

NO: R123

COUNCIL DATE: June 24, 2019

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## REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **June 5, 2019**

FROM: **General Manager, Finance**

FILE: **1850-01**

SUBJECT: **Sponsorship Request- Darpan Extraordinary Achievement Awards**

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## RECOMMENDATION

The Finance Department recommends that Council:

1. Receive this report for information;
2. Approve from the Council Initiatives Fund, a sponsorship contribution of \$7,000 in support of the 10<sup>th</sup> Annual Darpan Extraordinary Achievement Awards; and
3. 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 Darpan Magazine for a sponsorship in support of their 10<sup>th</sup> Annual Extraordinary Achievement Awards scheduled for Friday, September 13, 2019 at the Aria Banquet and Convention Centre in Surrey.

## DISCUSSION

Darpan Magazine will host the 10<sup>th</sup> Annual Darpan Extraordinary Achievement Awards on September 13, 2019. This event will bring together key stakeholders, influential community and business leaders, and dignitaries for an evening of networking and philanthropy while recognizing individuals or groups who have reflected their South Asian heritage in a remarkable way. The awards are community driven and presented to ten recipients in the categories of Artistic Visionary, Industry Marvel, Community Crusader, Corporate Engagement, Breaking Barriers, Advancing Philanthropy, Heritage Defender, Spirit of Sport, Young Wonder, and International Sensation. The evening will also consist of a keynote speaker, entertainment, a meal and awards presentation. Darpan Magazine is requesting that the City consider providing a sponsorship contribution to support this event. Staff is recommending that Council consider supporting this event through a silver level sponsorship of \$7,000. 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. Full details of the sponsorship opportunities are attached in Appendix "I".

## FUNDING

On April 23, 2018, Council approved Corporate Report R078; 2018 authorizing a sponsorship of \$7,000 to Darpan Magazine for the 9<sup>th</sup> Annual Darpan Extraordinary Achievement Awards from the Council Initiatives Fund. Staff have evaluated the request and support a sponsorship for the 2019 event for the same amount as the prior year's contribution.

Staff is recommending that Council consider supporting the 10<sup>th</sup> Annual Darpan Extraordinary Achievement Awards through a sponsorship of \$7,000 from the Council Initiatives Fund, which will provide the City with four complimentary tickets at the event.

Appendix "II" attached to this report documents the balance in the Council Initiatives Fund based on the assumption that Council will approve the recommendations of this report.

## SUSTAINABILITY CONSIDERATIONS

The Darpan Extraordinary Achievement Awards support the overall objectives of the City's Sustainability Charter 2.0. In particular, this work relates to Sustainability Charter 2.0 themes of Inclusion and Education and Culture. 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 learns about and supports its residents of all backgrounds, demographics and life experiences;
- Inclusion DO3: Residents have opportunities to build social connections with people from different backgrounds;
- Inclusion DO5: New immigrants and refugees are supported to settle, integrate and become thriving members of the community; and
- Education & Culture DO9: Surrey supports and celebrates its diverse artists, cultures and community heritage through inclusive festivals, programming and events.

## CONCLUSION

Based on the above discussion, it is recommended that Council approve from the Council Initiatives Fund, a sponsorship contribution of \$7,000 in support of the 10<sup>th</sup> Annual Darpan Extraordinary Achievement Awards 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": Darpan Extraordinary Achievement Awards Sponsorship Package 2019  
Appendix "II": Council Initiatives Fund – Allocations for 2019

# SPONSORSHIP PROPOSAL



THE MOST  
MEANINGFUL  
COMMUNITY  
AWARDS

CELEBRATING  
15  
YEARS OF  
DARPAN  
MAGAZINE  
PUBLISHING EXCELLENCE

YEARS OF  
CELEBRATING THE EXTRAORDINARY



# DARPAN™

## EXTRAORDINARY ACHIEVEMENT AWARDS

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*Presenting a Unique Sponsorship Proposal  
for Your Organization Within BC's Strong  
South Asian Community*

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To

Councillor Mandeep Nagra  
City Of Surrey

*Dear Mandeep Nagra,*

The 2019 DARPAN Extraordinary Achievement Awards, hosted by DARPAN Magazine, takes place in September in Surrey, BC. We request Surrey Mayor Doug McCallum and his Council to come and celebrate with us this year.

