

NO: **R111**

COUNCIL DATE: **May 28, 2012**

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **May 17, 2012**

FROM: **General Manager, Parks, Recreation and Culture** FILE: **0115-01**

SUBJECT: **The Surrey Cultural Plan – Enhancing Urbanization through Arts and Heritage**

RECOMMENDATION

The Parks, Recreation and Culture Department recommends that Council:

1. receive this report as information; and
2. adopt the Surrey Cultural Plan, which is attached as Appendix 1 to this report, to guide the City's actions with respect to the delivery of arts and heritage services for the citizens of Surrey.

INTENT

The purpose of this report is to provide information about the background related to and the planning process that was followed in preparing a new Cultural Plan ("the Plan") for the City of Surrey and to seek Council adoption of the Plan.

BACKGROUND

In 2010, Legacies Now announced a final round of funding under its Creative Communities Program. The funding included an opportunity for BC municipalities to access matching funds for the purpose of developing a Cultural Plan.

Surrey Arts and Heritage Services staff submitted a grant proposal and was successful in obtaining a grant of \$20,000. Subsequently, a Request for Proposals (RFP) for consulting services was issued and in November 2010 the City retained the services of Cornerstone Planning Group to lead the development of the Plan and the related public consultation process.

The key objectives for the Plan included:

- Development of a cultural map that includes an inventory of public and private sector cultural assets, services and facilities in Surrey;
- Assessing service needs for cultural facility space in South Surrey;
- Developing six town centre Public Art Plans; identifying sites and themes for public art in Surrey City Centre, Cloverdale, South Surrey, Newton, Guildford and Fleetwood;
- Reassessing the functional plan for the Phase Two expansion of the Surrey Museum;

- Identifying needs, opportunities and space and operational requirements for a decentralized model of arts and heritage services across the City;
- Identifying storage space and resource requirements for the growth and preservation of City heritage and art collections;
- Identifying ways to improve public education and awareness of Surrey's cultural assets, values and benefits;
- Liaising with the City of White Rock to ensure that cultural mapping and planning for South Surrey is co-ordinated and communicated in a larger geographic context; and
- Assessing service needs for cultural facilities in Surrey City Centre.

The Cultural Planning process was guided by a steering committee involving community leaders and senior staff from various City Departments.

DISCUSSION

The City of Surrey is recognized as a leader in the delivery of parks, recreation and cultural services. Surrey's approach to cultural planning, service delivery and promoting cultural awareness resulted in the City being recognized as the 2008 Cultural Capital of Canada.

Surrey's Cultural Strategic Plan 1998 – 2003 and the Parks Recreation and Culture (PRC) Strategic Plan 2008 – 2017 currently provide the foundation for ensuring that the cultural needs of Surrey residents were met and have resulted in many significant achievements including, among many other things, the adoption of a Public Art Policy, the expansion of the Surrey Arts Centre and the development of the new Surrey Museum (Phase 1).

The preparation of the Plan included the following key elements:

Review of Related Plans

The planning process was launched in January 2011 with a view to developing a Plan that complemented other major City Plans and policies such as the Official Community Plan, the Social Well Being Plan, Child and Youth Friendly City Strategy, Heritage Strategic Review and Sustainability Charter. The directions set out in these other documents were taken into consideration in the development of the Plan.

Public Consultation

The public consultation process commenced with a World Cafe Forum, where 100 key stakeholders were invited to a workshop to discuss the main objectives of the Cultural Plan. The Forum helped to establish the principles and concepts that would form the basis of the Plan. These principles and concepts were subsequently presented and discussed at six Town Centre Public Open Houses.

The six Open Houses were well attended with over 200 participants. Those in attendance were invited to visit a cultural mapping station where they could report on the cultural facilities, organizations and services existing in each of the Town Centre areas. They were also presented with images and information regarding Surrey's public art program and asked to describe the locations, themes and types of art work that they wished to see developed in their community. Participants also engaged in discussions with staff and the consulting team and were requested to complete comment forms related to the key objectives of the Plan.

Information about the Cultural Planning process was also provided on the City's website along with opportunity for input.

