

NO: **R024**

COUNCIL **February 25, 2008**

DATE:

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **February 21, 2008**

FROM: **General Manager, Parks, Recreation
and Culture**

FILE: **1855-20/CC**

SUBJECT: **Cultural Capitals of Canada Civic Treasures Award Program**

RECOMMENDATION

The Parks, Recreation and Culture Department recommends that Council:

1. Receive this report for information and;
2. Approve the implementation of the Civic Treasures Award program as documented in this report.

BACKGROUND

In March 2006, the City of Surrey submitted a bid proposal to the Department of Canadian Heritage to compete for a Cultural Capital of Canada designation for 2008. The proposal contained 8 innovative and significant cultural projects including one entitled "Civic Treasures Award Program".

In June 2007, Surrey was awarded the Cultural Capital of Canada designation for 2008. The Mayor appointed a Council Committee to oversee the program. The Committee includes the Mayor along with Councillor Villeneuve, Councillor Martin and Councillor Hepner. Community members and staff are involved in the planning and delivery of each of the eight unique projects.

A community based Steering Committee was formed to work on the development of the "Civic Treasures Award" program. (See APPENDIX A: Civic Treasures Community Steering Committee- Members' List) The Committee has completed the following work:

- Clarified the purpose of the award program,
- Outlined the nomination process,
- Developed selection criteria for the award recipients,
- Reviewed the budget,
- Conducted "best practises" research,
- Identified outreach and promotional opportunities,
- Generated a list of potential award presentation venues/events,
- Reviewed a draft artists call to generate a design for the award,
- Created a program timeline, and
- Drafted a proposed program for Council consideration.

DISCUSSION

There have been on-going discussions in the community regarding a cultural awards program since 2002 when Surrey hosted the BC Festival of the Arts. Out of these discussions came the proposal for a "Civic Treasures Award"; the Cultural Capitals of Canada program has provided an opportunity to launch this legacy project.

In Surrey's Cultural Strategic Plan (CSP) strategic direction #1 states that "Community leadership and a strong commitment to the ownership of Surrey's cultural services and resources must be active, facilitated and supported; "culture" is the term used to encompass the arts, cultural industries, heritage, libraries and multi-culturalism. The Steering Committee confirmed this inclusive definition and proposes to recognize individuals for their significant achievements in one or a combination of these professional fields.

Purpose of the Award

The Committee has confirmed the following as being the purpose of the award program:

- Provide a high level of acknowledgement for the recipients and their contribution to the cultural sector in Surrey.
- Provide a positive profile for the City of Surrey in relation to advancing cultural development.
- Become a sustainable legacy created through the 2008 Cultural Capitals of Canada award.
- Be an instrument to recognize and celebrate Surrey's highest achievers in the cultural sector providing positive role models for the emerging cultural leaders in the community.
- Generate greater awareness, interest and support for arts and culture in Surrey.
- Demonstrate that Surrey values the arts and those people who dedicate their lives to this field.
- Profile Surrey as a creative cultural centre and encourage tourism.
- Promote cross cultural sharing and build awareness, understanding and community pride.

In this first year of the program up to 12 award recipients may be selected and the awards will be presented at an appropriate Cultural Capitals of Canada event or other existing event. (See APPENDIX C: Sample of Potential Presentation Venues) This is intended to be a legacy project and in future years, awards will be presented at appropriate events, such as, for example, the annual Surrey Arts Centre - Surrey Board of Trade Business and the Arts reception.

Best Practises Research

The Committee reviewed internal City programs such as the Friends of Heritage awards, local programs such as the Leader newspapers Community Leader Awards and cultural award programs in other cities. The Youth Arts Council of Surrey, the Surrey Festival of Dance Society and other organizations are currently providing various scholarships and awards to emerging youth artists and the committee felt that this was adequate recognition.

The City of Vancouver recently completed a review of their awards programs. Conducted by Janzen and Associates, the report included information regarding programs in Seattle, Calgary, Edmonton and Toronto. In addition, the report included information from the Creative City Network of Canada where similar research was conducted in 22 Canadian cities. (See APPENDIX B: Best Practises Research - Summary) Although a number of awards programs included a cash prize component supported through business sponsorships, the research indicated that this was difficult to sustain. The Steering Committee concluded that there were many ways to recognize and award recipients and attribute value to being selected a Civic Treasure without a cash prize component.