The DARPAN Extraordinary Achievement Awards was created to motivate South Asians to do the extraordinary things that inspire the lives of not just one or two people, but the entire community and the Canadian society at large. DARPAN Magazine and Awards features dynamic South Asian role models and extraordinary achievers who have made significant accomplishments in their respective fields and to the societies in which they reside. Now presenting the 10th Annual Awards, and celebrating 15 years in publishing of DARPAN Magazine, our brand and market presence is stronger than ever.

Last year, Darpan's team and those in attendance had the privilege to enjoy the awards night with the Surrey City Council. It was an honour to have the City of Surrey representatives at our awards - their presence not only enhanced the event but added to its success. Hosting the event in Surrey, the awards will also encourage its guests - comprising of renowned personalities from within the community and all over the world - to experience the success and growth of the fast-growing city.

Your generous sponsorship dollars will not only aid us in producing an event of this magnitude, but with the support and presence of Surrey Council, our readership gets an opportunity to proudly claim that they are an integral part of the vibrant landscape of this beautiful province which we call home.

## How the Surrey City Council can be involved

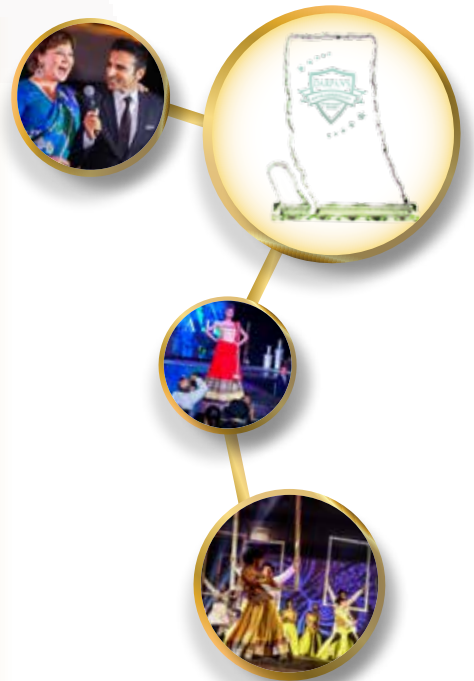
Engaging the diaspora at a community event, exposing challenges and thoughts on ethnicity and commonalities, giving respect to successful crusaders who have paved the way, and inspiring the rest of us to think in unconventional ways to achieve a more fulfilling life is the foundation of what this event represents. Networking and business opportunities through exposure to forward thinkers and decision makers is secondary.

### GOLD - \$10,000

- 1 Complimentary table for the event
- Full page Advertisement in Program Booklet
- 1 large advertisement in email newsletter to subscribers to run 4x
- 1 online sidebar advertisement to run for 1 month
- Coverage in DARPAN Magazine and Online
- Banner prominently placed at the event
- Logo in event video teaser
- Logo included in mail outs and email blasts for the event
- Name and logo on website for the event
- Mention by the MC at the event
- Mention in press releases

### SILVER- \$7,000

- 4 Complimentary tickets for the event
- Half page Advertisement in Program Booklet
- 1 small advertisement in email newsletter to subscribers to run 2x
- Coverage in DARPAN Magazine and Online
- Logo in event video teaser
- Logo included in mail outs and email blasts for the event
- Name and logo on website for the event
- Mention by the MC at the event
- Mention in press releases



We humbly request the Surrey Council's support for the DARPAN Extraordinary Achievement Awards. Your generosity and patronage will aid us immensely in creating the platform that encourages confidence in being a proud South Asian Canadian for every community member.

Thank you for your consideration in supporting the 10th DARPAN's Extraordinary Achievement Awards.

Sincerely,

**GURVINDER HUNDAL**  
PUBLISHER

The Story of

# DARPAN™ MAGAZINE

*Providing a platform which fosters individual dignity, provides a sense of community, and celebrates our strong cultural roots and values.*

DARPAN Magazine is the premier South Asian magazine providing definitive coverage in a provocative approach that leads to creating a reflection that resonates to the fastest-growing ethnic segment in Canada.

Since 2004, it has been a leader in the Canadian ethnic magazine market by encouraging full participation of its readers in addressing issues of economic, social, cultural, and political life. DARPAN Magazine provides a platform which fosters individual dignity, provides a sense of community, and celebrates our strong cultural roots and values. Over the past 15 years, DARPAN readers have been compelled and engaged with

diverse lifestyle-based features and in-depth, thought-provoking editorial pieces within a high-end glossy publication.

DARPAN builds an inspiring and educational platform which promotes the development of an individual's Canadian identity. It's mandate is to encourage diversity and inclusion by touching on topics that challenge the stereotypes and definitions of cultural identity and multiculturalism.

