

NO: R210

COUNCIL DATE: November 4, 2019

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## REGULAR COUNCIL

TO: **Mayor & Council** DATE: **October 31, 2019**

FROM: **General Manager, Finance** FILE: **1850-20**

SUBJECT: **Sponsorship Request – Simon Fraser University Community Lecture & Reception – Betsy Myers**

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## RECOMMENDATION

The Finance Department recommends that Council:

1. Receive this report for information; and
2. Approve a sponsorship contribution of \$2,500 in support of Simon Fraser University Community Lecture & Reception to be held on Wednesday, November 6<sup>th</sup>, 2019.

## INTENT

Simon Fraser University (“SFU”) Surrey has forwarded an invitation to the City to become a sponsor for a Community Lecture & Reception featuring Ms. Betsy Myers, to be held on Wednesday, November 6, 2019, at Surrey campus.

## DISCUSSION

SFU Surrey is hosting a community lecture & reception featuring Ms. Betsy Myers on November 6, 2019, at its Surrey campus. Ms. Myers is a former Senior Adviser to two U.S. Presidents - Bill Clinton and Barack Obama. Ms. Myers is currently the Founding Director of the Center for Women in Business at Bentley University, Massachusetts. As a leadership expert, author and advocate, she speaks at conferences and workshops around the world on the changing nature of leadership. On November 6, 2019, Ms. Myers will be focusing on the Six Emerging Leadership Trends for the 21<sup>st</sup> Century. She will explain and analyze the six key trends that are causing disruption within the organizations worldwide and how to respond using a breakthrough leadership approach.

SFU is requesting that as a community partner, the City consider a sponsorship request of \$2,500 to help off-set the logistical costs of hosting the event at SFU’s Surrey campus.. This level of sponsorship includes ten front-row tickets to the event which will be allocated to members of Council who plan to attend the event. In addition, the City will be acknowledged as a sponsor on the SFU website, social media platforms, displays at the lecture and during all formalities of the event. Appendix “I” includes the details of the sponsorship opportunities and sponsor benefits.

## FUNDING

Staff have evaluated the current request to confirm it complies with the new Council Initiatives Fund Utilization Policy. Staff recommends that Council consider supporting the SFU Community Lecture & Reception through a sponsorship of \$2,500 from the Council Initiatives Fund contingent on the venue is in good standing with the City at the time of the event. The funding will be used to help off-set the logistical costs of hosting the event at SFU's Surrey Campus. 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 SFU Community Lecture & Reception 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, programming 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 SFU Community Lecture & Reception to be held on Wednesday, November 6, 2019, at Surrey campus.

Kam Grewal, CPA, CMA  
General Manager, Finance

Appendix "I": Sponsorship Request  
Appendix "II": Council Initiatives – Allocations for 2019



September 24th, 2019

Donna Jones  
 General Manager of Investment & Intergovernmental Relations  
 City of Surrey  
 13450 – 104 Avenue  
 Surrey, BC V3T 1V8

**Re: SFU Community Lecture & Reception - Betsy Myers (Former Senior Adviser - USA President's Bill Clinton & Barack Obama); City of Surrey Community Partner Opportunity**

Dear Donna,

On Wednesday, November 6th 2019 at our SFU's Surrey campus, **we will be hosting a community lecture and reception featuring Ms. Betsy Myers** (former Senior Adviser to both USA President's Bill Clinton and Barack Obama) on the role and advancement of women in industry, government and in the community.

As a senior official in the Bill Clinton administration, Betsy was the first director of the White House Office for Women's Initiatives and Outreach, and she served as COO and Senior Adviser to Barack Obama's 2007–2008 presidential campaign and chaired the Women for Obama organization. Before joining the Obama campaign, she was Executive Director of Harvard's Center for Public Leadership, and currently serves as Founding Director of the Center for Women in Business at Bentley University, Massachusetts. Her book "Take the Lead: Motivate, Inspire, and Bring Out the Best in Yourself and Everyone Around You," was voted one of the top leadership books of the year by The Washington Post.

For this event, we are pleased to have the support of the Bank of Montreal as our title event sponsor, and would be honored to have the City of Surrey as a sponsor of this event, i.e.:

**Community Partner  
 Sponsorship Request: \$2,500**

Benefits:

- Name and logo placement (print and digital) in all SFU promotions (pre- and during the lecture)
- Verbal acknowledgment of sponsorship by event's emcee
- Within our new 400+ seat auditorium, 10 front-row area reserved seats
- Meet-and-greet/photo opportunity with Betsy Myers
- Exclusive pre-event meeting opportunity with Mayor, Council and/or senior staff

Please let me know if you require additional information in order to make a decision. As one of our most valued partners in our work in the region, we would be honoured to have the City support this event.

Best Regards,

A handwritten signature in blue ink that reads "S Dooley".

Steve Dooley  
 Executive Director, SFU Surrey

CLERKS DEPT.  
 SEP 25, 2019  
 1530-30  
 xc GM FINANCE

## 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>	<u>260,000</u>		<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		20,685	
Darpan Extraordinary Achievement Awards		7,000	
SFU Surrey Diwali Gala		2,500	
West Coast Kings Field Hockey Society		5,000	
Newt Fest		5,000	
Special Olympics		1,000	
The Saheli Foundation		5,000	
Kwantlen Polytechnic University		3,000	
<b>SFU Community Lecture &amp; Reception (Proposed)</b>		<b>2,500</b>	
<b>Allocations for 2019</b>		<u><b>\$ 154,585</b></u>	<u><b>\$ 109,715</b></u>