The South Surrey Town Centre Open House resulted in the largest attendance with approximately 100 participants. With the City having allocated \$1.5 million in the "Build Surrey" program towards the establishment of additional arts space in South Surrey, this Town Centre meeting provided an opportunity for a variety of arts groups to articulate their needs and related petitions. After reviewing all of the submissions staff convened a second meeting of the arts groups to further discuss the arts-based needs in South Surrey and consider location options for the new arts-related space. The groups in attendance included:

- the Semiahmoo Arts Society,
- South Surrey/White Rock Arts Society (SSWRAS),
- Arts Umbrella,
- Royal Canadian Theatre Company, and
- the proponents representing a proposal for an Artist's Run Centre.

The needs of the Semiahmoo Potter's Club were represented by the Semiamhoo Arts Society and the SSWRAS.

Those in attendance indicated a general preference for a purpose-built arts space located in the South Surrey Town Centre; however, given the budget the participants unanimously supported the concept of constructing arts space as an addition to the South Surrey Recreation Centre, which would be the first phase of arts space in South Surrey, on an understanding that a full service arts facility would be developed in the Semiahmoo Town Centre within the next three to five years.

The South Surrey/White Rock Arts Society has provided a donation of \$250,000 towards the arts-related addition to the South Surrey Recreation Centre.

Public Art Workshop

A public art workshop was conducted with members of the Public Art Advisory Committee, Cultural Plan Steering Committee, staff and representatives of the Cornerstone Group. Information from the six Open Houses was reviewed and sites, themes and priorities for public art were discussed. A presentation was made to each of representatives of Simon Fraser University, the Surrey Board of Trade, the Heritage Advisory Commission and the Surrey Historical Society. The Public Art Plan, which is complementary to the Cultural Plan, will be forwarded to Council for consideration later in 2012.

Committee Input

The Cultural Plan Steering Committee met monthly to review the progress of and provide input to the consultants on the development of the Plan. A presentation was made to each of the Public Art Advisory Committee, the Parks, Recreation and Culture Committee, Heritage Advisory Committee, Development Advisory Committee and the Diversity and Inclusion Committee and input into the development of the Plan was received from each of these Committees.

Build Surrey Update

At its Regular Council meeting on October 17, 2011 Council approved the recommendations of Corporate Report #R198:2011, a copy of which is attached as Appendix 2. The recommendations included:

- *Approve the inclusion in the Build Surrey Program of a new arts centre in South Surrey as generally described in this report and authorize staff to form a stakeholder advisory committee to assist with the development of plans for such a facility in South Surrey and to bring forward a further report on this arts centre facility for Council consideration as plans for such a facility evolve;*
- *Authorize staff to proceed with the design and construction of an addition to the South Surrey Recreation Centre as generally described in this report based on the funding that was allocated in the 2011-2015 Five Year Financial Plan, which will provide additional arts-related programming space in South Surrey in the near term; and*
- *Direct staff to include in the 2012 component of the 2012-2016 Five Year Capital Financial Plan \$450,000 to fund the development of a concept plan including a phasing strategy for the “build out” of the Surrey Museum and based on the completed concept plan to include in the Build Surrey Program and in the 2013-2017 Five Year Capital Financial Plan, funding for the design and construction of next phase of the Surrey Museum.*

This update to the Build Surrey Program addresses two of the critical recommendations contained in the Cultural Plan and has the support of the cultural community.

The Cultural Plan

The final draft of the Cultural Plan is attached to this report as Appendix 1.

The Cultural Plan recommendations are grouped under six goals as follows:

Goal A: Enhance the City Centre; relates to locating iconic public art and developing a major new cultural centre.

Goal B: Enhance Town Centres; describes improved access to cultural services by creating town centre-based cultural spaces, programming and unique public art features.

Goal C: Enhance Sense of Community; includes phase two of the Surrey Museum and expediting the decentralization of arts and heritage services.

Goal D: Enhance Community Involvement Potential; describes the need for a City Cultural Granting Program.

Goal E: Enhance the Economy; relates to preparing and implementing a Cultural Economic Development Plan, a Cultural Marketing Plan and adopting policies that support artists including creating affordable arts space.

Goal F: Enhance City Efforts; pertains to ensuring that City’s resources and capacity are sufficient to implement the recommendations of the Plan.

