

NO: **F039**

COUNCIL DATE: **SEPTEMBER 29, 2014**

FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **September 23, 2014**

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

FILE: **1850-20**

SUBJECT: **Lighted Santa Parade**

RECOMMENDATION

The Finance and Technology Department recommends that the Finance Committee recommend that Council approve from the Council Initiatives Fund:

- 1) a grant of \$6,000 in support of the 9th Annual Santa Parade of Lights, which will begin in downtown Cloverdale on Sunday, December 7th 2014; and
- 2) a grant of \$6,000 for the 9th Annual Big Rigs for Kids Lighted Truck Parade, which will conclude at Holland Park on Sunday, December 7th 2014.

BACKGROUND

The Big Rigs for Kids Lighted Truck Parade is a fundraiser for the Surrey Food Bank and the Surrey Christmas Bureau. In 2007, the Big Rigs for Kids joined with the Cloverdale Santa Parade to expand this popular event into what is now known as the Lighted Santa Parade. The Cloverdale portion of the event is organized by the Cloverdale BIA and the Holland Park portion of the event is organized by the Downtown Surrey BIA. These organizations have requested financial support from the City to help offset the costs of holding this event. This report will address those requests.

DISCUSSION

The 9th Annual Surrey's Santa Parade of Lights will begin in downtown Cloverdale and will feature the "Central City's Big Rigs for Kids Lighted Truck Parade" which is made up of lighted big rigs and trucks from Vancouver Island and locally throughout the Fraser Valley. The City of Surrey, in conjunction with CUPE 402, will also include a truck in the parade. Surrey's Santa Parade will also include floats, boats, horses, marching units, antique cars/trucks, buses and of course Santa will be at the end of the parade. The parade will travel through Downtown Cloverdale, with the Trucks continuing on along Highway 10 and up King George Boulevard, to finish up at Holland Park.

Pre-parade festivities will include a variety of activities including music at Hawthorne Square and a variety of groups will be collecting food items & Christmas presents for the Surrey Food Bank

and Surrey Christmas Bureau. There will also be many groups selling hotdogs, popcorn, hot chocolate, cookies and Christmas ornaments for charity. Approximately 5,000+ people attend the Cloverdale portion of the event.

Post-parade festivities will include entertainment at Holland Park along with hot dogs and beverage drinks being sold with the proceeds going to the Surrey Food Bank and Surrey Christmas Bureau. The public can vote for their favourite decorated trucks by giving a quarter or loonie (which goes to the aforementioned charities), and the truck that get the most money is given a trophy. The Surrey Firefighters have won this award for the last two years. The trucks are parked from the time they arrive in City Centre until 8pm with approximately 2,000+ people attending this event in City Centre.

Staff have reviewed these requests and are recommending that a grant in the amount of \$6,000 be provided to each of the two participating business improvement areas with funding being provided from the Council Initiatives Fund.

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 from the Council Initiatives Fund:

- a grant of \$6,000 in support of the 9th Annual Santa Parade of Lights, which will begin in Downtown Cloverdale on Sunday, December 7th 2014; and
- a grant of \$6,000 for the 9th Annual Big Rigs for Kids Lighted Truck Parade, which will conclude at Holland Park on Sunday, December 7th 2014.

Vivienne Wilke
General Manager, Finance & Technology

Appendix "1": Council Initiatives – Allocations for 2014



2014 FINANCIAL PLAN
COUNCIL INITIATIVES

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	
Streetchip 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	
Cloverdale BIA - Lighted Santa Parade (Proposed)		6,000	
Downtown Surrey BIA - Lighted Santa Parade (Proposed)		6,000	
Allocations for 2014		\$ 295,750	\$ 57,276