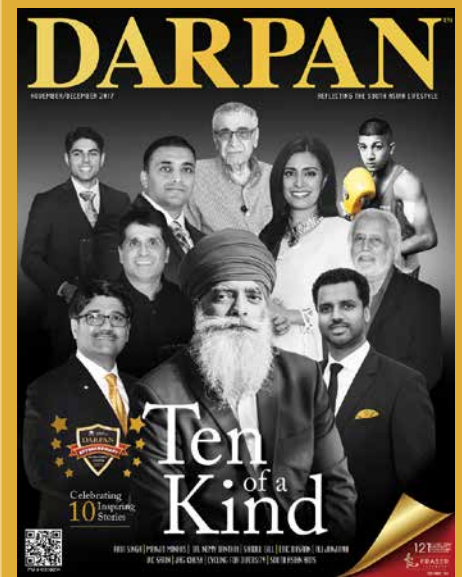

We feature dynamic South Asian role models and extraordinary achievers who have made significant accomplishments in their respective fields and to the societies in which they reside. By doing so, we hope to encourage community members to take ownership of these achievements through the exchange of good ideas and successful practices, inspiring individuals to reach for greater heights.

With this thought, we created the DARPAN Extraordinary Achievement Awards in 2010 to motivate South Asians to do the extraordinary things that inspire the lives of not just one or two people, but the entire community and the Canadian society at large. We believe that when individuals are empowered to succeed and their efforts are showcased within their own community, we all prosper.





# DARPAN™ EXTRAORDINARY ACHIEVEMENT AWARDS

*"This is a very big event, it is important for our community to honour our own. Our community has accomplished so much that I think it's really good that we take the time to celebrate our people."*

**WALLY OPPAL, 2015 DARPAN AWARD RECIPIENT**

**D**ARPAN magazine honours ten South Asians in a variety of categories. These notable individuals are active participants in the community and through their hard work and dedication have made their prominent mark in the world and have placed BC's South Asian community on the world map. By bringing the stories of these 10 notable individuals to the forefront, we intend to motivate others with their transformative journey.

The awards have been split into ten categories celebrating individual or organizational achievements in individual fields. These categories are - International Sensation, Community

Crusader, Young Wonder, Industry Marvel, Corporate Engagement, Advancing Philanthropy, Heritage Defender, Artistic Visionary, Spirit of Sport and Breaking Barriers. Members from the community are invited to submit nominations in all categories excluding International Sensation. A panel scrutinizes the nominations and finalizes recipient names in each category. International Sensation recipient who is also the Guest of Honour for the evening is selected independently by the panel after conducting thorough research and analyzing the work of a South Asian international personality. The fact that award nominations pour in not only from Canada but also abroad, it builds up on the value of the overall event and its mission of reflecting the South Asian lifestyle.

Each year, DARPAN Awards grows in size and merit and gracefully highlights the positive works of the South Asian community in BC. Since the last few years, DARPAN Awards has had a wider representation of South Asians in Canada, with an award winner from Victoria and Calgary. This is a clear indication on how much the event has grown in its mission to celebrate and honour the contributions of South Asians. In 2017, the Awards

night also experienced the generosity and support of BC's South Asian community through the money raised for Khalsa Aid, an organization run by Guest of Honour and International Sensation Award winner Ravi Singh. Many prominent members of the business community declared their donation to Khalsa Aid throughout the event; over \$140,000 was raised by the end of the evening. This kind gesture showcased the power and willingness of the South Asian community to help not only its members but people in need worldwide.





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AWARDS



# PUTTING BC & CANADA ON THE MAP



**Afroz Shah**

India-based environmentalist and lawyer, who started the biggest beach cleanup project in Mumbai, Maharashtra, all by himself in 2015. He is the UN Champion of the Earth award winner.



**Anuradha Koirala**

Social activist and the founder and director of Maiti Nepal – a non-profit organization in Nepal, dedicated to helping victims of sex trafficking.



**Dr. Narinder Singh Kapany**

Indian-born American physicist known for his work in fibre optics and considered by many as the "Father of Fibre Optics."



**Ravi Singh**

CEO and Founder of Khalsa Aid, an international non-profit aid and relief organization based in UK.

