

NO: R034

COUNCIL DATE: February 25, 2019

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **February 11, 2019**

FROM: **General Manager, Finance**

FILE: **1850-20**

SUBJECT: **Sponsorship Request – Downtown Surrey Business Improvement Association**

RECOMMENDATION

The Finance Department recommends that Council:

1. Receive this report for information;
2. Approve a sponsorship contribution of \$5,000 to Downtown Surrey Business Improvement Association in support of the 2019 Business Improvement Areas of British Columbia Annual Conference and International Downtown Association Regional Conference to be held in Surrey, from April 29, 2019 to May 1, 2019; and
3. Authorize the purchase of additional conference registrations at a cost of \$650 per attendee, as necessary for members of Council who are planning to attend this conference.

INTENT

The Downtown Surrey Business Improvement Association (“DSBIA”) has forwarded an invitation to the City to become a sponsor for the 2019 Business Improvement Areas of British Columbia (“BIABC”) Annual Conference and International Downtown Association (“IDA”) Regional Conference to be held in Surrey. This report addresses that request.

DISCUSSION

The DSBIA was established in 2002, and formally designated a Business Improvement Area by Surrey Council in 2003 to facilitate business improvement, community economic development, business revitalization, and enhancement of the North Surrey Area. The DSBIA hosted the 2007 BIABC Annual Conference in Surrey. In 2013, the BIABC began a partnership with IDA to combine the BIABC Conference and IDA Regional Conference. The DSBIA, in partnership with IDA, submitted a successful bid to host the 2019 Conference in Surrey. The 2019 Conference will include workshops and break-out sessions that will focus on key social and economic issues.

The DSBIA is requesting the City consider providing a sponsorship contribution to support the 2019 BIABC Annual Conference. Staff is recommending that Council consider supporting the conference through a gold level sponsorship of \$5,000. This level of sponsorship will include the City’s logo to be placed on the conference website, program, and media releases. With this

sponsorship, the City will receive two full conference registrations which will be allocated to members of Council who plan to attend conference programs. Additional registrations may be purchased as necessary. Appendix “I” includes the details of the sponsorship opportunities and sponsor benefits.

FUNDING

Staff is recommending that Council consider supporting the 2019 BIABC Annual Conference and IDA Regional Conference through a gold sponsorship of \$5,000 from the Council Initiatives Fund. Council has previously provided funding to similar events through the Council Initiatives Fund.

Appendix “II”, 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 2019 BIABC Annual Conference and IDA Regional Conference supports the overall objectives of the City’s Sustainability Charter 2.0. In particular, this sponsorship, relates to Sustainability Charter 2.0 theme of Economic Prosperity and Livelihoods. Specifically, this sponsorship will support the following Desired Outcomes (“DO”):

- Economic Prosperity & Livelihoods DO1: Diverse and meaningful employment and business opportunities are available close to where people live and provide incomes that can support a high quality of life;
- Economic Prosperity & Livelihoods DO5: Locally owned companies are thriving, creating a robust local economy, and retaining wealth and jobs in the community;
- Economic Prosperity & Livelihoods DO16: Surrey’s businesses are active participants in the community and create economic value in a way that generates value for society; and
- Economic Prosperity & Livelihoods DO17: Surrey is a leader in social enterprise and social innovation.

CONCLUSION

Based on the above discussion, it is recommended that Council approve a gold level sponsorship contribution of \$5,000 from Council Initiatives Fund, in support of the 2019 BIABC Annual Conference and IDA Regional Conference to be held from April 29 to May 1, 2019 and authorize the purchase of additional conference registrations as necessary for members of Council who are planning to attend this event.

Kam Grewal, CPA, CMA
General Manager, Finance

Appendix “I”: BIABC and IDA Sponsorship Opportunities
Appendix “II”: Council Initiative Fund – Allocations for 2019



BIABC + the International Downtown Association Pacific Northwest Regional Conference 2019

April 29 – May 1, 2019 | Downtown Surrey, BC

SPONSORSHIP OPPORTUNITIES

YOUR MARKET

The Business Improvement Areas of British Columbia – and its partners in Alberta – represent more than 85,000 businesses across the two provinces through 100+ Business Improvement Associations (BIAs).

Members run the gamut from small main streets in rural communities, such as Prince George or Red Deer, to large urban centers such, as Vancouver, Victoria, Calgary and Edmonton. Collectively, our organizations represent the economic engines and residential hubs of Western Canada.

Our BIA memberships are comprised of a majority of small businesses (from all sectors). However, we also represent property owners, including the largest Canadian and international commercial property companies.

For 30 years, BIAs have been at the forefront of advocacy efforts to improve the livability and vitality of Canada's neighbourhoods. We invite you to join us, in furthering this work, through sponsorship of our marquee event.

OUR ATTENDEES

Our attendees are primarily BIA staff, but also include: associations involved with small business, the retail sector, tourism and economic development agencies, as well as BIA board members, municipal government staff, elected officials, property developers, architects, and urban, transit, cultural and social planners.

