



Corporate Report

NO: R062

COUNCIL DATE: April 17, 2003

REGULAR

TO: **Mayor & Council** DATE: **April 3, 2003**

FROM: **City Manager** FILE: **6800-01**

SUBJECT: **Friends of the Surrey Museum & Archives
Society**

RECOMMENDATION

1. That Council support the capital fundraising campaign of the Friends of the Surrey Museum and Archives Society by matching, dollar for dollar, up to \$250,000 after the fundraising goal of \$1 million has been achieved.
2. That the Office of the Mayor provide a letter of support for the capital fundraising campaign noting the capital contribution of the City of Surrey and the matching funding for the campaign.

BACKGROUND

On Monday March 10, 2003, the executive of the Friends of the Surrey Museum & Archives Society appeared as a delegation before Council to share their capital campaign fundraising literature. The Society executive requested a letter of support from the Mayor to be included in their sponsorship packages. Further, they requested that Council consider improving the effectiveness and attractiveness of the campaign to potential donors, by offering to match the funds raised, to a limit of \$250,000. This request was referred to staff for review.

DISCUSSION

The concept for the new Surrey Learning & Discovery Centre is a modern and interactive cultural destination that will include a new museum with expanded space for exhibits, programs and the weaving collection. The historic 1912 Municipal Hall will be adapted to house the City Archives, and the adjacent Library and Genealogy Collection will create a campus-style cultural destination. The City of Surrey has committed \$3 million in the Capital Budget for 2003-2004 in addition to the contribution of 1.9 acres of city lands. An application to the Canada: BC Infrastructure Program for \$2 million has been

submitted and is awaiting response. The proposed \$5 million capital program will enable the construction of a new museum building of approximately 18,000 square feet.

A successful fundraising campaign requires planning and targeted strategies with specific goals; the Friends of the Surrey Museum and Archives members have completed this necessary work and are committed to an active fundraising campaign to support the various technical enhancements in the new facility. The Friends Society's request for a matching contribution, serves as a "bonus" that will generate incentive to donors and strengthen their commitment to meet their goal. This strategy will build community interest in the campaign. Potential donors will see a sponsorship package that includes a highly visible site, a well-defined building concept with themes, a capital budget with participation from all levels of government and strong community support for the project. Council's

approval for matching part of the fundraising goal will send a positive message to the Friends Society and to donors. This will build community and donor confidence in the viability of the overall plan.

CONCLUSION

Community financial contributions towards the Learning & Discovery Centre will ensure that the quality and quantity of equipment for the new building result in a unique, character destination that the residents of Surrey will be proud to visit and share. Further, the success of this campaign and all other efforts to raise funds for the new Learning & Discovery Centre may accelerate some of the phase 2 components of the new facility. Therefore it is recommended that upon the achievement of \$1,000, 000 in community fundraising, that Council approve a matching contribution by the City for every dollar beyond the first million dollars to a limit of \$250,000; provided that the goal is met by 30th September, 2005.

Umendra Mital, P. Eng.
City Manager