

NO: R008

COUNCIL DATE: January 10, 2011

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## REGULAR COUNCIL

TO: **Mayor & Council** DATE: **January 4, 2011**

FROM: **General Manager, Parks Recreation and Culture** FILE: **0760-20/M**

SUBJECT: **Surrey Museum Expansion –Friends of the Surrey Museum and Archives Society**

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## RECOMMENDATION

The Parks, Recreation and Culture Department recommends that Council:

1. Receive this report as information; and
2. Authorize the City Clerk to forward a copy of this report and the related Council resolution to the Friends of the Surrey Museum and Archives Society as information.

## INTENT

The purpose of this report is to provide Council with information related to the request by representatives of the *Friends of the Surrey Museum and Archives Society* to City Council to include the expansion of the Surrey Museum in the Build Surrey Program. This request was made when representatives of the Society appeared before Council as a delegation during the Council In Committee meeting held on November 29, 2010.

## BACKGROUND

In April 2003, Council approved City involvement in the campaign of the *Friends of the Surrey Museum and Archives Society* related to raising funds for technical and equipment enhancements for the new Museum facility in Cloverdale (see Appendix "A" of CR R028-2007 Friends of the Surrey Museum & Archives that is attached to this report). As an incentive to donors and to build community interest in the campaign, Council approved the City matching on a dollar for dollar basis contributions raised by the Society over \$1 million to a maximum contribution by the City of \$250,000.

The Society's fund raising campaign was successful in raising \$1,605,876, exceeding expectations and setting an example for future community contributions to similar projects. In February 2007, Council allocated the promised \$250,000 from Council Initiatives to establish a reserve in support of a "Phase 2" expansion of the Museum facility.

In October of 2007, the Friends Society transferred \$200,000 of their remaining capital campaign funds to the City to support the Museum's Phase 2 expansion. The Friends Society funding for

the Museum to date includes: \$1 million to construction of the new Museum for technical and preservation equipment; \$400,000 to the Museum Endowment Fund to create a legacy for future support of heritage programs and services; and \$200,000 toward the Phase 2 expansion of the Museum.

Council approved the construction of the new Surrey Museum in 2004 through a City Capital budget allocation of \$3 million and a Canada-BC Infrastructure grant of \$2 million. The approved funding allowed for a Museum that was reduced in scale from the original proposal. The new Museum was constructed on a site on Hwy. 10 in Cloverdale near the 1912 Municipal Hall that has been converted to the City Archives. The new Museum was designed to accommodate a future expansion on the east side as funding for such an expansion (Phase 2) becomes available.

The Phase 2 expansion as planned was intended to provide 3,500 square feet of additional floor area for collections storage; an exhibition preparation workshop; and a temporary exhibition gallery and program room. Based on 2010 construction costs, such an expansion would require a budget of approximately \$1.8 million. As noted in the Discussion section of this report there is a need to review the Phase 2 expansion plans so as to ensure that the expansion is effective in augmenting the Museum to maximum advantage.

As referenced previously in this report, the City has \$450,000 in reserve for the Phase 2 Museum expansion, including the 2007 City “matching” contribution of \$250,000 and the Society’s contribution of \$200,000. These funds are held in a reserve account dedicated to the Museum.

During 2010, the City acquired the property at 17735 No. 10 Highway (56 Avenue) adjacent to the Museum at a price of \$465,000 to complete the land assembly necessary for the Phase 2 expansion of the Museum.

## **DISCUSSION**

The functional needs for the Surrey Museum were determined through a community consultation process over ten years ago. To assess current community needs and operational requirements based on five years of service in the new Museum facility, further community consultation is warranted. The Parks, Recreation and Culture Department is intending to develop a Cultural Plan for the City during the first half of 2011. Cornerstone Planning Group has been engaged to undertake the planning work related to the development of this Plan. This new Plan will be an update to the Cultural Strategic Plan that was completed in 2003. One important component of the Cultural Plan will be an assessment of the functional requirements of the Surrey Museum, which will act to inform any future expansion of this facility. The Cultural Plan development process will include significant public consultation.