A commemorative medallion will be created to present to the award recipients and the Steering Committee will continue to explore additional ways to promote the award winners and their contributions to Surrey's cultural development.

Nomination Criteria

The Committee recommended that nominees be Surrey residents, born in Surrey or have a strong connection to the City of Surrey. Their accomplishments should:

- Demonstrate excellence and contribute significantly to the appreciation and development of culture in Surrey.
- Reflect the unique character and history of the City.
- Represent a significant achievement in the arts, heritage or cultural industries or promotion of multi-culturalism.

Selection Process

The Committee proposes to implement an extensive community outreach process to create awareness of the awards program and generate nominations. A non-voting City staff person will facilitate the work of a jury of peers consisting of 3 to 5 members to review the nominations and complete the selection process. A summary of the finalists with the jury's recommendations will be forwarded to Council for final approval.

SUMMARY

Since 2002, the community in Surrey has discussed the need to recognize individuals who are considered cultural leaders and positive role models. The Civic Treasures Award project, part of the Cultural Capitals of Canada Award, will allow this to occur.

Surrey's Cultural Strategic Plan's direction that "Community leadership and a strong commitment to the ownership of Surrey's cultural services and resources must be active, facilitated and supported" is consistent with research completed in other cities. For example, the Janzen & Associates City of Vancouver Awards review concluded, "that awards are a vital, important aspect of meeting City and cultural objectives."

The Civic Treasures Award is intended to be a legacy award that will emphasize the value that the City of Surrey places on its cultural leaders.

The Civic Treasures Community Steering Committee recommend establishing a sustainable awards program that will bring distinction to Surrey and advance cultural development in the City.

Laurie Cavan
General Manager
Parks, Recreation and Culture

LLC/dn

Attachments

APPENDIX A: Civic Treasures Community Steering Committee - Members' List.

APPENDIX B: Best Practises Research - Summary

APPENDIX C: Sample of Potential Presentation Venues

**CIVIC TREASURES
COMMUNITY STEERING COMMITTEE**

Jim Adams

Public Art Advisory Committee, Chair

Bonnie Burnside

Downtown Surrey Business Improvement
Association

Ginny Hasselfield

Administration, SFU Surrey

Anita Huberman

Executive Director
Surrey Board of Trade

Maxine Lloyd,

Vice President
Surrey Arts Council

Hazel Lindenbach

Heritage Advisory Committee

Irene Lucier

Sales Supervisor
The Surrey North Delta Leader

Mary Mickelson

Director, Owner
Mind and Matter Gallery

Karla Pearson

Director of Sales and Marketing
The Surrey North Delta Leader

Dr. Michael Stibbs

Heritage Advisory Committee

Chris Thornley

Thornley Hayne Advertising

Tom Zillich

Entertainment Editor, Now Newspaper

Sheila McKinnon

Manager Arts Services, Parks, Recreation
and Culture

Sandra Dent

Public Art Coordinator, Parks, Recreation
and Culture

Joanne Reston

Manager, Support Services, Parks,
Recreation and Culture

APPENDIX B

Best Practices Research

| Award Program | Prize | Comments |
|----------------------------------|--------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| City of Vancouver Book Award | \$2,000 | <ul style="list-style-type: none"> • -3 jurors • shortlist of nominees • presented at special ceremony with approx 30 attendees • presented by Mayor or designate |
| Vancouver Arts Awards | Honourees receive a plaque, honouree designates an emerging artist to receive \$5,000 commission | <ul style="list-style-type: none"> • initiated in 2003 as a Cultural Capitals of Canada project • strong media support • City partnered with Alliance for Arts & Culture • 7 award categories • mentorship component • presented at a Gala • funding was not sustainable • inaugural event budget was \$250,000 • attendance over two years, 350-500 per event • did not continue due to awards review and civic strike. |
| Hall of Fame/ Starwalk | Plaques embedded in the sidewalk along Granville Mall | <ul style="list-style-type: none"> • produced by the BC Entertainment Hall of Fame • initiated in 1994 at the Orpheum Theatre • to date 158 people have been recognized • also includes components for "Vancouver Favourites", Historic Venues, Stars of Tomorrow Scholarship Program • Independent Society, City supports with staff time and venue |
| Vancouver Cultural Harmony Award | Awarded by planting of a tree @ "Cultural Harmony Grove" | <ul style="list-style-type: none"> • established in 1996 • significant & sustained commitment to the promotion of cultural harmony in Vancouver • 2 categories: individual and organization |

