



# Corporate Report

NO: R203

COUNCIL DATE: SEPTEMBER 10, 2007

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## REGULAR COUNCIL

TO: Mayor & Council DATE: September 6, 2007  
FROM: General Manager, Parks, Recreation and Culture FILE: 8200 - 20/SF  
SUBJECT: Proposed *WinterFest* 2008

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## RECOMMENDATION

That Council:

1. Receive this report as information.
2. Authorize staff to proceed with the detailed production planning for an event called *WinterFest* 2008, to be held in February 2008 in City Centre.

## INTENT

On July 23 2007, Council directed staff to develop concepts for a *WinterFest* Event for early 2008 (*WinterFest*), and to report back to Council. The intent of this report is to outline for Council a concept for *WinterFest* 2008, and to gain Council support for moving ahead with detailed planning for the event.

## DISCUSSION

As B.C.'s second largest city, Surrey is committed to sponsoring initiatives that promote community innovation, pride and excellence in advance of the 2010 Olympic and Paralympic Games.

Supported by 2010 Legacies Now and the Province of BC, the City in February 2007 launched a Spirit Week Celebration to provide opportunities for individuals and families to celebrate and to improve their Active Spirit, Cultural Spirit and Community Spirit. There was a very successful kick-off event at the Surrey Sport and Leisure Complex, followed by additional activities, which are listed in Appendix 1. Staff propose to build

on the successes of 2007 by having the 2008 Spirit Week celebrations start with a one-day event that will be called *WinterFest*.

### Production Vision for *WinterFest*

**Location** - It is proposed that *WinterFest* take place in City Centre. This will allow the City to showcase to residents and visitors the many positive changes that have taken place in the City Centre over the past year. More specifically, the event would be scheduled to take place on the plazas and parking lot between Central City and the North Surrey Recreation Centre.

**Timing** - Saturday, February 9<sup>th</sup> is the official start of Spirit Week across British Columbia. *WinterFest* would take place on this date, not only kicking off Spirit Week, but bringing an exciting community event into Surrey at a time when days are short and when there are few other holidays or special events for our residents to enjoy.

**Programming** - The *WinterFest* event set-up would include both a main stage and a family stage, large tents, and access to community facilities inside the recreation centre. Activities in the draft program include:

- song, dance and story-telling during the daytime hours;
- headline musical act during the evening hours;
- family and children's activities in the large tents;
- community group displays and inter-active features;
- ice skating and other free recreation opportunities in the recreation centre;
- roving entertainment;
- food and beverage services;
- opportunities for the mall and the university to provide information and services relative to their operations;
- a tent to serve as a temporary "Surrey Spirit of BC Office" for the event day, allowing Surrey to provide information about the 2010 Business Resource Centre, Opportunity workshops, the 1010 Ahead of the Game Strategy; sponsorship development, and volunteer opportunities; and
- fireworks at the end of the evening.

### Consultation with Stakeholders

Staff have not yet approached SFU, local merchants, the Whalley BIA or area resident associations for further input and collaboration in the programming and/or delivery of the event. Consultation would begin immediately, if Council authorizes staff to proceed with detailed planning for *WinterFest* 2008.

### Financing

It is anticipated that the *WinterFest* event budget would be in the order of \$120,000 to \$150,000, depending on the level of sponsorship that could be garnered to augment the City's contribution. Preliminary soundings of a few potential corporate sponsors shows that there is interest in the *WinterFest* concept.

It is recommended that the City provide funding for *WinterFest* 2008 in the amount of \$20,000, which is the same as the amount provided for last year's First Night Surrey celebrations and that staff be directed to include this amount in the 2008 Operating Budget. By way of comparison, the City budgets \$85,000 for the annual Canada Day celebration.

## CONCLUSION

In July 2007, Council made a decision to explore the opportunities for putting on a family-oriented *WinterFest* in February 2008. The proposed *WinterFest* event would take place in City Centre, and would serve as a kick-off to Surrey's Spirit Week. The event would focus on activities in large tents and at the North Surrey Recreation Centre, as well as entertainment in the form of song, dance and story telling. The day would culminate in an evening wrap-up with a significant main stage production and fireworks. The event would also include opportunities for the mall and the university to provide information and services relative to their operations.

If Council authorizes staff to proceed with the event, in the 2008 Operating Budget, funding in the amount of \$20,000 will be included with the remainder of the budget coming from sponsors. Based on the level of success of the event, ongoing operating budget commitment would be brought forward for Council's consideration as part of the 2009 - 2013 Five-year Financial Plan process.

L.A. Cavan  
General Manager,  
Parks, Recreation and Culture

cc: General Manager, Finance and Technology

OCC/lls