

Corporate Report

NO: R160

COUNCIL DATE: July 21, 2003



REGULAR

TO: Mayor & Council DATE: July 15, 2003
FROM: Manager, Economic FILE:
Development Office
SUBJECT: 10th Anniversary Celebration Cookbook

RECOMMENDATION

It is recommended that the information be received.

INTENT

This report has been written as an update on the city's anniversary cookbook project.

BACKGROUND

“Measuring Success” is the name of the city's 10th anniversary celebration cookbook. City Hall first produced a cookbook in 1993 as a project to recognize the incorporation year of the City of Surrey and raise funds for United Way. Now 10 years later, an anniversary edition of a cookbook has been undertaken, again with the proceeds going to United Way, specifically the Surrey Memorial Hospital's Children's Oncology Unit. The book is comprised of recipes from Council and staff and has sidebar information of interest regarding Surrey.

The city staff volunteered their time in facilitating this project and there is no net cost to the city in regards to the cookbook. The Royal Bank has generously partnered with the city in the printing of the cookbook and has been so recognized in local print media and television programming through Surrey's NOW T.V. The cookbook also features sidebar information regarding the Royal Bank's history in the city.

DISCUSSION

The cookbook will be available for sale at the price of \$14.95 through the Royal Bank branches in Surrey in September and October. There will also be book sales organized by the United Way committee at city hall. The initial print run will be 3,000 copies.

CONCLUSION

A 10th anniversary celebration cookbook, called “Measuring Success” has been produced, with the net proceeds of sale going to the United Way, Surrey Memorial Hospital Oncology Unit. Council has received a copy of the cookbook with this report and the cookbook will be available for sale to the public through the Royal Bank branches,

Surrey, in September and October.

Linda Hepner
Manager, Economic Development Office

f:\data\winword\managers\cookbookcr.doc
L 7/21/03 12:45 PM