

NO: F038

COUNCIL DATE: **SEPTEMBER 29, 2014**

FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **September 15, 2014**

FROM: **General Manager, Finance & Technology**

FILE: **1850-20**

SUBJECT: **Sponsorship Request – Diwali Dhamaka**

RECOMMENDATION

The Finance and Technology Department recommends that the Finance Committee recommend that Council approve a sponsorship contribution of \$7,000 from Council Initiatives Fund to Red FM in support of their Diwali celebration on Sunday, October 19, 2014 at Central City Outdoor Plaza.

INTENT

The City has received a request from Red FM for a sponsorship in support of their Annual Diwali Dhamaka celebration that will be held on Sunday, October 19, 2014 at Central City Outdoor Plaza. This report addresses that request.

DISCUSSION

Red FM is an active member of the Surrey business community, supporting and participating in various community events such as Canada Day, Fusion Festival and Winter Fest. Red FM will be presenting Diwali Dhamaka on Sunday October 19, 2014 at Central City Outdoor Plaza. The celebration will include a free concert by a famous International singer. This community event is considered to be the premiere Diwali Celebration and will be full of entertainment.

Staff has evaluated the request and is recommending that a sponsorship of \$7,000 be granted from the Council Initiatives Fund to Diwali Dhamaka, which is in line with similar type events that Council has sponsored.

Funding

Appendix “1” 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 the Finance Committee recommend that Council approve a sponsorship contribution of \$7,000 from Council Initiatives Fund to Red FM in support of their Diwali celebration on Sunday, October 19, 2014 at Central City Outdoor Plaza.

Vivienne Wilke, CGA
General Manager,
Finance & Technology

Appendix "I": Council Initiatives – Allocations for 2014

2014 FINANCIAL PLAN
COUNCIL INITIATIVES

Appendix I



Description	Amount	Allocation	
		to date	Remaining
Carried Forward from Prior Year	103,026		
2014 Approved Budget	<u>250,000</u>		\$ 353,026
City of Bhangra Festival (Year 3 of 3)		15,000	
Break the Silence on Violence against Women (year 2 of 2)		5,000	
My Neighbourhood, My futures Initiative (year 2 of 5)		40,000	
Surrey Steps Up: Youth Engagement Guest Speaker		5,000	
BC Championship Female Hockey Association		3,250	
Surrey Fire Fighters' Historical Society		12,500	
Optimist Junior International Curling U-18 Championships		4,500	
Surrey Fire Fighters Charitable Society Walk, Run & Roll Event		5,000	
SASSY Awards		7,500	
Doors Open Expansion		15,000	
Flavours of Surrey		22,000	
Canada Cup Field Hockey Event		2,500	
Francophone Games		1,500	
Innovation Boulevard		46,500	
Culture Days		10,000	
RED FM Sponsorship Request		5,000	
Surrey Pride Society		1,000	
Crescent Beach Concours d'Elegance 2014		2,000	
Youth Strengths Conference		5,000	
Streetrich Hiphop Society - Bridge: An Old School Party in Surrey		1,000	
Mayor's Charity Ball		3,500	
Party on the Pier Event		2,000	
Cloverdale Skating Club - Ice Show 2015		5,000	
Darpan Extraordinary Achievement Awards		2,500	
Heritage BC Annual Conference & Awards Ceremony		2,500	
Water Polo National		14,500	
2015 Surrey Community Summit (Proposed)		30,000	
SFU Diwali Celebration (Proposed)		2,500	
SFU Gala (Proposed)		5,000	
2014 Diwali Dhamaka (Proposed)		7,000	
Allocations for 2014		<u>\$ 283,750</u>	<u>\$ 69,276</u>