The proposed Cultural Plan was prepared in recognition of the City’s financial capabilities over time. The Plan recognizes that partnerships, including investments from other orders of

government, will be required to fulfill the goals and recommendations of the Plan and meet the needs of the community.

Plan Content

The Plan contains the following sections:

1. Executive Summary: This section provides a summary of the Plan including the six goals of the Plan;
2. Introduction: This section provides the vision statement, theme, context and definitions;
3. Study Process: This section describes the research that was undertaken and the public engagement process that was followed;
4. Cultural Mapping: The section provides a list/inventory of the current cultural facilities, public art installations, cultural organizations and artists in Surrey;
5. Specific Findings: This section provides a summary of the findings of the study, which are described under the six goals;
6. Implementation: The section provides a summary of the results of the study including specific recommendations and a timeframe for accomplishing each of the recommendations; and
7. Financial Strategy: This section provides an estimate of the capital and operating costs related to each of the recommendations of the Plan.

Financial Implications

High level estimates are provided in the Plan regarding the funding requirements associated with implementing each of the recommendations of the Plan. These estimates will be refined over time and annual allocations will be included for Council's consideration in the annual Five Year Financial Plan. Staff is satisfied that the Plan is accomplishable over time subject to the development of partnerships with the arts community and financial assistance being provided by the other orders of government.

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 implementation of the Surrey Cultural Plan will support the socio-cultural objectives in the City's Sustainability Charter through:

- the introduction of celebratory programs, exhibitions and events of our multicultural heritage and traditional arts (Scope Action SC4: Cultural Awareness in the Community);
- the incorporation of Public Art in each of Surrey's six Town Centres (SC4: Cultural Awareness in the Community);

- the implementation of a Youth Arts Services Strategy and Young Adults Strategy (SC4: Cultural Awareness in the Community);
- initiatives that recognize the importance of digital technology to youth and new cultural practises (SC4: Cultural Awareness in the Community);
- the encouragement of citizen engagement with City planning activities to build community capacity (SC5: Plan for the Social Well Being of Surrey Residents);
- the provision of a range of accessible and affordable cultural services (Goal SC6: Accessible and Appropriately located Services within the City);
- mapping and continually up-dating locations of services and providing this information on the City's website (Goal SC6: Accessible and Appropriately located Services within the City);
- support for local service organizations, in the non-profit sector for actions that are within the City's mandated responsibilities (Goal SC6: Accessible and Appropriately located Services within the City);
- the development and operation of major arts and heritage facilities in central locations throughout the City (Goal SC 12: Equity in Social Infrastructure Investment);
- promotion of arts and heritage in Surrey (SC4: Cultural Awareness in the Community and SC8: Municipal Outreach, Public Education and Awareness); and
- education and awareness building initiatives that will encourage all sectors of the city to assist in building sustainable cultural components in Surrey (SC8: Municipal Outreach, Public Education and Awareness).

The Charter recognizes that there is a need for investment in social infrastructure and recommends that the City work with other orders of governments to ensure investments match the needs of a rapidly growing population in Surrey in an affordable and timely manner.

CONCLUSION

Based on the above discussion, it is recommended that Council adopt The Cultural Plan – Enhancing Urbanization through Arts and Culture attached as Appendix 1 to this report to guide the delivery of arts and heritage services for the residents of Surrey.

