

NO: **F018**

COUNCIL DATE: **April 23, 2012**

FINANCE COMMITTEE

TO: **Mayor & Council**

DATE **April 17, 2012**

FROM: **General Manager, Parks, Recreation and Culture** FILE: **8200-01**
General Manager, Finance and Technology

SUBJECT: **2012 City of Bhangra Festival - Request for City Support**

RECOMMENDATION

The Parks, Recreation and Culture and the Finance and Technology Departments recommend that the Finance Committee recommend that Council approve from the Council Initiatives Fund a grant of \$15,000 per year in each of 2012, 2013 and 2014 to the Vancouver International Bhangra Celebration Society to assist in supporting the components of the City of Bhangra Festival being held in Surrey during each of these years all as generally described in this report.

INTENT

The purpose of this report is to provide Council with background information on the 2012 City of Bhangra Festival celebration and to obtain Council approval of a grant to the Vancouver International Bhangra Celebration Society ("VIBC Society") of \$15,000 per year for each of 2012, 2013 and 2014 as assistance for the components of the Festival being held in Surrey in each of these years.

BACKGROUND

At its Council in Committee meeting on April 2, 2012 Council received a delegation from the VIBC Society regarding their plans for the 2012 City of Bhangra Festival. This eighth annual Festival will take place from May 31 to June 10, 2012 as outlined in Appendix A. The Society has advised that they plan to expand the Festival into Surrey and have requested support from the City of Surrey of \$25,000 per year for each of 2012, 2013 and 2014 to assist the Society in funding artist fees, production expenses, marketing costs and venue costs.

In 2012, the HSBC Bank Canada will be the title sponsor of the Festival for the first time and the Festival is set to be one of the bigger spring events in Metro Vancouver. This year's Festival line-up includes at least fourteen (14) independent events involving hundreds of local performers as well as international artists from the United Kingdom and India. After seven years of producing North America's exclusive Bhangra competitions, VIBC has advised that they are preparing for the eighth year with an entire revitalization of the HSBC City of Bhangra Festival.

As quoted in Darpan Magazine and the Georgia Straight magazine, the Festival Chairperson Mo Dhaliwal stated:

“We are expanding our program and shaking things up once again. Having been on the team since the festival’s inception, I’m very excited to announce the robust line up of events being produced over an 11-day period in two cities. For the first time ever, our annual Festival will launch in the City of Surrey. The Festival will include free concerts and dance performances at the Vancouver Art Gallery, bhangra workshops, a bhangra conference, percussion events and VIBC’s newest event ‘Celebrate the Harvest,’ a bhangra block party in Surrey where the beats, rhythms and movements of Bhangra come alive with local singing sensations and bhangra dance teams.”

Bhangra is a traditional style of folk music and dance that traces its origins from the Punjab regions of India and Pakistan. Driven by the dhol drum, the genre blends and fuses together a variety of local folk dances as well as a spectrum of musical rhythms.

DISCUSSION

The VIBC Society is a successful not-for-profit cultural organization. Their annual Festival attracts approximately 10,000 participants and 300 musicians and dancers. Over the years the Society board members have come to recognize that the majority of their audience members and artists are from Surrey and therefore they would like to expand their Festival to the City of Surrey.

The Festival has strong media coverage of their events and a broad range of sponsors including; SHAW, Darpan Magazine, Global BC, RedFM, CBC, Canadian Heritage, Canada Council, City of Vancouver and others. The Society has advised that as a Festival funder the City of Surrey will receive positive media profile through these partnerships and that the City logo will be placed on Festival posters (2,000), postcards (10,000) and event brochures (5,000).

In February 2012 the VIBC Society officially became a member of the Arts Council of Surrey. Through that organization they are mapping out relationships with the Youth Arts Council of Surrey (for engagement in Bhangra house) and various artists-in-residence. The Society is also working with the Downtown Surrey Business Improvement Association and Tourism Surrey to find ways to promote their expansion into Surrey and create long-lasting connections with the community. Through their relationship with SFU Woodward and the SFU India Advisory Council, they are forming relationships with SFU Surrey with a view to planning conference events for 2013.

The Society has an on-going relationship with the Surrey Art Gallery and is intending to bring an exhibition to Surrey in 2013 with the current working title of "Soho Road to Scott Road". This exhibition will leverage some of the content developed in 2011 with the Museum of Vancouver exhibition *“Bhangra.me: Vancouver’s Bhangra Story”* and expand on it through the works of local professional visual artists.

