Initiatives Fund on an assumption that the recommendation of this report will be approved.

## SUSTAINABILITY CONSIDERATIONS

The proposed sponsor appreciation reception supports the objectives of the City's Sustainability Charter; more particularly, *Cultural Sustainability Goal SC4 (1)*, which is focused on ensuring the continuation of cultural activities as an important element of the City's annual programming.

## CONCLUSION

Corporate sponsors have contributed significantly to the success of the City's special events. To properly recognize these sponsors, it is recommended that Council host a Sponsor Appreciation event on the evening of Wednesday, March 13<sup>th</sup> to which sponsors of the City special events will be invited. It is further recommended that \$10,000 be allocated from the Council Initiatives Fund to fund this evening reception.

Laurie Cavan  
General Manager  
Parks, Recreation and Culture

Vivienne Wilke  
General Manager  
Finance and Technology

## Appendix "A" – Status of Council Initiatives Fund

**Appendix "A" – Status of Council Initiatives Fund**



**2013 FINANCIAL PLAN  
COUNCIL INITIATIVES**

Description	Amount	Allocation	
		to date	Remaining
Carried Forward from Prior Year	260,691		
<b>2013 Approved Budget</b>	<u>250,000</u>		<b>\$ 510,691</b>
Arts Umbrella Surrey (3rd year of 3-year program)	25,000		
2013 Women's BC OPEN Water Polo Tournament	5,000		
Comedy Courage Sponsorship	5,000		
Surrey Community Summit	25,000		
Sponsorship Appreciation Event	10,000		
<b>Allocations for 2013</b>		<u>\$ 70,000</u>	<u>\$ 440,691</u>