Laurie Cavan
General Manager
Parks, Recreation and Culture

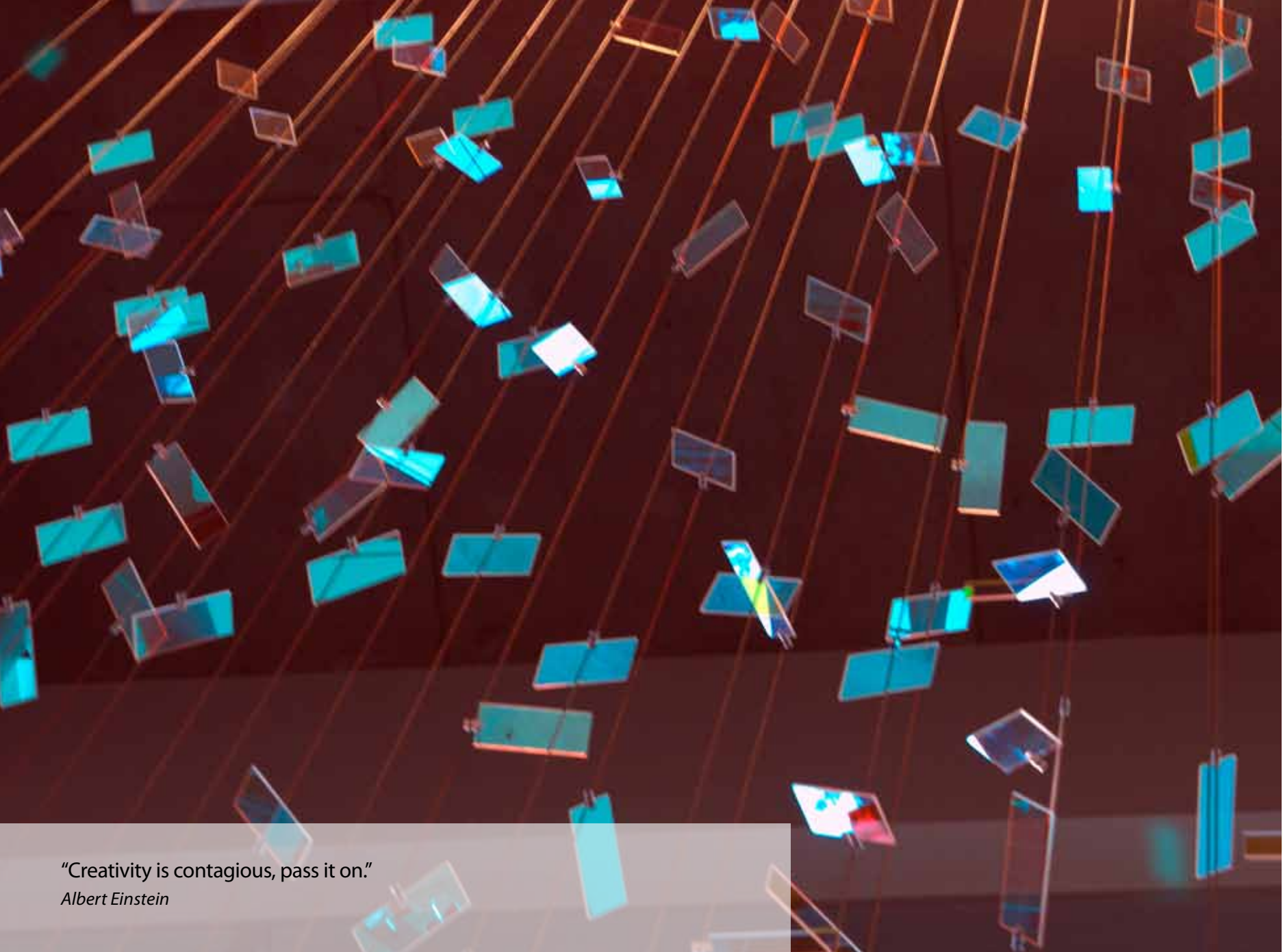
Appendix 1: Surrey Cultural Plan – Enhancing Urbanization through Arts and Heritage
Appendix 2: Corporate Report R198 Build Surrey Update – Surrey Museum Expansion and Art Centre Space in South Surrey



SURREY Cultural PLAN

ENHANCING URBANIZATION THROUGH ARTS AND HERITAGE





"Creativity is contagious, pass it on."

Albert Einstein

Falling into Formation / Artist: Jill Anholt – Surrey RCMP Annex



Message from Mayor & Council

Surrey's New Cultural Plan

On behalf of Surrey City Council I am pleased to present Surrey's new Cultural Plan. We are proud of our vibrant, culturally rich community and this plan will help us ensure that we continue to enhance and enrich our cultural programs and services to the benefit of all our residents.

As it is imperative that the plan speaks for our citizens, public consultation has been extensive and community involvement has been at the centre of its creation. The plan not only outlines our future cultural path, it provides the tools and strategies necessary to successfully fulfill our goals.

