



Corporate Report

NO: R249

COUNCIL DATE: November 7,

2005

REGULAR

TO: Mayor & Council DATE: November 3,
2005

FROM: General Manager, Parks, FILE: 8200-20/SF
Recreation and Culture

SUBJECT: Re: Surrey First Night Event

RECOMMENDATION

To provide \$15,000, funded from Council Initiatives, To Whalley BIA to support the inaugural *Surrey First Night* New Year's Eve Celebration at Central City Plaza on Saturday, December 31, 2005.

DISCUSSION

The City's Special Events Section has been working with the Whalley BIA, Central City Shopping Centre and the Warrington Property Group in an effort to develop a 'signature' event at Central City Plaza. The Whalley Business Improvement Association has agreed to be the major funding partner of *Surrey First Night* by committing \$30,000. The BIA is requesting the support of the City of Surrey in order to help launch the event in its initial year of operation. Event organizers will also be seeking additional corporate sponsorship to enhance the event.

Surrey First Night will be a non-licensed event with live music, fireworks and activities throughout the day and evening for the entire family. Event buttons will allow access to the North Surrey Recreation Centre for swimming and public skating. Anticipated attendance is 3,000 - 5,000 people. A Times Square-style clock will be installed in the plaza to count down the New Year with fireworks launched at midnight to cap the celebration.

The Whalley BIA has retained Donnelly & Associates for event management. Donnelly & Associates has managed Vancouver's First Night celebrations at Plaza of Nations for 15 years and provided event management assistance for Surrey's 2005 Canada Day celebrations. It is important to note that Vancouver will NOT be holding a First Night event this year.

A Special Events application for the event has been submitted and will be reviewed at the next Festival and Events Support Team (FEST) meeting on Thursday, November 17. Following preliminary discussions with District 1 Command, it is anticipated that (8) RCMP members will be required for the event beginning at 7:00 pm. In addition, event organizers will be providing a full complement of security personnel.

The FEST application includes a request for a road closure of 102nd Avenue and the use of Parking Lot A adjacent to the Recreation Centre and Skytrain Station for event activities. (See enclosed site map). Public transportation will be free of charge as of 5:00 pm on December 31 and Coast Mountain Bus Company is agreeable to a re-routing of bus service in the immediate area.

The FEST Committee has gained valuable experience as it pertains to the venue through previous events held at the plaza that include the Central City Brewing Company Summer Concert Series and the Tulips 2005 jazz concert hosted by the City in honour of the 60th anniversary of the liberation of the Netherlands by Canadian Forces. This experience will assist in the permit process and event management logistics.

In future, event organizers will be encouraged to submit a grant request for any possible future funding. The Manager of Finance, Technology and Human Resources advises that there are available funds in the Council Initiatives to support the

recommended \$15,000 contribution.

CONCLUSION

The First Night celebration is an opportunity to bring a positive new event to Surrey Centre Area. It will feature free family-oriented entertainment in a non-licensed environment. The intent of the Whalley BIA is that it will become a fixture in the community for many years to come.

Support from Council (\$15,000) from Council Initiatives will assist in launching this exciting new community event. Through the efforts of the Whalley BIA, the City's Special Event staff and the guidance of the FEST Committee the event will be well planned and will offer positive family oriented entertainment to Surrey residents.



Laurie Cavan,
General Manager
Parks, Recreation and Culture