

CITY OF KELOWNA
MEMORANDUM

DATE: July 28, 2006
TO: City Manager
FROM: Communications Manager
SUBJECT: Draft Amendment to Council Policy No. 58

RECOMMENDATION:

THAT City Council approve an amendment to Council Policy No. 58, Grant-in-Aid Funding Requests, to address requests for sponsorship.

Background:

The City occasionally receives requests for sponsorship related to conferences and events that do not fall within the parameters addressed by the existing Grant-in-Aid policy.

It is recommended that Council consider incorporating the following amendment into the existing policy to clarify when general sponsorship requests could be considered:

Requests for a funding or sponsorship contribution from the City related to conferences or events shall be considered by Council in the following circumstances:

- the conference or event is being held within the City of Kelowna; *and*
- the City of Kelowna (Council or staff) is directly involved in hosting or participating in the conference or event, *or*
- an association with the City exists through a City of Kelowna committee, a professional organization to which City staff belong, or an organization which includes municipal elected officials from Kelowna among its membership.

Furthermore the City will request that any such sponsorship be targeted towards a specific event, such as refreshments for an opening reception or coffee break, where the City can be identified as the sponsor.

Sponsorship provided to those events with direct City involvement would generally be greater than that provided to those with an association only.

Requests must be made via written letter addressed to Mayor and Council, and where approved, funding shall come from Council Contingency.

Karen Cairns
Communications Manager