Its implementation will further establish Surrey as a cultural leader in the Province. Visitors will be drawn to our institutions and public art in City Centre and across the city. Our strong urbanization and innovative civic design has already garnered

international attention and will attract urban planning professionals from around the world. The enhanced Surrey Museum, Surrey Art Gallery, and future Performing Arts Centre, in addition to community partnerships, will ensure that cultural industries will be a significant component of our local economy.

The groundwork has been laid for a sustainable, dynamic, cohesive city, with a high quality of life for residents. Through long-term partnerships with the diverse groups in Surrey, our consistently evolving cultural legacy is on the right track for the future.

Sincerely,

A handwritten signature in black ink, appearing to read 'Dianne L. Watts'. The signature is fluid and cursive.

Dianne L. Watts

Acknowledgements

Cultural Plan Steering Committee

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Cathy Bayley, Fine Arts Helping Teacher,
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Appendices (Separate Volumes Available Upon Request at The Surrey Arts Centre or Surrey Archives)

Appendix A:

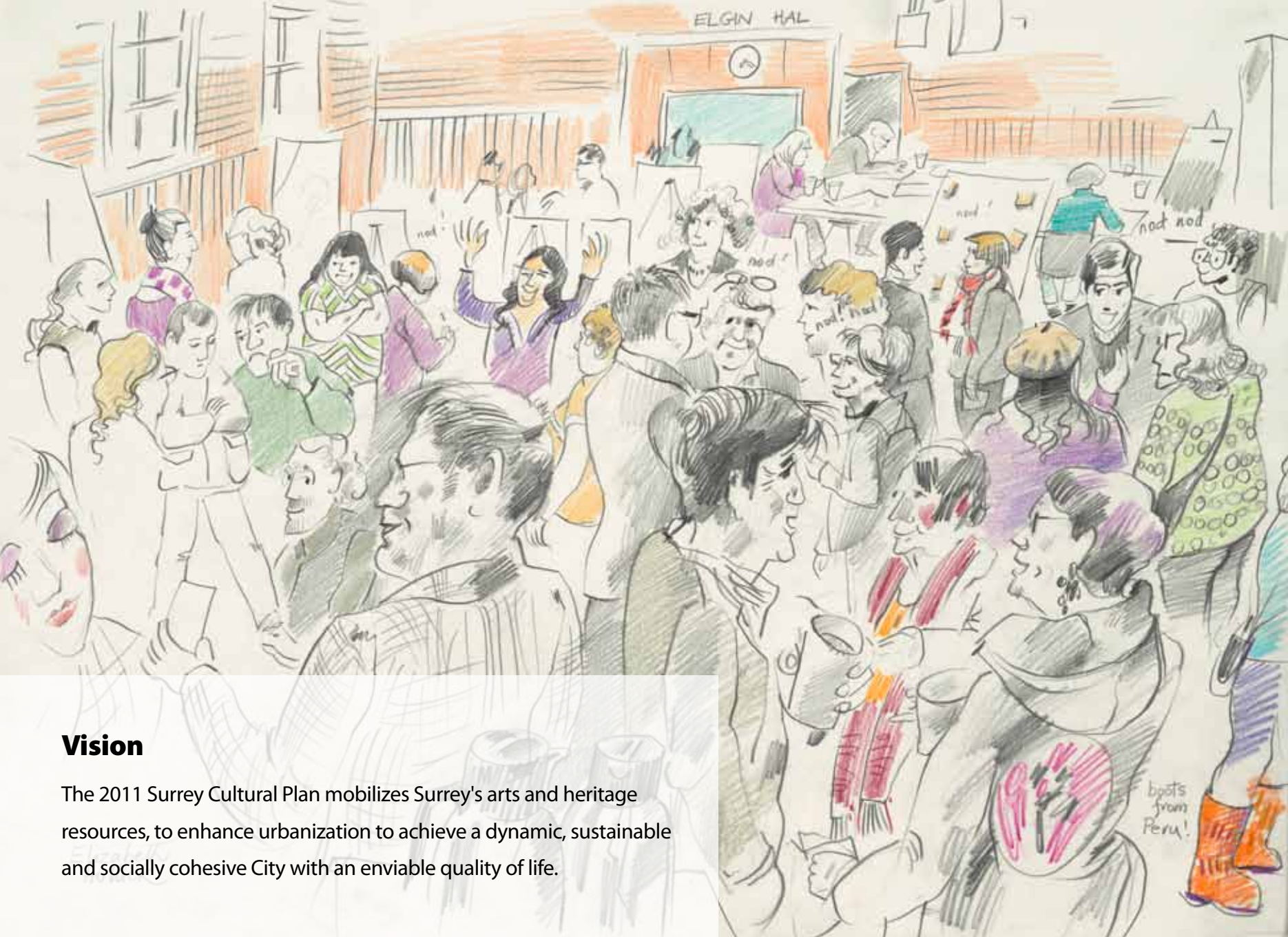
Surrey Cultural Plan: Consultation and Communications Program