Since its inception, DARPAN Extraordinary Achievement Awards has welcomed South Asian achievers who have made a positive impact in society on a global scale. Every year, the Keynote speaker and International Sensation Award winner is a person who is working towards creating a better world for everyone. The hard work and dedication of these inspiring individuals had led to the enhancement of lives universally; their journey is closely followed and supported by millions worldwide. The presence and achievement of these keynote speakers is revered by the guests at DARPAN Awards, so much so that they are inspired to make a positive change in their own lives. By recognizing these world leaders at the Awards, DARPAN Magazine is playing a crucial role in putting the spotlight on British Columbia and the success of the South Asian community. Through this platform, the hundreds and thousands of followers of these international heroes learn more about the growth and advancement of BC.

*Our past Keynote speakers and International Sensation Award winners include Ravi Singh, Dr. Narinder Singh Kapany, Anuradha Koirala and Afroz Shah.*





# DARPAN™ EXTRAORDINARY ACHIEVEMENT AWARDS



◀ **Sukhmeet Sachal**  
(Young Wonder 2013): Academic scholar and founder of various social organizations namely Break the Divide and Students Without Borders.



▶ **Umang Khandelwal**  
(Young Wonder 2018): Law graduate who is named Barclays Top 100 Women to Watch 2017 and RBC Top 75 Canadian Immigrant 2018.



▶ **Ivneet Bains**  
(Young Wonder 2012): Founder of Math4me, a mentoring organization that helps young Canadians achieve academic and personal excellence and Queen Elizabeth II Diamond Jubilee Medal 2013 winner.



◀ **Eric Basran**  
(Spirit of Sport 2017): Team Canada boxer, bronze medal-winner at the 2018 Commonwealth Games and Boxing Canada's "Boxer of the Year for 2017."



◀ **Anoop Virk**  
(Young Wonder 2014): Young philanthropist, non-profit founder, Canada's Top 20 Under 20, and BC's 24 Under 24.



▶ **Jujhar Khaira**  
(Spirit of Sport winner 2016): Canadian professional ice hockey centre currently playing for the Edmonton Oilers in the National Hockey League.



◀ **Arjun Gill**  
(Spirit of Sport winner 2014): Canadian wrestler and gold medal winner at the 2014 Commonwealth Games.



▶ **Aishwarya Roshan**  
(Young Wonder 2015): Schulich Leader Scholarship winner, medical student, environmentalist, social entrepreneur, Bharata Natyam dancer, and passionate volunteer.



# CREATING ROLE MODELS FOR FUTURE GENERATIONS

Youth are the building blocks of a nation; stronger the youth, the more developed the nation is. With this belief in mind, one of the main aims of the DARPAN Extraordinary Achievement Awards is to create role models for future generations. The Spirit of Sport Award and the Young Wonder Award are two major categories that recognize the work and passion exhibited by youth. The Spirit of Sport Award is presented to an inspiring athlete for his/her contributions in their respective field. The Young Wonder Award honours the extraordinary achievements of a person in community initiatives and academia. These award winners are not only future leaders but also mentors for youngsters who wish to follow their footsteps.

*Some of our young award winners are Eric Basran, Umang Khandelwal, Jujhar Khaira, Arjun Gill, Anoop Virk, Sukhmeet Sachal, Aishwarya Roshan and Ivneet Bains.*



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**Jazzy B**

Canadian musical sensation and Crown Prince of Bhangra who continues his revival of bhangra while wooing audiences across the globe.



**Vic Sarin**

Award-winning cinematographer, director, producer and writer, and Directors Guild of Canada (DGC) Lifetime Achievement Award winner.



**Anita Majumdar**

Award-winning actress and playwright, best known for her role in the film *Murder Unveiled* for which she received the Best Actress award at the 2005 Asian Festival of First Films.



**Cassius Khan**

The most successful and recognisable Indian Classical musician in Canada known for playing the Tabla and Ghazal while singing.

# CELEBRATING SOUTH ASIAN ARTS & CULTURE

The South Asian community is known for its rich and diverse arts and culture. Through the Artistic Visionary Award, DARPAN Magazine recognizes the work and talent of South Asian artists. By putting the spotlight on these gifted individuals, we not only highlight the incredible talent present in the community but also promote the artistic sector dominant in the South Asian community as well as educate everyone about India's beautiful heritage.

*Some of our notable award winners are Vic Sarin, Anita Majumdar, Cassius Khan and Jazzy B.*



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ACHIEVEMENT  
AWARDS



# RECOGNIZING THE ROLE OF THE LOCAL BUSINESS COMMUNITY IN BC'S ECONOMIC GROWTH

**D**ARPAN Extraordinary Achievement Awards is attended by over 800 people comprising of social, business and political elite. The event presents a platform for the top names of the South Asian community to come together and share their thoughts and ideas with each other. Our prominent guests are top businessmen, renowned entrepreneurs and successful young adults who have contributed to the growth and development of the community. The Corporate Engagement award is a special award that recognizes this section of the community. It is essential to salute the efforts of successful people who are a crucial part of BC's economy. Over the past years, we have honoured some significant names from the business world; they are a source of inspiration for many others who wish to make it big in the corporate sector.

