

NO: **R070**

COUNCIL DATE: **April 2, 2012**

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## **REGULAR COUNCIL**

TO: **Mayor & Council**

DATE: **April 2, 2012**

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

FILE: **8200-01**

SUBJECT: **2012 Stanley Cup Playoffs - Live Site in Surrey City Centre for the Final Series**

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## **RECOMMENDATION**

The Parks, Recreation and Culture Department recommends that Council endorse the direction as documented in this report in relation to establishing a celebration site in Surrey to cheer for the Vancouver Canucks in the 2012 Stanley Cup Final Series.

## **INTENT**

The purpose of this report is to seek Council endorsement in relation to planning and coordinating a celebration site in Surrey should the Vancouver Canucks make it to the final series of the 2012 Stanley Cup Playoffs.

## **BACKGROUND**

In June of 2011 the City hosted a Live Site on the Central City Plaza during each game of the final series of the 2011 Stanley Cup Playoffs. The seven-game event was themed "Experience the Stanley Cup Playoffs at Surrey's Live Site!" The Live Site featured a large television screen, which had a live broadcast of each game of the Final Stanley Cup playoff series between the Boston Bruins and the Vancouver Canucks. Surrey's Live Site was a free family-friendly event that, in addition to the television broadcast, featured activities for children and families, including face painting, crafts, mascots and roving entertainers. An on-site DJ kept the crowd entertained during pre-show time and between periods.

The Parks Recreation and Culture Special Events Team worked closely with the RCMP to assist in ensuring a welcoming and safe venue. The planning for the event was reviewed by the City's FEST Committee to ensure all public safety and operational elements were acceptable. Staff also worked with other key partners that contributed to the success of the event including: Blackwood Partners, the Downtown Surrey BIA, the Whalley Community Association and the North Surrey Lions Club.

Crowds for each of the games at the Live Site were as large as 5,000 people. Surrey received extensive positive coverage of the event in local, regional, provincial and national media.

## DISCUSSION

Staff is beginning to plan for a Live Site in Surrey for the Final Series of the 2012 Stanley Cup Playoffs that would be activated if the Vancouver Canucks are one of the two teams in that final series. It is proposed that the 2012 Live Site be at the same location and be similar in other aspects to the 2011 Live Site. Discussions will be undertaken with key partners, which include the Surrey Downtown Business Improvement Association and the Whalley Community Association, the RCMP and others to ensure that the Live Site is family-friendly and safe.

Surrey staff will also continue communications with City of Vancouver staff to ensure that Surrey's plans and approaches fit well with the plans that are being prepared for community celebration sites in the City of Vancouver. These communications will continue as the plans evolve.

A further report(s) will be provided to Council

## SUSTAINABILITY CONSIDERATIONS

Surrey's Live Site for the Stanley Cup playoffs will assist in achieving the following goals contained in the City's Sustainability Charter;

- Socio-Cultural Goal #12: *Establishing a range of local cultural and entertainment opportunities throughout the City; and*
- SC13 – *“Promote a variety of opportunities for community celebration and gathering through local and city-wide events and festivals.”*

## CONCLUSION

Based on the above discussion, it is recommended that Council endorse the direction as documented in this report in relation to establishing a celebration site in Surrey to cheer for the Vancouver Canucks in the 2012 Stanley Cup Final Series. The celebration site would be the same in most respects to the celebration site that was established last year for the Stanley Final Series.

Laurie Cavan  
General Manager  
Parks, Recreation and Culture