Appendix B:

Cultural Inventory



Cultural sharing builds awareness and understanding.



Vision

The 2011 Surrey Cultural Plan mobilizes Surrey's arts and heritage resources, to enhance urbanization to achieve a dynamic, sustainable and socially cohesive City with an enviable quality of life.

A sketch by Elizabeth Hollick of the community consultation process.

Executive Summary

Current Surrey Context

Surrey is the 12th largest city in Canada and the second largest in British Columbia. Its population of 460,000 includes many young families and well over 100,000 children. It is a diverse community with 43% of residents having a first language other than English. Surrey is a rapidly growing area with nearly 10,000 new residents being added every year.

Positioned to become British Columbia's next great metropolitan centre, Surrey is characterized as:

- sustainable
- cosmopolitan
- dynamic
- notable
- socially responsible
- child and youth friendly

Arts, Heritage and Urbanization

Surrey, as a rapidly evolving major urban centre, should be recognized nationally and globally as an example of successful, dynamic, sustainable and healthy urbanization.

Arts and Heritage sectors have been internationally recognized as key elements in enhancing the urbanization process, particularly in diverse and rapidly growing cities such as Surrey.

Cultural Plan Theme

Surrey is renowned for its ethnic and cultural diversity and was awarded a Cultural Capital of Canada designation in 2008. It has an impressive heritage inventory and there is a strong community desire to preserve this unique heritage. Many of

Surrey's citizens are distinguished for their artistic abilities and expertise or for their significant contributions to arts, heritage, culture and recreation. Given the potential contribution of Surrey's Arts and Heritage sectors to achieving the sustainable and healthy urbanization goals of the City, the theme selected for the 2011 Cultural Plan is "Enhancing Urbanization Through Arts and Heritage."

Scope of Study

Within the City of Surrey, heritage is managed through two distinct functional areas; these being Heritage Services and Heritage Planning respectively. Heritage Services manages the civic facilities and collections that provide a wide range of heritage services for the community including exhibitions, programs, events and research resources. It also preserves the material cultural and documentary heritage assets of the City. Heritage Planning works with the Surrey Heritage Advisory Commission (SHAC) in managing urban planning and development processes related to heritage buildings, structures and sites. This includes the management of the *Surrey Heritage Register* and documentation of designated and significant buildings. The Cultural Plan focuses on the area of Heritage Services, with particular reference to facilities, collections and programming services.

Consultation

The City of Surrey coordinated and implemented an extensive public consultation and communications program to provide information and receive input regarding the development of the Cultural Plan.

World Café

World Café was a strategic and targeted facilitated workshop. One hundred community leaders from all sectors were brought together to discuss key issues related to the Surrey Cultural Plan.

Town Centre Open Houses

Drawing on information gained during the World Café, six open houses were organized to provide information on the Cultural Plan. At these events the public was solicited to provide input into the Plan's development. Over 200 people attended the Cultural Plan Open Houses (one in each Town Centre).

Public Art Workshop

To meet the objective of developing Public Art Plans for the six town centres, a public art workshop involving cultural leaders, staff and Cornerstone Planning Group was conducted. The discussions focused on identifying sites, themes and opportunities for Public Art in each Town Centre. This information is contained in a new Public Art Plan.

Online Consultation & Survey

The general public had access to the Cultural Plan information on the City's website and were able to provide input via an on-line survey.

Research and Analysis

Surrey Cultural Inventory

Cultural Mapping is a systematic approach to identifying and recording cultural resources to support more effective planning and decision making. The process typically involves creation of a database of resources and assets (Cultural Inventory) and an illustration of the geographic distribution of resources using maps.

