

NO: R094

COUNCIL DATE: May 7, 2018

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **April 24, 2018**

FROM: **General Manager, Finance**

FILE: **1850-20**

SUBJECT: **Sponsorship Request –100 Year Journey Gala**

RECOMMENDATION

The Finance & Technology Department recommends that Council:

1. Receive this report for information; and
2. Approve a sponsorship contribution of \$6,500 from the Council Initiatives Fund in support of the 5th Annual 100 year Journey Gala, and authorize the purchase of additional tickets at a cost of \$250 per ticket, as necessary for members of Council who are planning to attend this event.

INTENT

The City has received a request from Mehfil Magazine for a sponsorship in support of their 5th Annual 100 Year Journey Gala scheduled for Saturday, September 29, 2018 at the JW Marriott Hotel in Vancouver. This report addresses that request.

BACKGROUND

In November 2014, Mehfil Magazine unveiled, “The 100 Year Journey, a celebration of the past, present and future”, a special commemorative coffee table edition book that honors the pilgrimage of those early Indian immigrants. This book was introduced at an exclusive gala event, in which the City provided a sponsorship package. Since that time, the Annual 100 Year Journey Gala has been used as an opportunity to showcase Mehfil Magazine’s web archival system. The City has supported this gala annually since 2014 by providing sponsorships through the Council Initiatives Fund.

DISCUSSION

Mehfil Magazine began capturing inspirational stories of South Asian pioneers in 1996, with the intention to compile these into a unique, commemorative publication. The result of these efforts is “The 100 Year Journey, a celebration of the past, present and future”, available as a coffee table book and in digital format. This publication honors the pilgrimage of those early Indian immigrants. In addition to the book, a web archival service is also available, where South Asians feature their family stories, providing this history for all generations that follow.

The 100 Year Journey Gala will highlight the continued development and enhancement of the web archival system at the 5th Annual Gala on Saturday, September 29, 2018 at the JW Marriott Hotel in Vancouver. While this event is being held in Vancouver, over 28% of Surrey's population is South Asian and over 70% of the attendees are expected to come from Surrey. Therefore it is reasonable to assume that a large number of pioneers or their families now reside in Surrey. Mehfil Magazine is requesting that the City support a table sponsorship package of \$6,500. This level of sponsorship will provide the City with a reserved table for six guests, a full page ad in the program guide, verbal recognition from the stage, as well as on-site signage and post-event media coverage.

This sponsorship request does not satisfy the evaluation criteria for a City grant as stipulated in the City Grant Policy since the event is a fundraiser; however, Council has previously provided funding to similar events through the Council Initiatives Fund.

Staff is recommending that Council consider supporting this event through a sponsorship of \$6,500 from the Council Initiatives Fund, which will provide the City with a reserved table for six guests at the event. Additional tickets may be purchased as necessary at a cost of \$250 each using the Council Initiatives Fund.

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.

SUSTAINABILITY

The 100 Year Journey supports the overall objectives of the City's Sustainability Charter 2.0 as related to the theme of Inclusion. Specifically, this grant will support the following Desired Outcomes (DO):

- Inclusion DO1: Surrey welcomes, includes, embraces and values the diversity of people who live here;
- Inclusion DO2: Surrey is a caring and compassionate city that supports its residents of all backgrounds, demographics and life experiences; and
- Inclusion DO5: New immigrants and refugees are supported to settle, integrate and become thriving members of the community.

CONCLUSION

Based on the above discussion, it is recommended that Council approve a sponsorship contribution of \$6,500 from Council Initiatives Fund to Mehfil Magazine in support of the Annual 100 Year Journey Gala to be held on Saturday, September 29, 2018, and authorize the purchase of additional tickets at a cost of \$250 per ticket, as necessary for members of Council who are planning to attend this event.

Kam Grewal, CPA, CMA
General Manager, Finance

Appendix "I": Status of Council Initiatives Fund

APPENDIX "I"



2018 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year			
adjusted for amounts not utilized	600		
2018 Adopted Budget	<u>260,000</u>		\$ 260,600
2018 Sponsor Appreciation Event		10,000	
All Aboard Wanderlust - JustKids Program		2,500	
Young Agrarians Land Matching		10,000	
SFU President's Surrey Gala		5,000	
Foam Free Vaisakhi Initiative		5,000	
Indo-Canadian Dental Association		2,500	
Darpan Extraordinary Achievement Awards		7,000	
Canucks Autism Network (CAN) 2018		5,000	
Youth Helping Youth Society		250	
Canada India Networking Initiative 2018 (Proposed)		2,000	
100 Year Journey Gala (Proposed)		6,500	
Allocations for 2018		<u>\$ 55,750</u>	<u>\$ 204,900</u>