Some of our acclaimed award winners are:



**Manjit Minhas**

Canadian entrepreneur, television personality and venture capitalist and the co-founder and CEO of Minhas Breweries & Distillery, manufacturer of major beer brands.

**Tony Singh**

Founder and President of Fruificana, and award-winning business leader and philanthropist.



**Ratana Stephens**

Chief Operating Officer and co-owner/founder of Nature's Path Foods Inc. – North America's largest certified organic breakfast foods company.

**Gurpreet Arneja and Vineet Taneja**

Owners of Nanak Foods, the largest and most innovative Indian dairy in North America.





# DARPAN™ EXTRAORDINARY ACHIEVEMENT AWARDS



◀ **Sardul S. Gill**  
Well-known philanthropist and community elder in the local Sikh community. The Sardul S. Gill Graduate School at UVic marks the first time in Canada that such an institution has been named for a philanthropist of Sikh Indian descent and was the largest gift received from an alumnus to a graduate program at the university.



▶ **Dr. Saida Rasul**  
Dentist and community volunteer whose philanthropy endeavours includes gifts of nearly \$12 million to the BC Cancer Agency, SFU, UBC, United Way and BC Children's Hospital, among others.



▶ **Gunwant Bains**  
Founder of the Golden Girls Foundation, an all-women charitable group which raises money for BC's Children Hospital and other world emergency funds, such as 9/11 and the South Asian Tsunami of 2004.



▶ **Stephen Sander**  
Founder of Hollyburn Properties and long-time philanthropist who continues to support improving medical technology across Canada.

# HIGHLIGHTING A COMMUNITY THAT SUPPORTS OTHERS

BC's South Asian community is known for its philanthropy and humanitarianism. The community has a large number of generous donors who believe in the upliftment of the community as a whole. These selfless individuals need to be recognized so that their good deeds can inspire others to come forward and do their bit for the community and country. With this in mind, the Advancing Philanthropy Award was created that honours a person's extraordinary contributions to diverse charitable ventures and advancing humanitarian efforts. DARPAN Awards has brought on stage many noble givers who have lent their support to various organizations in BC.

*Some of our philanthropic award winners are Sardul S. Gill, Dr. Saida Rasul, Gunwant Bains and Stephen Sander.*



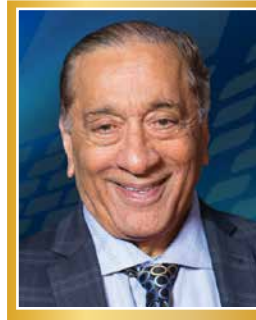
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ACHIEVEMENT  
AWARDS



# BRINGING SOUTH ASIAN HEROES TO THE FOREFRONT

DARPAN Awards has played a significant role in identifying local heroes and placing them in the limelight. Through their work and actions, these individuals are representing the South Asian community on a larger scale. Today, they are seen as trailblazers and continue to motivate others in the community and beyond.

*Some of our inspiring award winners are Wally Oppal, Shushma Datt, Charanpal Gill and Baltej Dhillon.*



**Wally Oppal**

Canadian lawyer, former judge and provincial politician, who was involved in many significant reforms of the justice system, including the establishment of Canada's first community court to deal with chronic offenders, developing new Rules of Court in order to promote quicker resolution of disputes and developing new initiatives in dealing with violence against women.

**Shushma Datt**

Canadian Radio pioneer and Vancouver's top Indo-Canadian broadcaster. She is the owner and operator of IT Media Broadcasting, Radio Rimjhim and Spice Radio1200AM and produces multiple TV shows for the Shaw Multicultural Channel and Omni.



**Charanpal Gill**

Founder and former CEO of PICS (Progressive Intercultural Community Services Society) and long-time volunteer working for social justice for the disadvantaged, the poor and immigrants.

**Baltej Dhillon**

Police officer for over 27 years and the first member of the Royal Canadian Mounted Police permitted to wear a turban.





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# WHY YOU SHOULD BE INVOLVED?