A reassessment of the original Phase 2 Museum expansion functional space plan is required in relation to number of factors including collections storage space and the ability to accommodate travelling exhibits. There is insufficient space at the new Museum to store the City’s cultural artefact collections. As such some of the collection must be stored off site. Similarly, there is no space available for growth in the City’s artefact collections. With respect to travelling exhibits the industry standard is to provide 2,000 sq. ft. so as to accommodate national calibre exhibitions from federal, provincial and U.S. State museums. Currently, the Surrey Museum has a temporary exhibition gallery of 900 sq. ft. which is not sufficient to accommodate most travelling exhibitions. The Cultural Plan will assess these matters in relation to the Phase 2 expansion of the Museum.

The *Friends of the Surrey Museum and Archives Society* has requested that Council include the Museum Phase 2 expansion in the Build Surrey Program. The contribution of \$200,000 that the Society has made toward this expansion was raised through donations from thirty-five Surrey individuals and families, twelve other local societies and associations, twenty businesses and four grant agencies. The Friends Society is obligated to report on the use of these funds to both its membership and its contributors. The Friends Board of Directors has been asked by members for an update on the status of their contribution to the Museum Phase 2 expansion at the next Society Annual General meeting, which will be held in early November 2011.

Although the Phase 2 Museum expansion is not currently included in the Build Surrey Program, the City's capital program is reviewed annually as part of the City's annual budgeting process. The recommendations emanating from the Cultural Plan update will assist in determining an appropriate direction with respect to the expansion of the Surrey Museum.

## CONCLUSION

The City's Cultural Plan that is currently being updated with that update to be completed by the summer of 2011. The information and recommendations emanating from that update will assist in guiding decisions related to the expansion of the Surrey Museum. Upon the completion of the Cultural Plan, in consideration of its recommendations and in advance of the 2011 annual budget process, staff will provide a further report to Council complete with recommendations regarding the Surrey Museum expansion so that decisions of Council with respect to the Museum can be taken into account in relation to preparing the 2012 budget.

Laurie Cavan  
General Manager  
Parks Recreation and Culture

Appendix 1: Corporate Report R028-2007 titled "Friends of the Surrey Museum & Archives" with Corporate Report R062-2003 titled "Friends of the Surrey Museum and Archives Society" attached



## **BACKGROUND**

In March 2003, the Friends of the Surrey Museum and Archives Society appeared as a delegation to request support for their capital fundraising campaign to enhance exhibits and equipment in the Surrey Museum and City Archives.

The Society asked Council to match funds raised to a maximum of \$250,000. Council referred the matter to staff and the City Manager submitted a report on April 7, 2003. A copy of the report and Council's approval is attached. According to Item No. R062, Council approved the following motions:

That:

1. Council support the capital fundraising campaign of the Friends of the Surrey Museum and Archives Society by matching, dollar for dollar, up to \$250,000 after the fundraising of \$1 million has been achieved.
2. The Office of the Mayor provide a letter of support for the capital fundraising campaign noting the capital contribution of the City of Surrey and the matching funding for the campaign.

In 2003, \$250,000 from Council Initiative Fund was set aside to support the efforts of the Friends of the Surrey Museum and Archives in anticipation that they would achieve their goal of \$1 million.

At the November 20, 2006 meeting of Council, the Friends of the Museum and Archives Society provided Council with an update on the results of their capital fundraising campaign and confirmed that they had raised \$1,655,876.

## **DISCUSSION**

The Learning and Discovery Centre was originally proposed to be a 60,000 square foot cultural destination that would include the Museum, Archives, Library and a private exhibit partner. The construction cost was projected to be \$15 million in 2002. The project was approved to proceed in 2004. Council allocated \$3 million and the Canada-BC Infrastructure Program provided an additional grant of \$2 million. This funding level necessitated a reduction in the concept and the selection of a site which would assist to realize as much of the proposed functional space plan as could be afforded. The revised plan was achieved by building the new Museum on a site that included an existing Library and a building that could be converted to the City Archives.

