

NO: R028

COUNCIL DATE: February 11, 2019

REGULAR COUNCIL

TO: **Mayor & Council** DATE: **February 7, 2019**
FROM: **General Manager, Finance** FILE: **1850-20**
SUBJECT: **Sponsorship Request - Simon Fraser University - Surrey**

RECOMMENDATION

The Finance Department recommends that Council:

1. Receive this report for information;
2. Approve a sponsorship contribution of \$5,000 in support of the Annual Simon Fraser University President's Surrey Gala; and
3. Authorize the purchase of additional tickets at a cost of \$175 per ticket, as necessary for members of Council who are planning to attend this event.

INTENT

SFU Surrey has forwarded an invitation to the City to become a sponsor for its annual Simon Fraser University ("SFU") President's Surrey Gala scheduled for Friday, March 1, 2019. This report addresses that request.

DISCUSSION

SFU Surrey is hosting the Annual SFU President's Surrey Gala Dinner on Friday, March 1, 2019 to raise funds for the SFU Close-to-Home Entrance Awards. These awards are used to encourage Surrey and other South of the Fraser area high school graduates to continue their education. The awards program is targeted at students with high academic achievement who have also demonstrated leadership and community involvement. SFU Surrey is requesting that the City consider being a Silver-level Sponsor for this event with a sponsorship contribution of \$5,000. With this sponsorship, the City will receive four complimentary tickets to the event that will be allocated to members of Council who plan to attend the event. Additional tickets may be purchased as necessary for a cost of \$175 per ticket.

The City of Surrey will be recognized as a sponsor during the formalities at each event and will be acknowledged as a sponsor in the program that is published for each event as well as on the SFU website and on displays during each event.

FUNDING

On January 23, 2018, Council approved corporate report Ro21; 2018 authorizing a grant of \$5,000 for the annual SFU President's Surrey Gala from the Council Initiatives Fund. Staff has evaluated the request and support a silver-level sponsorship for the 2019 event in an amount similar to prior year contribution.

Staff is recommending that Council consider supporting the 2019 SFU President's Surrey Gala through a sponsorship of \$5,000 from the Council Initiatives Fund, which will provide the City with four complimentary tickets to the event for the members of Council. Additional tickets may be purchased at a cost of \$175 per ticket using the Council Initiatives Fund.

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 CONSIDERATIONS

The annual SFU President's Surrey Gala supports the overall objectives of the City's Sustainability Charter 2.0. In particular, this grant, relates to Sustainability Charter 2.0 themes of Inclusion and Education and Culture. Specifically, this grant will support the following Desired Outcomes (DO):

- Inclusion DO2: Surrey is a caring and compassionate city that learns about and supports its residents of all backgrounds, demographics and life experiences;
- Education & Culture DO1: Surrey has a culture of learning, with a broad range of diverse learning opportunities available and accessible to meet the needs of all residents;
- Education & Culture DO2: Surrey children and youth have access to a high quality comprehensive and inclusive educational system, and opportunities that include experience in and out of school; and
- Education & Culture DO6: Surrey is a provider of advanced education, producing cutting-edge research and cultivating leaders in innovative practices.

CONCLUSION

Based on the above discussion, it is recommended that Council approve a sponsorship contribution of \$5,000 from Council Initiatives Fund, in support of the Annual SFU President's Surrey Gala and authorize the purchase of additional tickets as necessary for members of Council who are planning to attend this event.

Kam Grewal, CPA, CMA
General Manager, Finance

Appendix "I": Council Initiatives – Allocations for 2019

APPENDIX "I"



2019 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year adjusted for amounts not utilized	4,300		
2019 Adopted Budget	<u>260,000</u>		\$ 264,300
Olympic Qualifier Event		80,000	
SFU President's Surrey Gala (Proposed)		5,000	
Allocations for 2019		<u>\$ 85,000</u>	<u>\$ 179,300</u>