

The goal of promoting Surrey's agriculture and related businesses is also reinforced through objectives set out in the City's Sustainability Charter and the Economic Development Strategy.

Given the great success of the Flavours of Surrey event over the past two years, the AAC is planning for the third annual edition of this event in 2010. This report outlines the goals and budgetary requirements for the 2010 Flavours of Surrey event.

DISCUSSION

The AAC has continually looked for ways to improve and build on the past years' successes of the Flavours of Surrey. The AAC holds the view that the event should continue to offer the food-tasting venue, live entertainment, children's activities, a farmers' market, and inter-active educational displays. However, to improve the event, the AAC proposes the following two changes for 2010:

- Increase affordability of the event for families; and
- Require 100% local food ingredients in the food tasting venue

Create an Affordable Family Event

The Flavours of Surrey is different than other food tasting events in the region in that it is aimed at attracting families, while other food-tasting events are generally more adult oriented. This approach fits well with the demographic profile for the City. Approximately 107,800 children aged 0 to 19 live in Surrey. Children and youth comprise 27% of the total population in Surrey in comparison to a Metro Vancouver average of 23%.

Attracting families to the event requires that the ticket prices be affordable. Although everyone who wishes can enter the venue of the event free of charge, in 2009 the food tasting venue was ticketed at \$25.00 for adults, \$10.00 for youth, and children under eight were free. Feedback from attendees indicated that the price of the adult ticket makes it unaffordable for an average family to participate in the food tasting component. The event would cost a family of four approximately \$60 to \$70 for the four-hour afternoon event. A more affordable price range for a family would likely be approximately \$40 to \$50.

The AAC would like to continue to market Flavours of Surrey to families without increasing the funding requirements for the event. To that end, increasing efficiencies in the food tasting portion of the event was explored as a way to reduce the ticket price.

For the past two years, the food tasting component has required a substantial portion of the budget. Participating restaurants were reimbursed for their food costs, provided with individual tents and tables and, in some cases, provided with hand washing stations and refrigeration as required by Fraser Health regulations. Although costly, this approach encouraged restaurants to participate and also provided a wide variety of food tasting items.

For the 2010 event, it is proposed that a single, local catering company be hired rather than several different restaurants. This approach will allow for the streamlining of equipment costs such as tents and hand washing stations, while still providing the variety of food tasting items that have proven to be popular over the past two years.

The reduction of equipment requirements would reduce costs by approximately \$2,500. This cost saving could allow for a reduction of the ticket revenue without changing the overall budget (using 2009 budget figures). This change would allow an adult ticket to be priced at \$15 rather than \$25, so that an average family could attend the Flavours of Surrey event for approximately \$40 to \$50.

Increase Local Food Component

Employing one local caterer can also facilitate increased use of local food ingredients. For the past two years, several restaurants (six to eight each year) have been invited to prepare dishes using local food ingredients. Although this approach has allowed for the sampling of a wide variety of foods, it has not always resulted in the restaurants using a high percentage of local food ingredients. The overall usage of local ingredients has been about 50 to 60 percent for each restaurant, whereas the AAC had anticipated that all dishes would be made from local ingredients.

The difficulty of increasing the use of local ingredients may be partially attributed to higher cost and time constraints for the participating restaurants. Although, the AAC members have worked with the individual restaurants to coordinate food sourcing from local farms, it was not always workable for restaurants to source their food solely from these local resources.

Typically, restaurants purchase their food inventory from wholesale suppliers. Although some of the farmers may sell to wholesale suppliers, the end food product that the restaurants receive is processed prior to delivery. For example, restaurants can purchase pre-washed and chopped lettuce from a wholesale food supplier, whereas the local farmer would simply supply the lettuce without the processing. As a result, restaurants using products directly from farms would incur additional labour costs in the preparation of the food. In addition, since the restaurateurs are busy with the day-to-day operations of their business, they are unable to commit to the added time required to plan for accommodating the change in food sourcing for this one event.