The Surrey Learning and Discovery Campus includes a 24,000 square foot purpose-built Museum, the 9,900 square foot 1912 Municipal Hall rehabilitated for re-use as the City Archives and the 7,400 square foot Library, located in the former Justice Building. With the efficiencies gained by locating adjacent to existing buildings, there remains a shortfall of approximately 15,000 square feet from the original concept. The Museum was designed to accommodate future expansion on the east side of the structure. A library

expansion would also be desirable and the current site also allows for this future development.

The Friends of the Surrey Museum and Archives Society achieved two important goals in their two-year capital campaign. They worked with the Surrey Foundation to establish a Museum Endowment Fund. The Endowment Fund equals \$510,700 and an additional bequest of \$30,000 is anticipated in 2007 which is eligible to be matched by the BC Arts Renaissance Fund, bringing the Endowment total to \$570,700.

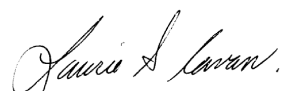
In addition to the Endowment Fund, the Friends Society also raised funds to contribute to the purchase of specialized furnishings, display technologies and equipment enhancements in the new Museum and City Archives. Including the Endowment Fund, the total results of the fundraising campaign equals \$1,655,876. This fundraising exceeded expectations and set an excellent example for future community contributions to similar projects.

The proposed Museum expansion will provide space for several functions that were reduced in the 2005 construction project. Phase 2 will provide an additional 3,500 square feet which will include the following priorities: additional Museum collections storage and an exhibit preparation area on the first floor; and a permanent display of Surrey Sports Heritage in the existing 900 square foot temporary display gallery plus a new additional gallery for travelling displays and changing community exhibits and hands-on programs on the second floor. The Surrey Museum was designed with future expansion in mind. This future expansion will address the community needs identified during the public consultation and facility planning process which took place 1999-2002.

## CONCLUSION

Based on current construction costs of \$425/square foot, the 3,500 square foot Museum addition would cost \$1.5 million. The Friends of the Surrey Museum and Archives Society has unallocated cash that could be transferred to the City of Surrey in support of this project; the amount equals \$225,000. These funds can be combined with the \$250,000 allocated from Council Initiatives in 2003 to support the future expansion of the Surrey Museum.

The combined amounts from Council Initiatives and from the Society total \$475,000 and will be set aside for a future construction project to expand the Surrey Museum. The timing of this project will be defined through the Parks, Recreation and Culture Department's Strategic Planning process currently underway and be aligned to the City of Surrey's Capital Budget priorities which will be identified through the budgeting process in future years.



Laurie Cavan, General Manager,  
Parks, Recreation and Culture

BS:dlg  
Attachments

## **APPENDIX A**

**Corporate Report R062 (April 7, 2003)  
Resolution No. R062 (file 6800-01: 1530-30)**



## Corporate Report

APR 03 10:03  
CITY MANAGER'S  
DEPARTMENT

NO: R062

COUNCIL DATE: April 7/03

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### REGULAR

TO: Mayor & Council  
DATE: April 3, 2003  
FROM: City Manager  
FILE: 6800-01  
SUBJECT: Friends of the Surrey Museum & Archives Society

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### RECOMMENDATION

1. That Council support the capital fundraising campaign of the Friends of the Surrey Museum and Archives Society by matching, dollar for dollar, up to \$250,000 after the fundraising of \$1 million has been achieved.
2. That the Office of the Mayor provide a letter of support for the capital fundraising campaign noting the capital contribution of the City of Surrey and the matching funding for the campaign.

