

NO: R056

COUNCIL DATE: March 7, 2016

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## REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **March 7, 2016**

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

FILE: **1850-20**

SUBJECT: **Bridal Week – Sponsorship Request**

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## RECOMMENDATION

The Finance and Technology Department recommends that Council approve a sponsorship contribution of \$5,000 from Council Initiatives Fund, providing sponsorship at the Community Supporter level, for Bridal Week Vancouver, being held April 8 - 10, 2016 at the Vancouver Convention Centre.

## INTENT

The City has received a request from Bridal Week Vancouver for a sponsorship in support of the trade show to be held at the Vancouver Convention Centre from April 8 - 10, 2016. This report addresses that request.

## BACKGROUND

The Canadian wedding industry is a \$5 billion industry with 25% of the wedding budgets amounting to between \$50,000 and \$115,000. Metro Vancouver along with the City of Surrey, have emerged as a central shopping destinations for North America with a geographical location that attracts tourists from around the world. Bridal Week will showcase selected designers and vendors that are industry leaders, including Parvesh Jai, a Surrey business with international ties to this specialized haut couture fashion industry.

## DISCUSSION

Bridal Week Vancouver is a specialized trade show that focuses on the wedding industry. Through this specialized market, Metro Vancouver and the City of Surrey have emerged as central wedding shopping destinations for North America. Bridal week will showcase international designers and vendors, including Parvesh Jai, a Surrey business with international ties. Kwantlen Polytechnic University fashion students have also been invited to participate with the design and presentation of the fashion show. Parvesh Jai is looking forward to working with local fashion students to teach, as they have done in other leading fashion schools around the globe.

The City of Surrey has become known as the destination shopping place for the South Asian fashion bridal industry with thousands of international visitors coming to Surrey to visit local shops, contributing millions of dollars to the local economy by creating jobs in the fashion, food and related industries. Bridal Week Vancouver has requested that the City of Surrey provide

sponsorship at the community sponsor level in the amount of \$5,000. A sponsorship such as this will help to advance the Kwantlen Polytechnic University fashion opportunity and will provide the City with a half page ad in the official Fashion Week booklet as well as the ability to place the City's logo on stage.

Staff has evaluated the request and is recommending that a sponsorship of \$5,000 be granted from the Council Initiatives Fund to Bridal Week Vancouver, which is in line with similar types of events that Council has sponsored.

### **Funding**

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 a sponsorship contribution of \$5,000 from Council Initiatives Fund to Bridal Week Vancouver; that is being held April 8 - 10, 2016 at the Vancouver Convention Centre.

Vivienne Wilke, CPA, CGA  
General Manager,  
Finance & Technology

Appendix "I": Council Initiatives – Allocations for 2016



2016 FINANCIAL PLAN  
COUNCIL INITIATIVES

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	2,800		
<b>2016 Proposed Budget</b>	<u>250,000</u>		<b>\$ 252,800</b>
My Neighbourhood, My futures Initiative (year 4 of 5)		40,000	
Surrey Poet Laureate (Year 2 of 3)		10,000	
SFU Surrey Campus Open House		15,000	
City of Surrey Busary		10,000	
Seeds Business Awards		4,000	
PICS Diversity City Sponsorship		5,000	
100 Year Journey Gala Sponsorship - Proposed		6,000	
Bridal Week Vancouver - Proposed		5,000	
<b>Allocations for 2016</b>		<u>\$ 95,000</u>	<u>\$ 157,800</u>