| Award Program | Prize | Comments |
|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| City of Toronto | <p>Book award prize money totals \$15,000. Finalists receive \$1,000 each; the winning author receives the remaining funds.</p> <p>The Arts Awards cash prizes range from \$5,000 - \$10,000</p> | <ul style="list-style-type: none"> • Has over a dozen award programs, a few of them relate to Culture including: the Toronto Book Awards, the Mayor's Arts Award Luncheon, the Toronto Poet Laureate and the Heritage Toronto Awards. • Book Awards Committee has 5 members appointed for a 2-year term; they review 60 - 90 books per year. • The Toronto Arts Council Foundation organizes the Mayor's Arts Award Lunch. Five awards are presented; each is sponsored via a private endowment. Approx. 350 people attend, no tickets are sold, corporations sponsor tables and each table has a minimum of 6 artists as guests. The event budget is approx. \$100,000, with no public funding |
| City of Calgary | <p>Enbridge Emerging Artists Award= \$5,000</p> <p>The TELUS Innovative Arts Award= \$5,000</p> <p>The EPCOR Established Artist Award=\$5,000</p> | <ul style="list-style-type: none"> • Has numerous award programs including The Calgary Awards, the Mayor's Luncheon for Business and the Arts and the Calgary Heritage Authority Lion's Award. • The Calgary Awards were established in 1994, there are 5 award categories and 16 awards. There are 3 awards in the arts category. Arts awards are presented at a Mayor's luncheon, approx. 700 people attend, and tickets are \$65. The event costs \$35,000, revenues are \$60,000, the profit goes to the Calgary Professional Arts Alliance. The event is sold out with a wait list. |

| Award Program | Prize | Comments |
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| City of Edmonton | | <ul style="list-style-type: none"> • Has four core award programs: Salute to Excellence Awards, Mayor's Evening for the Arts, The City of Edmonton Book Prize, The City of Edmonton Poet Laureate. • Salute to Excellence Awards est. in 1986 and has two programs, Performance Awards for annual achievement and Hall of Fame Awards for lifetime achievement. Hall of Fame awards address three categories- Cultural, Community and Sport. Presentations take place at the Winspear Centre for Music and approx. 800 people attend at no cost. Requires a \$103,000 City budget. |
| City of Edmonton continued | <p>Stantec Award for Youth Artist= \$10,000 Syncrude Award for Innovative Artistic Direction=\$10,000 TELUS Award for Innovation & the Arts=\$10,000 Mayor's Award for Innovative Support Mayor's Award for Sustained Support Mayor's Award for Promotion of the Arts</p> <p>Book Prize= \$2,5000</p> <p>Poet Laureate receives a \$5,000 honorarium for each year of their term.</p> | <p>The Mayor's Evening for the Arts is the most successful arts award program in Canada. Managed by the Professional Arts Council of Edmonton. Six corporate sponsors contribute \$10,000 each to an award under their name. Over 1,300 people attend this event. Minimal City investment of \$5,000, profits of approx. \$15,000 go back to the arts community.</p> <p>Book Prize, established in 1995. Administered by the Writer's Guild of Alberta. Awarded at the Mayor's Evening for the Arts</p> <ul style="list-style-type: none"> • Poet Laureate is an ambassador for the literary arts. Incorporates poetry into a range of official and informal city activities. Is selected by a 6-member jury assembled by the Edmonton Arts Council. Poet serves a 2-year term. |

APPENDIX C

SAMPLE OF POTENTIAL PRESENTATION VENUES

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|------------------------------------------------|----------------------------------|
| Cultural Capitals of Canada Speaker Series (5) | April & onward |
| Honors Performance for Surrey Dance Festival | May |
| Surrey Children's Festival | Late May |
| Holland Park Opening | May 24 |
| Arts 2008 Exhibit Opening | June 27 |
| Fusion Festival- 3 days | July |
| Canada Day | July 1st |
| Arnold Mikelson Festival of the Arts | July (2 weekends) |
| First Nations Salmon Festival | September |
| Business & the Arts Reception | September |
| Surrey International Writer's Conference | October |
| CCC 6 Public Arts Project Openings | Likely late in 08 and early 2009 |

* Note: This is a sample of possible award presentation venues. The distribution of awards will be initiated once the award is designed and the selection process for recipients has been completed.