



Corporate Report

NO: R071

COUNCIL DATE: APRIL 16, 2007

REGULAR COUNCIL

TO: **Mayor & Council** DATE: **April 10, 2007**
FROM: **General Manager, Parks, Recreation and Culture** FILE: **8200-10**
SUBJECT: **City of Surrey Delegation to Folklorama Cultural Celebration in Winnipeg, Manitoba in August 2007**

RECOMMENDATION

The Parks, Recreation and Culture Department recommends that Council:

1. receive this report as information;
2. authorize the Mayor and Councillor Martin as Chair of the Multicultural Committee to travel to Winnipeg in early August 2007 during the annual Winnipeg "Folklorama" multi-cultural event to meet with appropriate officials and to attend some of the "Folklorama" festivities and pavilions to learn about staging an effective multi-cultural event; and
3. approve an allocation of \$4,500 from the Council Initiative Fund to cover expenses associated with this mission.

BACKGROUND

Both City Council and the Multicultural Advisory Committee have expressed support for establishing a new, large-scale event/festival that celebrates Surrey's multicultural diversity.

A draft conceptual framework for such an event has been developed and was a key component of an application to the Federal government for a grant under the '2008 Cultural Capitals of Canada' program. A decision on the grants to be awarded under the subject program has not yet been announced.

The purpose of the proposed festival would be to enhance multicultural harmony and strengthen inter-cultural cooperation in Surrey. The conceptual framework for this festival assumes a 3-day event that would allow local cultural organizations to showcase each of their unique cultures through music, dance, food and clothing. The festival would also include an educational component.

DISCUSSION

A multicultural festival would be a legacy-building initiative that would act to foster stronger working relationships between the City and local cultural and community groups and which hopefully would continue for years to come. Many cultural organizations have been looking for an opportunity to promote their culture/heritage and a festival would provide a perfect setting.

Research on other successful major cultural festivals is being undertaken to assist in the planning process for the proposed Surrey event. The Winnipeg "Folklorama" event is hailed as the largest and longest running multicultural festival of its kind in the world. Spanning two weeks in August, it exhibits 22 pavilions in the first week and 23 pavilions in the second week. Each pavilion represents a specific culture/ethnic group and presents a series of displays and performances along with authentic ethnic food and markets associated with the culture/ethnic group. The opening "kick off" ceremony for the event is on August 4th at which a range of free entertainment and cultural displays will be presented in an outdoor venue, Scotia Stage (a large gathering place in downtown Winnipeg). The opening event celebrates the opening of the individual pavilions, which are located throughout the City of Winnipeg.

Sending a delegation to Winnipeg to meet with appropriate officials and to attend some of the events and pavilions associated with Folklorama 2007 will provide a valuable opportunity for the City to view first hand, a successful multicultural festival, which would assist in the planning of Surrey's own distinct and unique Festival in 2008.

CONCLUSION

Based on the above discussion, it is recommended that Council authorize the Mayor and Councillor Martin as Chair of the Multicultural Committee along with an appropriate staff representative from the City's Parks, Recreation and Culture Department to travel to Winnipeg, Manitoba in early August 2007 during the annual Winnipeg "Folklorama" multi-cultural event to meet with appropriate officials and to attend some of the "Folklorama" festivities and pavilions to learn about staging an effective multi-cultural event and further that Council approve an allocation of \$4,500 from the Council Initiative Fund to cover expenses associated with this mission.

Laurie Cavan
General Manager
Parks, Recreation and Culture