

NO: **F027**

COUNCIL DATE: **May 7, 2012**

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## **FINANCE COMMITTEE**

TO: **Mayor & Council**

DATE: **May 7, 2012**

FROM: **General Manager, Planning and Development  
General Manager, Finance and Technology**

FILE: **0540-20 AAC**

SUBJECT: **Flavours of Surrey Event**

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## **RECOMMENDATION**

The Planning and Development Department and Finance and Technology Department recommend that Council:

1. Receive this report as information; and
2. Approve a grant of \$22,000 from the Council Initiatives Fund in support of the 2012 Flavours of Surrey event that will be a component of the Fusion Festival in July.

## **PURPOSE**

The purpose of this report is to seek Council approval for funding to support the Flavours of Surrey event that is to be a component of the Surrey Fusion Festival, which is being held on July 21 and 22, 2012 in Holland Park.

## **BACKGROUND**

Since 2008, Surrey's Agricultural and Food Security Advisory Committee ("AFSAC") has hosted an annual Flavours of Surrey event. The event focuses on raising public awareness of foods grown and/or produced in Surrey. In past years, the event provided food-tasting designed to promote Surrey restaurants and to build public knowledge about food that is grown locally.

In 2011, Flavours of Surrey joined with Surrey's Fusion Festival exposing it to a significantly larger audience of approximately 50,000, over the course of two days. The goal of promoting Surrey's agricultural industry was clearly very successful.

The Flavours of Surrey event in 2011 included a food-tasting venue, a celebrity chef stage, interactive children's activities (including local farm animals), displays providing facts about Surrey's agricultural sector, seed planting and heritage displays. A farmer's market was also included to allow the public to purchase food grown locally.

The Flavours of Surrey event is consistent with Surrey's agricultural policies. The Surrey Agricultural Plan (1999) includes a goal related to enhancing local demand for locally grown agricultural products by establishing the links between local residents and local agriculture. The City's Sustainability Charter, Economic Development Strategy and Official Community Plan all reference the need to support local agriculture.

The AFSAC supports the inclusion of the Flavours of Surrey event as a showcase component of Surrey's annual Fusion Festival.

## **DISCUSSION**

The AFSAC has reviewed the results of last years' Flavours of Surrey event that was a component of the Fusion Festival. Proposed changes for the 2012 event include:

- expanding the celebrity chef stage program;
- rearranging the layout to provide better flow and connection with the Fusion Festival;
- increasing the scale of the farmer's market;
- increasing the number of interactive agricultural displays for children;
- increasing signage and marketing specific to Flavours of Surrey; and
- making a better connection between the farm produce and the menus prepared on the celebrity stage.

## **Financial Support**

In past years, Council has provided a grant of \$15,000 from the Council Initiatives Fund to support the Flavours of Surrey event. Combining Flavours of Surrey with the Fusion Festival in 2011 brought with it an increase in costs, including:

- on-site security (\$3,500);
- site production (\$4,400);
- staging for the celebrity cooking venue (\$10,000);
- marketing (\$1,250); and
- general administration costs (\$2,750).

Based on 2011 expenses, the need for enhanced signage in 2012 and to provide more interactive displays in 2012, the budget for the 2012 Flavours of Surrey event is \$22,000.

Given the importance of agriculture to the Surrey economy and the effectiveness of the Flavours of Surrey event in informing the public about agriculture in Surrey, staff supports the provision of funding in the amount of \$22,000 from the Council Initiatives Fund for the staging of the event in 2012 as a component of the Fusion Festival.

## **Status of the Council Initiatives Fund**

Appendix "A", attached to this report, provides the status of the Council Initiatives Fund assuming that Council adopts the recommendation of this report.

## SUSTAINABILITY CONSIDERATIONS

The Flavours of Surrey event supports a number of initiatives in the City's Sustainability Charter related to supporting local agriculture and creating linkages between the agriculture industry and Surrey's urban population, including:

- SC14: Support food security;
- EC12: Enhance and promote Surrey's agricultural land base; and
- EN 14: Public education and sharing of information.

## CONCLUSION

Based on the above discussion, it is recommended that Council approve a grant of \$22,000 from the Council Initiatives Fund to support of the 2012 Flavours of Surrey event that will be a component of the Surrey Fusion Festival at Holland Park in July.

*Original signed by*  
Jean Lamontagne  
General Manager  
Planning and Development

*Original signed by*  
Vivienne Wilke  
General Manager  
Finance and Technology

CS/kms/saw

Attachment:

Appendix "A" – Status of the Council Initiatives Fund

Description	Amount	Allocation	
		to date	Remaining
<b>2012 Approved Budget</b>	<u>250,000</u>		<b>\$ 530,741</b>
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		
Canadian Youth Chess Championship	1,000		
Transfer to City Grants Budget	20,000		
BC Summer Games - LED Display Screen	7,000		
SASSY Awards Sponsorship	2,500		
Flavors of Surrey	22,000		
<b>Allocations for 2012</b>		<u>\$ 183,300</u>	<u>\$ 347,441</u>