The proposal to use one caterer allows for more input into the food ingredients used to prepare dishes for the food tasting. The catering company tentatively selected for the event typically caters to specialty events (such as weddings or other celebrations) and provides menu items based on the needs of the individual client. Since the promotion of local Surrey grown food is the theme of the Flavours of Surrey, the caterer has agreed to use all local ingredients for the menu items.

Budget for 2010

For the 2009 Flavours of Surrey event, Council approved a grant of up to \$15,000 from the Council Initiatives Fund. Assistance secured from event sponsors (cash and in-kind support) reduced the actual amount needed for the Flavours of Surrey to approximately \$13,000.

For the 2010 event, the Surrey Farmer's Institute has confirmed a contribution of \$1,000 to the event. The AAC will continue to work to secure additional sponsorship in order to help further reduce the event cost. At this time the estimates show a shortfall of \$14,350 for the 2010 event. Given that the sponsorship dollars are not yet confirmed, the AAC is requesting similar financial assistance from the City in 2010 as in 2009, being \$15,000.

The following table compares the budget for Flavours of Surrey in 2009 with the proposed budget for 2010.

Anticipated Funding Sources	2009	2010 Estimate	Expenses	2009	2010 Estimate
Ticket Sales	*\$5,785	**\$3,750	Food ingredients	\$6,000	\$6,000
Surrey Farmer's Institute	\$1,000	\$1,000	Equipment (tents, stage, sound system, portable toilettes, tables, chairs, hand washing station, signage, etc.)	\$10,500	\$8,000
Tourism Surrey	\$500		Entertainment (musicians, stage and sound system)	\$1,300	\$1,300
Surrey Board of Trade	\$250		Advertising and Marketing,	\$2,800	\$2,800
			Contingency		\$1,000
Total	\$7,535	\$4,750	Total	\$20,600	\$19,100
Shortfall	(\$13,065)	(\$14,350)			

* Based on 243 adult tickets sales at \$25 each (minus taxes)

** Based on 250 adult tickets at \$15 each

The table shows ticket revenue in 2009 to be \$5,785 for 243 adult tickets, while for 2010 the adult ticket revenue is projected to be \$3,750 which is \$2,035 lower than last year. This reduced revenue is due to the proposed reduction in the adult ticket price from \$25 to \$15, as discussed earlier in the report. However, the more affordable ticket price could facilitate an increase in ticket sales and, therefore, would not result in a shortfall compared to last year's figures. Nevertheless, for the purposes of budget calculation, the estimated number of ticket sales is shown at 250, which is in line with 2009.

Although the revenue for the ticket price is projected to be lower than the 2009 numbers, the savings for the 2010 equipment cost is projected to be about \$2,500. In effect, the reduction in the ticket revenue is off-set by the savings from the lowered equipment costs.

Staff Support

Over the past two years the event was mainly organized and implemented by Planning and Development Department and Engineering Department staff, with assistance from Economic Development and Parks, Recreation & Culture staff. The 2010 event will be similarly supported by staff.

CONCLUSION

The Flavours of Surrey event was very successful in past years. The event was well attended and helped promote awareness about local agriculture and businesses in a family-oriented, interactive, educational and entertaining environment.

Since the event helps promote many of the City's goals and objectives in the Agricultural Plan, Sustainability Charter and the Economic Development Strategy, the AAC holds the view that it is important to continue with the Flavours of Surrey event in 2010. The AAC hopes to improve this year's event by increasing the percentage of local food ingredients for the food tasting and by making the event for affordable for families.

Staff will continue to pursue both monetary and in-kind sponsorship opportunities to reduce the cost of the event; however, the 2010 event will require some financial assistance from the City.

To support the continuation of the Flavours of Surrey event, it is recommended that Council approve an allocation of up to \$15,000 from the Council Initiatives Fund in support of the 2010 Flavours of Surrey event.

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