2012 City of Bhangra Program - Surrey

In 2012, the City of Bhangra Festival program in Surrey includes four (4) events at four (4) different venues including the Surrey Arts Centre. Their events and audiences are not exclusively South Asian. For example the event at the Surrey Arts Centre (rePercussion) explores percussion and folk drumming from a variety of cultures including Chinese, Afro-Cuban, Punjabi and

Brazilian styles. The Festival generates participants and audiences that tend to be young, well educated and from diverse cultural backgrounds. These are the audiences that Surrey wants to develop as their engagement is essential to the creation of a future generation of cultural leaders in our community.

VIBC Funding Request and Assessment

The Society has requested \$25,000 per year in each of 2012, 2013 and 2014 from the City of Surrey to assist in funding artist fees, production expenses, marketing and venue costs associated with hold components of the City of Bhangra Festival in Surrey. Multi-year funding is essential to the Society who must plan events over a year in advance. Further when the City endorses a project with funding it helps the event organizers to leverage funding from other sources and instils confidence in other funders/sponsors regarding the quality and success of the event being proposed.

Through the Council Initiatives Fund the City has provided grants to Arts Umbrella, the Surrey City Orchestra, Young People's Opera Society and other cultural groups with grants ranging from \$20,000 to \$35,000. The larger amounts have been to organizations that operate programs in Surrey on a year-round basis. The projected annual budget for the Surrey component of the City of Bhangra Festival is approximately \$50,000 per year. In 2011, the City of Vancouver provided VIBC with cash and in-kind support including; (in-kind) transit shelter ad campaign (\$40k), access to the Vancouver Live! video screens (\$10k), \$10k in cash and \$11k in venue sponsorship (free rental space).

At this time the Festival organizers have not formally asked Surrey for in-kind marketing support; however, staff will explore marketing support options in future years. The 2012 City of Bhangra venue costs for the Surrey Arts Centre including use of the main stage, studio theatre and the program room will be approximately \$5,000.

Balance in Council Initiatives Fund

In considering the request from the Society in comparison to grants that the City has provided for other similar events, staff is proposing that the City provide a grant to the Society of \$15,000 per year for each of 2012, 2013 and 2014 for the purpose of supporting the components of the City of Bhangra Festival being held in Surrey.

Status of Council Initiatives Fund

Appendix "B" attached to this report provides information on the status of the Council Initiatives Fund on an assumption that Council will adopt the recommendation of this report.

SUSTAINABILITY CONSIDERATIONS

Surrey's Sustainability Charter states: *"Surrey has a network of widely accessible community health and social services, parks, recreation, library and cultural opportunities that promote wellness and active living. The City embraces its cultural diversity and promotes tolerance, social connections and a sense of belonging."*

The Charter further states: *"Cultural activities are recognized as an important way for individuals to contribute to their communities. Culture is an essential tool in understanding the values, shared*

meanings and goals of residents in a community. Wide, inclusive participation in cultural activities contributes to community vitality and supports sustainability.”

The provision of financial support for the components of the City of Bhangra Festival being held in Surrey will promote the socio-cultural objectives of the City’s Sustainability Charter; more particularly the following Charter goals and action items:

- Goal SC4: Supporting Cultural Awareness in the Community;
- Goal SC5: Supporting the Plan for the Social Well Being of Surrey Residents; and
- Goal SC6: Accessible and Appropriately located Services within the City.

CONCLUSION

Based on the above discussion, it is recommended that the Finance Committee recommend that Council approve from the Council Initiative Fund a grant of \$15,000 per year in each of 2012, 2013 and 2014 to the Vancouver International Bhangra Celebration Society to assist in supporting the components of the City of Bhangra Festival being held in Surrey during each of these years all as generally described in this report.

Laurie Cavan
General Manager,
Parks, Recreation and Culture

Vivienne Wilke, CGA
General Manager,
Finance and Technology

Appendix A: Proposal – VIBC Presents – City of Bhangra – May 31 – June 10, 2012
Appendix B: Summary of Council Initiatives Fund Utilization



CITY OF BHANGRA: SURREY EXPANSION MAY 31-JUNE 10, 2012

BOTH AN EXHILARATING EVENT AND OUR VISION FOR THE FUTURE OF OUR COMMUNITY, THE CITY OF BHANGRA FESTIVAL HAS QUICKLY BECOME A FIXTURE IN THE LOCAL ARTS AND CULTURE LANDSCAPE.

