

NO: R124

COUNCIL DATE: June 24, 2019

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **June 20, 2019**

FROM: **General Manager, Finance**

FILE: **1850-20**

SUBJECT: **Sponsorship Request – Simon Fraser University Surrey Diwali Gala 2019**

RECOMMENDATION

The Finance Department recommends that Council:

1. Receive this report for information;
2. Approve a sponsorship contribution of \$2,500 in support of the 12th Annual Simon Fraser University Surrey Diwali Gala; and
3. Authorize the purchase of additional tickets at a cost of \$75 per ticket, as necessary for members of Council who are planning to attend this event.

INTENT

Simon Fraser University (“SFU”) Surrey has forwarded an invitation to the City to become a sponsor for its 12th Annual Diwali Gala that will be held on Thursday, October 17, 2019 at the Aria Banquet and Convention Centre in Surrey.

DISCUSSION

SFU Surrey is hosting the 12th Annual SFU Diwali Gala on Thursday, October 17, 2019 in Surrey. This event will bring together the South Fraser business communities, SFU alumni, current SFU students and senior representatives of other agencies and organizations for an evening of entertainment, networking and information-sharing. SFU is requesting that the City consider a Gold level sponsorship contribution of \$2,500 to support this event. The net proceeds of the event will be used to support student mobility scholarships for SFU students to gain the unique experience of working and volunteering in cities and villages throughout India. The Gold level sponsorship includes eight tickets to the event which will be allocated to members of Council who plan to attend the event. Additional tickets may be purchased as necessary.

The City of Surrey will be recognized as a sponsor during the formalities of the event and will be acknowledged as a sponsor on the SFU website, social media platforms and displays during the event.

FUNDING

On September 24, 2018, Council approved Corporate Report No. R213; 2018 authorizing a sponsorship of \$2,500 for the 11th Annual SFU Surrey Diwali Gala from the Council Initiatives Fund for a table for eight guests at the event. Staff have evaluated the request and support a sponsorship for the 2019 event in an amount similar to prior year contributions.

Staff recommends Council consider supporting the 12th Annual SFU Surrey Diwali Gala through a sponsorship of \$2,500 from the Council Initiatives Fund, which will provide the City with a table for eight guests at the event. Additional tickets may be purchased as necessary at a cost of \$75 per ticket using Council Initiatives Fund.

Appendix “1” 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 SFU Diwali Celebration supports the overall objectives of the City’s Sustainability Charter 2.0 as related to the themes of Inclusion and Education and Culture. In particular, this sponsorship 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;
- 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;
- Education & Culture DO6: Surrey is a provider of advanced education, producing cutting-edge research and cultivating leaders in innovative practices; and
- Education & Culture DO9: Surrey supports and celebrates its diverse artists, cultures and community heritage through inclusive festivals, programing and events.

CONCLUSION

Based on the above discussion, it is recommended that Council approve from the Council Initiatives Fund, a sponsorship contribution of \$2,500 in support of the 12th Annual SFU Surrey Diwali 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 “1”: 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		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	
Darpan Extraordinary Achievement Awards (Proposed)		7,000	
SFU Surrey Diwali Gala (Proposed)		2,500	
West Coast Kings Field Hockey Society (Proposed)		5,000	
Allocations for 2019		<u>\$ 138,085</u>	<u>\$ 126,215</u>