



Corporate Report

NO: R105

COUNCIL DATE: June 16, 2008

REGULAR COUNCIL

TO: Mayor & Council DATE: June 16, 2008
FROM: General Manager, Planning and Development FILE: 0540-20 AAC
SUBJECT: Flavours of Surrey Event

RECOMMENDATION

The Planning and Development Department recommends that Council:

1. Receive this report as information; and
2. Approve a grant from the Council Initiatives Fund in the amount of \$3,000 to assist with start-up costs for the "Flavours of Surrey" event and to assist in keeping the ticket price within the affordability range of families.

INTENT

The purpose of this report is to provide Council with information about the first annual Flavours of Surrey event that will be held on Sunday, July 27, 2008, from 12:00 p.m. to 4:00 p.m. at the Historic Stewart Farm. The Flavours of Surrey event will promote and celebrate food, which is grown and/or produced in Surrey.

This report also seeks Council approval for a one-time grant from the Council Initiatives Fund in the amount of \$3,000 in support of the event.

BACKGROUND

Surrey's Agricultural Advisory Committee ("AAC") is planning the first annual Flavours of Surrey event. This food-tasting event is intended to raise public awareness of foods, grown and/or produced in Surrey. It is intended to be an interactive, entertaining, culinary experience.

Taking place at the Historic Stewart Farm, eight local chefs and businesses will prepare a wide array of dishes made from Surrey grown ingredients. Along with the food tasting, there will be live entertainment, games, children's activities, and educational booths and

displays providing information about local agriculture. There will be advance sales of 225 tickets for the event.

In recent years, there has been a demand for food sampling events in the region. At least five such events have been scheduled in the Lower Mainland this year, including Taste of Agassiz, Taste of Ocean Park, Taste of the City Eat Vancouver, and Eat Fraser Valley. Most of these events have been held annually for the past few years and all have been very well attended. Given this trend, it is expected that the Flavours of Surrey will be as successful and will become an annual event.

The Flavours of Surrey event is planned for Sunday, July 27, 2008, from 12:00 p.m. to 4:00 p.m., at the Historic Stewart Farm located in Elgin Heritage Park. The site fits well with the agricultural theme for the Flavours of Surrey. The Historic Stewart Farm, which overlooks farmland, has its own heritage perennial, herb and kitchen garden as well as an orchard with heritage varieties of fruit trees. Since the Flavours of Surrey event is intended to attract visitors from all areas of Surrey, the event will also help to increase visitorship to the Historic Stewart Farm from a larger area of Surrey.

The Flavours of Surrey event will also promote the goals of the Surrey Agricultural Plan (1999). The Plan sets out goals for the enhancement of local demand for local agricultural products by helping to re-establish the links between the local residents and local agriculture. In working towards this goal, the City has undertaken a number of initiatives, including the development of a Farm Fresh Guide, supporting the establishment of a farmer's market, road signs that mark the entrances to farm areas, and the Surrey Agricultural Farm Tour.

Surrey's Agricultural Farm Tour, held annually since 1994, is aimed at increasing awareness of agriculture's significance to Surrey's economy and providing a forum to exchange ideas about the future of agriculture within a rapidly growing city. The Farm Tour has always been by invitation only for agricultural industry representatives and government officials and has not been open to the general public.

This year, the AAC's objective is to expand its role in promoting agricultural awareness to the general public by planning a public event - the Flavours of Surrey. The Flavours of Surrey event will be open to the larger public and promote awareness and linkages between the public, local businesses and local agriculture. At this time the Committee is not intending to hold a Farm Tour in 2008, but will plan for one in 2009 and every two years thereafter.

DISCUSSION

Food-tasting events, such as the Taste of Aggasiz and Eat Fraser Valley, typically use only local farm ingredients for the dishes and offer a sit-down meal and wine venue geared towards adults. A catering company prepares the meals. The Flavours of Surrey event will differ from these events in two ways, as follows:

- The event will not only promote local agriculture, but also include the promotion of local businesses. Rather than having one catering company prepare all of the food,

the Flavours of Surrey will showcase eight different chefs and businesses that will prepare food with locally grown ingredients;

- The Flavours of Surrey event will be aimed at attracting families rather than just adults. The AAC holds the view that children influence the food choices for a family. In addition, since almost 25% of Surrey's population is under the age of 18, the AAC is of the opinion that the Flavours of Surrey event should be a family-oriented event.

Price point will be a large factor in attracting families to the event. Other food-tasting events typically charge between \$35 and \$40 per adult and include wine tasting. For the Flavours of Surrey event to succeed, the ticket prices need to remain competitive with other food-tasting events. In addition, to attract families, the event should include a lower youth rate. At this time the goal is to price adult tickets at \$30 each and youth tickets at \$15 each, with children under six years old to be admitted free of charge.

Since this is the first year of the event, some additional start-up costs are anticipated. For example, to encourage participation from local businesses, the AAC intends to reimburse the businesses for the cost of the food ingredients. The participating businesses will donate their staff time and cooking equipment for food preparation. An additional start up expense will be the funding required to create a "Flavours of Surrey" logo. The budget also includes a contingency in the event that only 80% of the tickets are sold.

The AAC members have secured financial support and in-kind contributions from City staff and:

- the Surrey Farmers Institute (\$1,000);
- the Ministry of Agriculture and Lands (\$750);
- Choices Market (biodegradable plates as well as food samples);
- Starbucks (complimentary coffee); and
- Envision Insurance (tents).

Flavours of Surrey Budget (based on \$30 adult and \$15 youth ticket prices)

Anticipated Funding Sources	Estimated Amount	Expenses	Estimated Cost
Ticket Sales (based on \$30 per adult, youth \$15)	\$ 5,775	Food ingredients	\$ 4,800
Surrey Farmers Institute	\$ 1,000	Equipment (rental of portable toilettes, tables, chairs, etc.)	\$ 2,700
Ministry of Agriculture and Lands	\$ 750	Entertainment	\$ 500
		Advertising, Marketing, Ticket production	\$ 1,300
		Contingency	\$ 1,200*
Total	\$ 7,525	Total	\$10,500
Shortfall	(\$2,975)		

To avoid raising ticket prices, the AAC is requesting a grant from Council in the amount of \$3,000 from the Council Initiatives Fund. This funding would assist with the start up costs of the event and also help to keep the ticket prices within the affordability range of families.

CONCLUSION

The Flavours of Surrey event will be an interactive culinary event that reinforces the City's goal of promoting awareness of local agriculture by encouraging linkages between local residents and businesses.

Given that this is the first year for the event, the AAC is faced with additional start up costs. The AAC has secured financial support from the Surrey Farmers Institute and the Ministry of Agriculture and Lands and are in the process of trying to secure additional funding from the Investment Agriculture Foundation.

A grant of \$3,000 from the Council fund would assist the AAC with the start-up costs for the Flavours of Surrey event and also allow the event to remain affordable for families.

Jean LaMontagne
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