With widespread promotional support from South Asian media, strategic partnerships with mainstream media, and international exposure through the BBC Asian Network and various Indo-American media outlets throughout the USA, we continue to shine a spotlight on this region of the world—highlighting the unique culture and the special story of our community. Performers arrive from all over North America, the UK, India, Finland and Denmark, providing for engaging events and innovative projects that can only be experienced through **the City of Bhangra**.



REACH & ENGAGEMENT

STRONG ONLINE PRESENCE, WIDE RANGING SUPPORT FROM SOUTH ASIAN MEDIA AND STRATEGIC PARTNERSHIPS IN MAINSTREAM MEDIA, CREATE FOR A PLATFORM THAT DELIVERS OUR MESSAGE THROUGHOUT THE LOWER MAINLAND, CANADA, AND THE WORLD.

The VIBC brand has become a phenomenon with Bhangra performers in North America, the United Kingdom and India, with increasing interest in Scandinavia as well as parts of Australia and Africa.

Advertising and promotional vehicles include

- Average of \$180,000 annual in-kind media support
- Over 10,000 pieces of printed promotions
- 20 transit shelter posters displayed throughout Metro Vancouver
- Over 10,000 email subscribers
- 5,000 unique visitors to the VIBC.org website, monthly
- Hundreds of thousands of hits through social media

Our reach, attendance and participation

- Over 10,000 festival event attendees
- Over 300 dancers and musicians participating
- Over 300,000 people reached through media channels
- Thousands of face to face interactions through street teams



2012 CITY OF BHANGRA: SURREY

IN 2012 VIBC WILL ENGAGE THE CORE OF OUR SOUTH ASIAN COMMUNITY IN INNOVATIVE NEW WAYS, WHILE BUILDING NEW BRIDGES WITH PEOPLE FROM ALL WALKS OF LIFE.

rePercussion

THURSDAY, MAY 31 – 8PM
SURREY ARTS CENTRE

Mehfil Night

FRIDAY, JUNE 1 – 8PM
MAHEK RESTAURANT, SURREY

Celebrate the Harvest

SATURDAY, JUNE 2 – 7PM
CENTRAL CITY OUTDOOR PLAZA, SURREY

Bhangra House

SUNDAY, JUNE 3 – 8PM
NEWTON CULTURAL CENTRE

REPERCUSSION

WHAT HAPPENS WHEN THE DRUMS OF THE WORLD COME TOGETHER? A TOUR DE-FORCE OF CULTURAL EXPRESSION AND INNOVATION IN PERCUSSION.

Led by Sal Ferreras, Dean of Music at Vancouver Community College, this event explores percussion and folk drumming from the variety of cultures that represent our community. From Chinese to Afro-Cuban, to a melding of Punjabi and Brazilian styles, rePerussion explores percussive traditions from around the world. The highlight of this event features a collective performance of drums and rhythms representing the many cultural heritages of the region—distinct in their style—beating as one. Past performers have included Vancouver's premiere percussionists: Gilberto Moreux, Rayman Bhuller, Cassius Khan, Paul Bray and Liam Macdonald. Collaborators have included beat-boxer Rup Sidhu, dancers from Surrey India Arts Club and South Asian Arts, as well as performances from the Uzume Taiko troupe.



Described by Senator Yonah Martin as “the future of Canada on stage”, rePerussion successfully combines cultural innovation, artistic excellence and a powerful message through performance.

As one of the most diverse locales in the region, the City of Surrey is truly a fitting venue for this innovative experiment in our community's arts and culture.

THURSDAY, MAY 31
SURREY ARTS CENTRE, SURREY

400+ ATTENDEES

MEHFIL NIGHT

IN A KEY LOCATION, TALENT FROM THE COMMUNITY WILL PROVIDE AN INTIMATE EXPERIENCE AND ENGAGEMENT WITH PUNJABI FOLK MUSIC THROUGH SONG AND STORYTELLING.

Whether the performers are staged in an intimate restaurant or lounge environment, or seemingly juxtaposed in a shopping mall, the region's foremost musicians and folksingers will animate public spaces and intoxicate listeners, through performance.