OUR MEMBERSHIP

Our members primarily hold senior-level decision-making roles in Business Improvement Associations, such as:

- Presidents & CEOs
- Executive Directors
- General Managers
- Directors/Managers of Marketing & Communications
- Directors/Managers of Safety Programs
- Special Event Specialists
- Membership Managers
- Board Members

OUR CONFERENCES

BIABC has hosted a mid-sized regional conference for more than ten years with approximately 150 attendees. Since 2012, BIAs from Alberta have formally partnered with BIABC. As well, in 2014 the organization formed a partnership with the International Downtown Association (IDA), morphing our local conference into the annual Pacific Northwest Regional Conference for IDA. This partnership capitalizes on IDA's world-class brand and expands our access to speakers of an international calibre.

We're not the only ones excited about the conference. Hear what attendees of the 2018 Downtown Kelowna conference thought:

- 81% rated the quality of speakers as excellent or good
- 87% rated the relevance of the topics as excellent or good
- 95% rated the networking opportunities as excellent or good
- 87% rated the Mobile Tours as excellent or good
- 96% rate the timing of the conference (Mon-Wed) as excellent or good

YOUR OPPORTUNITIES

The BIABC and IDA Annual Pacific Northwest Regional Conference provides a number of in-depth experiences and opportunities for you to engage directly with our membership. Join us as an overall conference sponsor, sponsor a particular program event, or immerse your brand with our delegates and do both.

Sponsorship Levels

PLATINUM: Presenting Sponsor (limited to 1)	\$10,000 (cash)
GOLD: (up to 2)	\$5,000 (cash)
SILVER: Cash or In-kind Services/Supplies (Up to 2)	\$2,500-\$4,999
BRONZE: Keynote Speaker Presentation (up to 4)	\$1,500 (cash)
TRADESHOW: One- or Two-day booth space	\$800 or \$1500

SPONSOR BENEFITS	TRADESHOW ONLY	BRONZE* \$1,500	SILVER* \$2,500 - \$4,999	GOLD \$5,000	PLATINUM \$10,000
Free registration(s) for the conference.		1 single day registration	1 full registration	2 full registrations	4 full registrations
Logo on conference website, conference program, and media releases.		√	√	√	√
Logo on event signage, in promotional emails & on A/V screens during conference		For session sponsored only	√	√	√
Verbal recognitions from podium at general session.		√ (sponsored session only)	√	√	√
Social media recognition leading up to conference, as well as during conference.	√	√	√	√	√
One opportunity for a representative to introduce a speaker at a general session.		√	√	√	√ (up to 2 opportunities)
One opportunity to speak/participate in a breakout session as applicable (at the organizer's discretion).				√	√ (total number negotiable)
Industry/sector exclusivity (negotiable)				√	√
Exclusive 'Presented by' sponsorship of the Conference. Logo/Title integrated into official conference branding and name.					√
Access to conference delegate list (not to be used for direct mail).	√				√
Trade show booth space on Monday ONLY of the conference.	√ \$800				n/a
Trade show booth space both days (Monday & Tuesday) of the conference.	√ \$1200	*	√	√	√

* Add a tradeshow booth at a 2 days for the price of 1 rate of \$800 (in addition to the cost of your sponsorship) savings of \$400!

Program Opportunities

BEST IN THE WEST AWARDS: (limited to one)	\$3,000 (cash)
OPENING RECEPTION (limited to one)	\$2,500 (cash)
NETWORKING BREAKS: (up to 2, one sponsor per day)	\$1,500 (cash)
SPEAKER GIFTS: Cash or In-kind products	\$1,500
MOBILE TOUR: (up to 6)	\$500 (cash)

Best in the West Awards ceremony: \$3,000

- Your logo on the website, in eblasts, signage for the reception/ceremony and in the agenda noting your sponsorship of the awards ceremony
- 2 free tickets to the awards ceremony
- 1 free full conference registration
- Verbal recognition and introduction at the awards ceremony
- Up to 2 minutes speaking opportunity during the awards ceremony
- Opportunity to present one award at the awards ceremony
- Opportunity to set up a booth for day 1 & 2 of the conference (*additional \$1500 value*)

Opening Reception Sponsor: \$2,500

- Your logo on the website, in eblasts, signage at the reception and in the agenda noting your sponsorship of the opening reception
- 2 free tickets to the opening reception
- 1 free full conference registration
- Verbal recognition and introduction at the opening reception
- Opportunity to set up a booth at the opening reception and on day 1 (Monday) of the conference (*additional \$800 value*)

Networking Breaks: \$1,500 per day

- 1 single day conference registration (sponsored day(s) only)
- Your logo in the agenda by the applicable break(s)
- Signage with your logo in the networking break area
- Opportunity to set up a booth in the tradeshow on the sponsored day(s) only (*\$800 min value*)

Speaker Gift Sponsor: \$1,500

- 1 single day conference registration (day of your choice)
- Your logo on each gift (tag/label or otherwise), in eblasts and in the agenda noting your sponsorship
- Opportunity to participate in the tradeshow at a 2 for 1 rate of \$800 (in addition to the \$1500 sponsorship)

Note: Each of our approximately 35 keynote and breakout session speakers receive gifts. Cash or in-kind relevant products at the organizers' discretion.

Mobile Tour Sponsor: \$500 each

- Your logo in the agenda by the applicable session
- Two free registrations in the mobile tour sponsored
- Introduction of your representative(s) to the mobile tour attendees at start of the session
- Opportunity to register for one day or full conference registrations at the discounted sponsor rate
- Opportunity to participate in the tradeshow at a 2 for 1 rate of \$800 (in addition to the \$500 sponsorship)

Note: There are 9 mobile tours available to sponsor.

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