DARPAN Extraordinary Achievement Awards has become an event to look forward to. It has become a benchmark and reflection of the success of the South Asian community. By being an integral part of this prestigious event, your organization contributes to planning a memorable night for the community. Your association also helps create a platform that showcases the progress and accomplishments of individuals who have gone above and beyond in contributing to the growth of current and future generations. Being a celebration that is loyally attended by top entrepreneurs, community leaders and social celebrities, your brand's involvement will be immensely recognized and appreciated by attendees at DARPAN Awards. This is a golden chance for you to network with the top South Asian achievers and share your thoughts and ideas with like-minded professionals.

We have had the privilege of being supported by some of the most distinguished organizations in the province, namely Air Canada, Canadian Western Bank, Preston GM and the City of Surrey, among others. The participation of these companies and attendance of its top-ranking members has further increased the value of the Awards event.



*"Thank you to DARPAN Magazine for having us at the Extraordinary Achievement Awards that does and reflects so much about the community."*

- Peter Heppner, GM



*"Hats off to you and the team for another successful year! Air Canada and our guests certainly enjoyed. Fantastic night recognizing some extraordinary achievement in the South Asian community. Thanks Darpan!"*

- James Howey, Manager Business Development



*"We have been involved with DARPAN Awards since its inception. It is really important for us to connect with the community. We are only as successful as our communities are, so this is really an important event for us."*

- Stephen Murphy Executive VP, Banking



*"It is important for me to be at the DARPAN awards because I want to recognise the wonderful contributions of the South Asian community within the city of Surrey."*

- Linda Hepner, Former Mayor



## Our past & present notable sponsors include:





Congratulations Darpan Magazine on another successful awards show. It was an honour to present Advancing Philanthropy award to Stephen Sander at @darpanmagazine awards gala. You are an inspiration to many! (sic)  
 – Perminder Chohan/ Twitter



Darpan Magazine hosted its 9th Annual Awards celebrating the extraordinary achievements of outstanding award recipients. It was a night to recognize profound accomplishments by members in our communities. This is certainly an esteemed event and a pleasure to attend each year! (sic)  
 – Randeep S. Sarai / Facebook



“Thank you for having us on your prestigious awards event. We are really impressed the way the entire event was executed.”  
 – Keshav Sharma, Director, Marketing & Business Development, Ashton College



Kudos to the amazing Darpan Magazine team for all their dedicated work to recognizing extraordinary individuals doing good in their communities. (sic)  
 – Nisha Kharé/ Facebook



Thank you for the award @darpanmagazine (sic)  
 – @jazzyb/ Twitter



Great being out with these guys at this year's @darpanmagazine #Awards. Fantastic nite recognizing some extraordinary #achievement in the South Asian community. Thanks Darpan! #DarpanAwards #AirCanada @ChrisCGERaghty @corserge (sic)  
 – @howey\_james/ Twitter



Thank you @darpanmagazine and the community for this incredible honour. Congratulations to all of the winners - inspiring! (sic)  
 – @premgill/ Twitter



Lovely evening @darpanmagazine's annual gala, celebrating our vibrant Indo-Canadian community. Great chats with @BruceRalston, @GarryBeggMLA, and @Wilkinson4BC! (sic)  
 – @u\_khandelwal/ Twitter



Great time @darpanmagazine awards tonight in #SurreyBC Hanging with @HarryBainsSN (sic)  
 – @KahlonRav/ Twitter

“It was a pleasure to be there with so many great people. Well done in recognizing all those contributing in making this World a much better place.”  
 – Nav Kandola, President, Marketing & Sales, AXIS Real Estate Solutions Inc.



340-8140 Payal Business Centre 128th St. Surrey BC V3W 1R1 Tel: 604.572.0199

[www.darpanmagazine.com](http://www.darpanmagazine.com)



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# Appendix "II"



## 2019 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year			
adjusted for amounts not utilized	4,300		
<b>2019 Adopted Budget</b>	<b>260,000</b>		<b>\$ 264,300</b>
Olympic Qualifier Event		80,000	
SFU President's Surrey Gala		5,000	
Downtown Surrey Business Improvement Association		5,000	
102nd Anniversary Vimy Ridge Battle		2,900	
Surrey Poet Laureate		10,000	
Federation of Canadian Municipalities Special Advocacy Fund (Proposed)		20,685	
<b>Darpan Extraordinary Achievement Awards (Proposed)</b>		<b>7,000</b>	
SFU Surrey Diwali Gala (Proposed)		2,500	
West Coast Kings Field Hockey Society (Proposed)		5,000	
<b>Allocations for 2019</b>		<b>\$ 138,085</b>	<b>\$ 126,215</b>