

NO: R091

COUNCIL DATE: June 5, 2023

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **June 1, 2023**

FROM: **General Manager, Finance**

FILE: **1850-20**

SUBJECT: **Council Initiatives Funding Request – Desi-Q Cultural Gala Sher Vancouver**

RECOMMENDATION

The Finance Department recommends that Council:

1. Receive this report for information; and
2. Approve from the Council Initiatives Fund, a sponsorship contribution of \$2,500 in support of Desi-Q Cultural Gala to be held in Surrey on Saturday, July 8, 2023.

INTENT

Sher Vancouver has forwarded an invitation to the City to sponsor its Desi-Q Cultural Gala to be held on Saturday, July 8, 2023 at Bollywood Banquet Hall in Surrey.

BACKGROUND

Sher Vancouver is a social, cultural, support group for LGBT South Asians and their friends and families. The group provides advocacy, counselling, peer support, social activities, and outreach presentations to combat bullying, racism, and other forms of discrimination. The group has over 600 members, mostly originating from Surrey and the Metro Vancouver area.

DISCUSSION

Sher Vancouver is hosting the Desi-Q Cultural Gala on Saturday, July 8, 2023 at the Bollywood Banquet Hall in Surrey. It is estimated that over 500 people will be attending the Desi-Q Cultural Gala that marks the 15th Anniversary of Sher Vancouver. The City received an invitation from Sher Vancouver to support the Desi-Q Cultural Gala by providing a sponsorship of \$10,000 to offset costs of venue rental, photographer, videographer, cultural performers and marketing for the event. A sponsorship of \$2,500 will provide the City with two tickets that will be allocated to the members of Council who plan to attend the event. The City will also be recognized in all social media posts. Full details of the sponsorship opportunities are attached in Appendix "I".

FUNDING

Staff have evaluated the current request to ensure it is compliant with the Council Initiatives Fund Utilization Policy. Staff recommend that Council support the Desi-Q Cultural Gala by providing a sponsorship contribution of \$2,500 from 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.

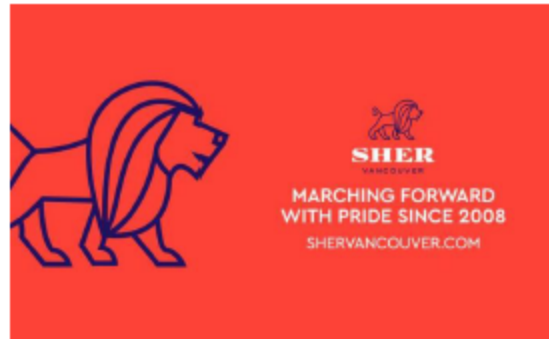
CONCLUSION

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 Desi-Q Cultural Gala to be held in Surrey on Saturday, July 8, 2023.

Kam Grewal, CMA, CPA
General Manager, Finance

Appendix "I": Desi-Q Cultural Gala Sponsorship Package
Appendix "II": Council Initiatives – Allocations for 2023

Appendix “I”



602-9981 Whalley Boulevard
Surrey, B.C. V3T 0G6

March 21, 2023

Dear Her Worship Mayor Brenda Locke and City Council

**Re: Council Initiative Grant for Desi-Q Cultural Gala – Sher Vancouver
15th Anniversary**

Sher Vancouver would love to bring the City of Surrey on board as an official sponsor of the Desi-Q Cultural Gala which marks the 15th anniversary of Sher Vancouver.

Full details of Desi-Q are below:

DESI-Q
Sher Vancouver 15th Anniversary
Saturday, July 8, 2023 at 6 pm PST
Bollywood Banquet Hall in Surrey
Payal Business Centre
To coincide with Pride Season

Sher Vancouver works to create safe spaces for vulnerable and marginalized LGBTQ+ South Asians and their friends, families, and allies. We want to save lives and provide opportunities for LGBTQ+ people in our communities to have the support and assistance they need to grow, flourish, and reach their potential.

Check out the video from DESI-Q in 2018 which marked our 10th anniversary to get an idea of the upcoming DESI-Q in 2023.

<https://youtu.be/TudhEAV0LXw>

DETAILS OF DESI-Q

- 400 to 600 people
- We will try to find an Indigenous person from the local community to deliver the Indigenous acknowledgment
- Sliding Scale Tickets - \$20, \$40, and \$60
- Lots of free tickets set aside for students, seniors, and people who are underemployed
- Event located at a centrally located Surrey banquet hall - Bollywood Banquet Hall
- Full Indian Buffet with lots of vegetarian items
- Family Friendly event with children welcome
- This is a non-alcoholic event like all formal Sher Vancouver events
- South Asian and Western cultural performances such as sitar players, bhangra dancers, dhol players, Tina Turner impersonator, classical South Indian dance, singers, drag queens, and much more!
- Live DJ and Dancing to fusion Western and Eastern music including Punjabi and Hindi songs
- Cupcakes with rainbow icing
- Certificates for Volunteers and gift baskets for our five amazing Volunteers of the Year
- Speech from the Elder of Sher Vancouver – Grandma J – Alex Sangha’s mother about being the parent of a gay son in the Punjabi Sikh community
- Speech from the Founder of Sher Vancouver – Alex Sangha sharing his coming out story growing up in Surrey, as well as a key note speech from Jag Nagra about coming out as a queer women
- Special fifteen-minute video highlighting Sher Vancouver’s 15-year history
- Official photographer and videographer
- Two married queer South Asian women will interview guests on camera as they enter the venue
- Lots of surprises

AMOUNT OF SPONSORSHIP REQUEST

\$10,000

BENEFITS OF SPONSORSHIP

- Free tickets for sponsors
- Sponsor logo on official poster and marketing materials
- Sponsor logo in end credits of 15th anniversary highlights video
- Acknowledgment in the Opening Remarks of the event
- Sponsor logo on social media shout outs on Facebook, Twitter, and Instagram
- Mention of sponsor on Eventbrite description

Presenting \$15000 (8 free tickets)

Gold \$10000 (6 free tickets) (see below for details re Mayor and Council)

Silver \$5000 (4 free tickets)

Bronze \$2500 (2 free tickets)

BENEFITS FOR ALL LEVELS OF SPONSORSHIP

- Free tickets for sponsors (see above)
- Sponsor logo on official poster and marketing materials
- Sponsor logo in end credits of 15th anniversary highlights video
- Acknowledgment in the Opening Remarks of the event
- Sponsor logo on social media shouts outs on Facebook, Twitter, and Instagram
- Mention of sponsor on Eventbrite description

Appendix "II"



2023 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	240,000		
2023 Proposed Budget	<u>260,000</u>		\$ 500,000
SFU Share the Vibe Community Mixer		5,000	
The Realistic Success Society		5,000	
Rotary District 5050		10,000	
KidSport BC Surrey Chapter		3,000	
Run Surrey Run (Proposed)		20,000	
Desi-Q Cultural Gala - Sher Vancouver (Proposed)		2,500	
Allocations for 2023		<u>\$ 45,500</u>	<u>\$ 454,500</u>