### BACKGROUND

On Monday March 10, 2003, the executive of the Friends of the Surrey Museum & Archives Society appeared as a delegation before Council to share their capital campaign fundraising literature. The Society executive requested a letter of support from the Mayor to be included in their sponsorship packages. Further, they requested that Council consider improving the effectiveness and attractiveness of the campaign to potential donors by offering to match the funds raised, to a limit of \$250,000. This request was referred to staff for review.

### DISCUSSION

The concept for the new Surrey Learning & Discovery Centre is a modern and interactive cultural destination that will include a new museum with expanded space for exhibits, programs and the weaving collection. The historic 1912 Municipal Hall will be adapted to house the City Archives, and the adjacent Library and Genealogy Collection will create a campus-style cultural destination. The City of Surrey has committed \$3 million in the Capital Budget for 2003-2004 in addition to the contribution of 1.9 acres of city-lands. An application to the Canada: BC Infrastructure Program for \$2 million has been



submitted and is awaiting response. The proposed \$5 million capital program will enable the construction of a new museum building of approximately 18,000 square feet. A successful fundraising campaign requires planning and targeted strategies with specific goals; the Friends of the Surrey Museum and Archives members have completed this necessary work and are committed to an active fundraising campaign to support the various technical enhancements in the new facility. The Friends Society's request for a matching contribution, serves as a "bonus" that will generate incentive to donors and strengthen their commitment to meet their goal. This strategy will build community interest in the campaign. Potential donors will see a sponsorship package that includes a highly visible site, a well-defined building concept with themes, a capital budget with participation from all levels of government and strong community support for the project. Council's approval for matching part of the fundraising goal will send a positive message to the Friends Society and to donors. This will build community and donor confidence in the viability of the overall plan.

## CONCLUSION

Community financial contributions towards the Learning & Discovery Centre will ensure that the quality and quantity of equipment for the new building result in a unique, character destination that the residents of Surrey will be proud to visit and share. Further, the success of this campaign and all other efforts to raise funds for the new Learning & Discovery Centre may accelerate some of the phase 2 components of the new facility. Therefore it is recommended that upon the achievement of \$1,000,000 in community fundraising, that Council approve a matching contribution by the City for every dollar beyond the first million dollars to a limit of \$250,000; provided that the goal is met by 30<sup>th</sup> September, 2005.



Umendra Mital, P. Eng.  
City Manager

## **APPENDIX B**

### **Learning and Discovery Campus Functional Program**

# Surrey Learning & Discovery Campus

The Surrey Learning and Discovery Campus combines critical cultural partners to create a destination synergy which will result in a major regional tourist and cultural destination for the City of Surrey. The partnership includes the following facility components:

	<u>Total Square Feet</u>
<b>Phase I (2003–2006)</b>	
★ <b>Surrey Museum</b>	<b>24,000</b>
Public support spaces	
Administrative/operational support	
Collections storage	
Permanent and temporary exhibits	
Visible storage and fire fighting display	
Programs and public workshop space	
Weaving studio and library	
Orientation theatre	
Mechanical/Circulation	
★ <b>City of Surrey Archives</b>	<b>9,900</b>
Public support spaces	
Administrative/operational support	
Collections storage	
Reference and research spaces	
Mechanical/Circulation	
★ <b>Surrey Public Library &amp; Genealogy Collection</b>	<b>7,400</b>
Community library collection	
Genealogy reference services	
Mechanical/Circulation	
<b>TOTAL PHASE 1 AS BUILT (2006)</b>	<b>41,300</b>
<b>Phase 2 (Future Vision)</b>	
★ <b>Collections</b>	<b>1,500</b>
Additional space and compactible shelving	900
Exhibit preparation workshop	600
★ <b>Temporary Exhibit Gallery</b>	<b>2,000</b>
Travelling/temporary exhibits	1,500
Program and interactive space	500
<b>TOTAL PHASE 2 SPACE REQUIREMENT</b>	<b>3,500</b>





**First Floor – Addition : Collections Storage & Exhibit Preparation**

(1,500 sq ft)

