

NO: R155

COUNCIL DATE: October 19, 2020

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **October 14, 2020**

FROM: **General Manager, Finance**

FILE: **1850-01**

SUBJECT: **Sponsorship Request – Surrey City Orchestra**

RECOMMENDATION

The Finance Department recommends that Council:

1. Receive this report for information; and
2. Approve a sponsorship contribution of \$2,500 from the Council Initiatives Fund to Surrey City Orchestra (the “Orchestra”) in support of their virtual Remembrance Day concert commemorating the 75th Anniversary of the end of World War II.

INTENT

The Orchestra has forwarded an invitation to the City to become a sponsor for their virtual Remembrance Day concert, that will be produced in November 2020.

BACKGROUND

The Orchestra is a non-profit organization comprised of local musicians, whose mandate is to present professional live music that engages and enhances the lives of Surrey’s diverse population. The Orchestra is committed to working with local arts organizations to present diverse offerings, and to mentor youth in the community by performing side by side with young musicians. The Orchestra’s ability to present live concerts has been limited due to COVID-19 Pandemic. As a result, the Orchestra is planning a virtual commemoration to honour our veterans.

DISCUSSION

The Orchestra is planning a virtual Remembrance Day concert performance that will honour our veterans on the 75th anniversary of the end of World War II. The concert will open with the orchestra, under the direction of Maestro Stuart Martin, playing classics that honour the tragic loss of life and freedom, culminating in patriotic Canadian music, anecdotes from those affected by war, and a reading of In Flanders Fields, the Last Post, and the Lament, then transitioning to dance music of the Swing Band Era. The Orchestra will broadcast the video of the concert on multiple social media outlets across the country.

The City will be recognized as a sponsor and supporter of the virtual concert. The City's logo will be displayed at the end of the concert, in recognition of support for local professional musicians and technicians.

FUNDING

Staff have evaluated the request to ensure it is compliant with the Council Utilization Fund Policy. Staff recommends that Council support the virtual Remembrance Day concert, through a sponsorship contribution of \$2,500 from the Council Initiatives Fund. Council has previously provided funding for similar events through 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 recommendations of this report support the objectives of the City's Sustainability Charter 2.0. In particular, the recommendation relates to Sustainability Charter themes of Inclusion and Education and Culture and 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 DO9: Surrey supports and celebrates its diverse artists, cultures and community heritage through festivals, programming and events.

CONCLUSION

Based on the above discussion, it is recommended that Council approve a sponsorship contribution of \$2,500 from the Council Initiatives Fund, to support the virtual Remembrance Day concert.

Kam Grewal, CPA, CMA
General Manager, Finance

Appendix "I": Council Initiatives Fund – Allocations for 2020

Appendix "I"



2020 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	129,215		
2020 Adopted Budget	<u>260,000</u>		\$ 389,215
Bright Beginnings Foundation		5,000	
SFU President's Surrey Gala		5,000	
Anti-Racism Task Force		40,000	
Surrey City Orchestra Society (Proposed)		2,500	
Allocations for 2020		<u>\$ 52,500</u>	<u>\$ 336,715</u>