Trios of performers, featuring a tabla maestro, vocalist and sitar player, will provide audiences with a rich experience of the Punjabi folk stories, rhythms and musical compositions that provide the foundation – the soul – to the popular forms of Bhangra today.

Conducted in a comfortable style, performers will switch easily between song and story-telling – at once performing a piece on "Heer Ranjha" and next discussing this tragic love-story with audiences.

FRIDAY, JUNE 1
MAHEK RESTAURANT, SURREY

200+ ATTENDEES



CELEBRATE THE HARVEST

THE FESTIVAL'S ANNUAL BHANGRA COMPETITION TAKES ON A YOUTH FOCUS AND SITUATES ITSELF IN AN EXCITING NEW AREA TO ENTHRALL AUDIENCES FOR 2012

Ranked as the one of the top three most prominent competitive Bhangra events in North America, VIBC's Bhangra Competition has long been touted as a destination event for Bhangra enthusiasts far and wide. Now, with many adult-focused Bhangra competition in the region exhibiting the talent in North America and beyond, VIBC has moved its focus to a younger demographic, in need of opportunities for performance as well as the mentoring, workshops and guidance from senior performers.

Aside from encouraging excellence in performance, the outdoor Celebrate the Harvest event will also provide an exemplary experience in cross-cultural collaboration and community building.

In partnership with the Jewish Cultural Centre, this year's event will feature a number of key collaborations and performances between the Israeli folk dance and Punjabi folk arts communities as Hava Nagila meets Bhangra on stage!

As well, our new youth engagement component will result in hundreds of high school students experiencing the City of Bhangra festival. Through relationships with sponsor teachers from multiple schools and with the assistance of school board multi-cultural liaison officers, our schools program seeks to involve approximately 200 high school students not only in volunteerism, but also as performers of Celebrate the Harvest.

SATURDAY, JUNE 2
CENTRAL CITY (OUTDOOR PLAZA),
SURREY

3000+ ATTENDEES
200+ PERFORMERS



BHANGRA HOUSE

LEARN FROM THE REGION'S FOREMOST PRACTITIONERS AS WE EXPLORE THE FULL RANGE OF PUNJABI FOLK DANCES THAT COMPRISE BHANGRA, SUCH AS LUDDI, JHUMMAR AND DHAMAAL, AND PROVIDE ENGAGEMENT FOR ALL SKILL LEVELS.

Led by award-winning Bhangra performers, the Bhangra House workshops provide an accessible environment for attendees to learn the foundations of Bhangra dance. Beginning with basic movements and the dhol rhythms that accompany them, workshop attendees will learn to harness both the power and grace in the movements of Bhangra.

A fun-filled excursion, and a good workout, Bhangra House is meant for beginners and enthusiasts alike from all age groups—with the variety of tempos and spectrum of movements employed in Punjabi folk dance, you are never too old to Bhangra!



SUNDAY, JUNE 3
NEWTON RECREATION CENTRE,
SURREY

500+ ATTENDEES

CITY OF BHANGRA: THE MOVEMENT

CULTURE: OVER 150,000 PEOPLE OF SOUTH ASIAN DESCENT CALL SURREY THEIR HOME

And Surrey also boasts the second largest Punjabi settlement outside of India! On top of that, **Bhangra is widely recognized as the most attractive and accessible of the dance and musical forms to come out of the Indian Subcontinent.** That's why an infusion of Bhangra can be found in not only the Bhangra community, but many cultures of South Asian and, indeed, the world. The South Asian community is active, prosperous and interested in passing down their cultural values to future generations. The City of Bhangra festival provides an avenue for encouragement of budding Bhangra artists and a platform of excellence for established performers. Truly, the single defining factor that has differentiated the City of Bhangra from other Bhangra-related offerings in the community is a commitment to excellence and to developing engagement of youth in the culture of Bhangra. The VIBC organization and its events are seen as the representative model for the benefits of bringing professionalism and investment to the folk arts of a community.

