

NO: R113

COUNCIL DATE: May 17, 2010

---

## REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **May 10, 2010**

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

FILE: **8200-20/CCNC**

SUBJECT: **Application to Host the Creative City Summit**

---

## RECOMMENDATION

The Parks, Recreation and Culture Department recommends that Council:

1. Approve the submission to the Creative City Network of Canada of an application for the City of Surrey to host the Creative City Summit in either 2013 or 2014; and
2. If the application is successful, approve the inclusion in the appropriate annual budget an allocation of \$6,000 for expenses in support of study tours and a reception.

## BACKGROUND

The Creative City Network of Canada (CCNC), incorporated in 2002, is a national non-profit organization that operates as a knowledge-sharing, research, public education and professional development resource in the field of local government cultural policy, planning and practice. Through its work, the Creative City Network of Canada helps build the capacity of municipal professionals and by extension local governments to nurture and support cultural development in their communities. The members of the Creative City Network of Canada include over 100 municipalities and local governments across Canada that represents over 16 million Canadians.

In February 2010, the CCNC released a call for expressions of interest in relation to hosting the Creative City Summit in any of the years 2011, 2012, 2013 and 2014. The application package outlined a two stage process. Interested communities were to submit a Letter of Intent by March 31, 2010 demonstrating their capacity to host a successful Summit, describing access to commercial airports, describing how hosting a Summit would benefit the host community and outlining the special cultural features that the host municipality would like to showcase during the Summit.

After considering the City's current commitment to host the 2012 BC Summer Games, staff determined that 2013 or 2014 would be the best years for Surrey to host a Creative City Summit (See Appendix A – Surrey's Letter of Intent). Staff submitted a letter of interest and the CCNC has invited Surrey as one of eighteen municipalities to submit a full application to host a Summit in the 2011 to 2014 timeframe. The full application is to be submitted by May 26, 2010.

## **DISCUSSION**

A Bid Task Force was formed that included staff representing Arts, Heritage, Parks, Recreation and Marketing along with community members from the Arts Council of Surrey, Surrey Tourism and the Business sector. The Task Force has evaluated venues for hosting a welcome reception and identified opportunities for study tours to highlight Surrey's unique cultural assets.

Surrey is a vibrant cultural centre, with a significant youth population, diverse multicultural communities and a strong inventory of new cultural facilities and public art works to showcase. The Task Force developed the following list of potential study tours, which would demonstrate innovative partnerships, sustainability, diversity and creative expression:

- Surrey Arts Centre/Surrey Art Gallery/Tech Lab including Public Art;
- Local Artist(s) Studio Tour – Exploring the Creative Process;
- Surrey Museum & Cloverdale Main Street;
- Elgin Heritage Park & Stewart Farmhouse;
- Klahowya Aboriginal Cultural Centre;
- Surrey Central Library & City Centre Art Walk (including Holland Park);
- Green Timbers Urban Forest & Surrey Nature Centre;
- Newton Cultural Centre & Kensington Prairie (Adaptive re-use & partnerships); and
- Surrey's Neighbouring Faiths (Tour of local temples and mosques).

The Task Force is recommending that the Summit welcome reception take place at the Studio Theatre of the Surrey Arts Centre. This reception would showcase art works created by the graduating students in the new media programs from the University of British Columbia, Simon Fraser University, Emily Carr Art School and Kwantlen Polytechnic University.

The Task Force has decided that Surrey's commitment to being a Child and Youth Friendly City should also be showcased. A role for the Youth Arts Council of Surrey and other youth groups will be developed as part of the conference program. The youth would have their own break-out sessions; however, they would join the CCS delegates for keynote speakers.

### **Funding Requirement**

The host community for the Summit is expected to organize and fund the welcome reception and the study tours for the Summit.

The Task Force has determined that the Sheraton Guildford Hotel would be the most suitable site for the conference sessions and would also be suitable for providing accommodation for the delegates. The Summit typically attracts about 150 to 200 delegates.

Staff has estimated that a budget of \$6000 would be necessary to fund the host community's responsibilities (i.e., welcome reception and study tours) along with approximately \$10,000 of in kind support and services.

## **CONCLUSION**

The inaugural Creative City Network of Canada annual summit was held in Vancouver in November, 2002. Since then, the annual summit of the members of the Creative City Network of Canada has been held in different city across Canada.

Hosting the Creative City Summit provides the host community with positive profile across Canada. The Summit also brings an enhanced recognition of the value of arts, culture and heritage within the host community.

Based on this discussion it is recommended that Council:

- Approve the submission to the Creative City Network of Canada of an application for the City of Surrey to host the Creative City Summit in either 2013 or 2014; and
- If the application is successful, approve the inclusion in the appropriate annual budget an allocation of \$6,000 for expenses in support of study tours and a reception.

Laurie Cavan  
General Manager  
Parks, Recreation and Culture

See Appendix A – Surrey’s Letter of Intent

j:\park-rec\wpcentre\corprpts\2010\creative city summit bid.docx  
J 5/14/10 3:29 PM



the future lives here.

March 29, 2010

File: 0390-01

Katherine Clark, General Manager,  
Creative City Network of Canada  
Suite 415 – 402 West Pender Street  
Vancouver, BC  
V6B 1T6

Dear Katherine:

Re: Creative City Summit - Letter of Intent

Please accept this letter of intent from the City of Surrey as our expression of interest to host a Creative City Summit in 2013 or 2014.

The City of Surrey has been a member of CCNC since 2002 and has previously applied to host a CCNC conference in 2008. This letter of intent has the full support of the senior staff in the Parks, Recreation and Culture Department.

The City of Surrey is one of the fastest growing cities in Canada, with new residents moving here at the rate of over 1,000 people per month. We have a culturally diverse community and a significant portion of our population is youth, which is demonstrated by Surrey having the largest School District in British Columbia.

We have two commercial airports within easy travelling distance of our City; Vancouver International Airport and Abbotsford International Airport are both within a 38km drive.

Hosting a Creative City Summit is consistent with the City of Surrey hosting the BC Festival of the Arts in 2002, becoming a Cultural Capital of Canada in 2008 and participating in the Cultural Olympiad and Live Site programme for the 2010 Winter Olympic Games. Surrey's reputation as a creative, diverse, cultural centre is growing in Canada and we want to continue to build this awareness and further develop our expertise in this field by encouraging artists and cultural workers to visit our community and work with our staff to envision and realize outstanding art programs, projects and events.

Further benefits to hosting a CCN Summit include enhancing and building new partnerships with the Arts Council of Surrey, Kwantlen Polytechnic University, Simon Fraser University, Surrey's large South Asian and Aboriginal communities and the members of the CCNC.

Our preliminary proposal of ideas for sessions includes:

- Sustainability – Artists and the Environment
- Local artist studio tours – Exploring the Creative Process

- Youth Art Strategies – What’s Working
- Social Marketing Trends
- Cultural Facility Tours: Surrey Arts Centre, Surrey Museum, Klawich Aboriginal Cultural Centre, Surrey Central Library, Surrey Nature Centre
- Public Art Tour along with a session on issues and opportunities
- New Media – Surrey Art Gallery’s Tech Lab with an e-mixer social event
- Sharing experiences hosting major special events
- Building New Audiences: Sharing experiences working with diverse cultural communities on performing and visual arts projects.

Surrey is a dynamic community with beautiful natural surroundings that CCNC members will enjoy. We have a great team with a depth of hosting experience and we will create a memorable and successful event for the Creative City Network of Canada.

Warm regards,



Sheila McKinnon  
Manager, Arts Services  
City of Surrey

cc General Manager, Parks, Recreation & Culture