COMMUNITY: FROM TAIKO DRUMS TO BRAZILIAN PERCUSSION — IT'S ALL BHANGRA

Nowhere will you see a more sincere application of the spirit of celebration, of joy, inclusion and community that is embodied by Bhangra, than in the City of Bhangra festival. **We've used one of the most attractive dance and musical forms in the world as a means to bring together disparate cultures and nationalities.** We use Bhangra as our lens, our looking glass to examine ourselves in the context of the wider community and provide our community with a window into the South Asian community and its values. But, it's not a spectator sport. Through events such as rePercussion, we encourage attendees to imagine the possibilities of living in a community that has evolved far beyond aspirations of "tolerance" and is intimately embracing and participating in different cultural forms. The City of Bhangra encourages a new type of cultural literacy that is relevant and progressive in our new global realities.

ECONOMICS: IT'S CALLED THE "CITY OF BHANGRA" FOR A REASON!

Since our inception in 2004, efforts have been underway to transform the perception of this region of the world into that of a capital of Bhangra — a hub of innovation, cultural leadership and platform for excellence. Our audiences have grown and shown their appreciation for this platform over the years. At our festival events a single incoming team will sometimes bring upwards of 50 fans following them from venue to venue — multiple this with dozens of international dance teams and a whole host of performing talent, and you see the international crowd that is drawn to our annual events. In fact, many of **our attendees from Seattle and Calgary use the City of Bhangra as an opportunity for their annual pilgrimage** to the South Asian community in Surrey and use the occasion as a time to partake in cultural events, visiting restaurants and, of course, shopping!

SURREY EXPANSION BUDGET

CITY OF BHANGRA: 2012-2014

As a long-term strategy to expand VIBC's program of events into Surrey and truly create a base of operation from within the heart of the South Asian community, this budget reflects a 3-year plan for expansion and investment with a view towards continuity and sustainability of programming.

CITY OF SURREY CONTRIBUTION: \$25,000 X 3 YEARS (MAY 2012 TO 2014) = \$75,000

Revenues	Confirmed	Pending	Total
Earned revenues		16,200	16,200
Sponsorships & Local Support	46,500		46,500
Government Support			
Federal		6,000	6,000
Provincial			
Municipal (City of Surrey)		75,000	75,000
Total Cash and In-Kind Revenue	46,500	97,200	143,700
Expenses	Confirmed	Pending	Total
Volunteer Support	2,400		2,400
Artists, artisans and performers-Fees		24,500	24,500
Artists, artisans and performers-Expenses		9,200	9,200
Production-Salaries		22,500	22,500
Production -Venue Rental		15,500	15,500
Production - Technical-Sound/Lighting/Stage		32,400	32,400
Production - Security		2,250	2,250
Promotion - Advertising		16,500	16,500
Promotion - Marketing Materials		13,200	13,200
Project Administration - Operating costs	1,500	2,250	3,750
Project Administration - Liability Insurance	1,500		1,500
Total Expenses	5,400	138,300	143,700

2012 KEY DATES & CONTACTS

WHETHER PERFORMING, VOLUNTEERING OR SPONSORING THE CITY OF BHANGRA IN 2012, PLEASE TAKE NOTE OF THE DATES BELOW.

FOR ANY QUESTIONS GETTING INVOLVED WITH THE FESTIVAL, PLEASE FEEL FREE TO CONTACT ANY OF OUR DIRECTORS.

WE LOOK FORWARD TO HEARING FROM YOU!

PERFORMERS & DELEGATES

January 20, 2012
Early Registration Deadline

March 13, 2012
Program Announcement

May 22, 2012
Program Update Announcement

performers@vibc.org

VOLUNTEERS

September 17, 2011
Volunteer Recruitment Drive

February 5, 2012
Volunteer Recruitment Drive

February 5, 2012
Festival Volunteer Orientation

May 12, 2012
Festival Volunteer Orientation

volunteer@vibc.org

SPONSORS

February 10, 2011
Sponsorship Agreements Deadline

February 17, 2011
Materials Deadline

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2012 FINANCIAL PLAN
COUNCIL INITIATIVES

Appendix B

Description	Amount	Allocation	
		to date	Remaining
2012 Approved Budget	<u>250,000</u>		\$ 530,741
Arts Umbrella Surrey (2nd year of 3-year program)	25,000		
Arts Umbrella re: Tenant Improvements	50,000		
Sophie's Place	25,800		
Sponsor Appreciation Event	10,000		
2012 BC AAA Short Course Championship	3,000		
Rick Hansen "Many in Motion" Relay Celebration	2,000		
City of Bhangra Festival (1st year of 3-year program)	15,000		
Allocations for 2012		<u>\$ 130,800</u>	<u>\$ 399,941</u>