The Surrey Cultural Inventory initiated as part of the study provides a framework for on-going Cultural Mapping analysis of patterns and trends. The database currently contains over four hundred (400) records and is structured to facilitate the addition of new information.

The strength of Surrey's Arts and Heritage sector is illustrated by the entries to date in the Cultural Inventory.

There were thirty (30) facilities reported including those purpose-designed for arts or heritage functions or having areas that are predominately used for such purposes. There are fifty-four (54) Public Art installations, well documented on the City of Surrey website. The inventory lists one hundred and twenty (120) Arts and Heritage organizations representing dance, music, history lectures, theatre, pottery, visual arts, photography, natural heritage and writing. To date one hundred and seventy nine (179) artist/cultural workers involved in all types of media and endeavors have been documented.

The thirty-one (31) arts and heritage facilities listed to date include twenty-two (22) publicly operated and nine (9) privately operated locations. Of the twenty-two (22) public facilities seven (7) are purpose designed specifically for Arts and Heritage functions. Most of the private facilities are purpose-designed but have a limited capacity (e.g. galleries, theatres).

Research Sources

In addition to the results of the consultation process, a variety of information sources were examined during the study including many City of Surrey plans and relevant studies from cities across Canada. A complete documentation of reference materials is listed on page 17 of the Cultural Plan.

Current Staff Resources

City of Surrey Arts and Heritage Staff Resources

Of the 114 staff in the Heritage Services and Art Services Divisions 15% are full time, 19% are regular part time, and 66% are contract or auxiliary positions.

Over 90% of these staff are predominately involved in the delivery of programs and services. Therefore the responsibility to foster alliances and respond to new community proposals tends to be allocated to the exempt Manager positions. An effective Cultural Strategic Plan must have the human and financial resources required for implementation.

Enhancement Strategies

In developing ways for Arts and Heritage resources to enhance Surrey's urbanization process, reference has been made to the City's commitment to socio-cultural, environmental, and economic sustainability goals as noted in official plans, strategies, and initiatives. Specifically the enhancement goals and strategies in this Cultural Plan were devised to:

- Reinforce the pivotal roles of the City Centre and Town Centres;
- Make compact urban settings more attractive as a development concept;
- Help foster communications among diverse cultural groups;
- Communicate the history of Surrey and put the present in context;
- Reinforce a sense of pride in the community and its appearance;
- Mobilize the full potential of the artistic and heritage talents in the community;
- Bolster tourism; and
- Diversify the local economy.

Enhancement Goals & Action Priorities

The six Enhancement Goals (A-F below) were established to guide Arts and Heritage endeavors and reflect the values and priorities expressed in City documents and during community consultation events, meetings, and staff workshops.

Goal A: Enhance the City Centre	Description	Timeline
A-1: Augment Cultural Focus A-2: Enhance Community Plaza	<ul style="list-style-type: none"> • Complete functional planning for Performing Arts Centre and explore feasibility of incorporating destination Museum and Art Gallery 	Short Term
	<ul style="list-style-type: none"> • Expand City Centre Art Walking Loop with Public Art work at new Central Library and City Hall 	Short Term
	<ul style="list-style-type: none"> • Support the start up for Arts Umbrella City Centre 	Short Term
	<ul style="list-style-type: none"> • Create a cultural destination profile for City Centre Public Art Walking Loop 	Short Term
	<ul style="list-style-type: none"> • Design Performing Arts Centre and other cultural elements (subject to Provincial and Federal funding) 	Short/Medium Term
	<ul style="list-style-type: none"> • Hold competition for City Hall Plaza Public Art Work and install 	Short/Medium Term
	<ul style="list-style-type: none"> • Complete construction of Performing Arts Centre including other cultural elements (subject to Provincial and Federal funding) 	Long Term
	<ul style="list-style-type: none"> • Host exhibits, shows and performances that draw regionally, nationally and internationally as facilities become available 	Long Term
	<ul style="list-style-type: none"> • Enhance partnerships with Surrey Arts Council, educational institutions and the private sector to leverage improved arts and heritage initiatives within the City Centre 	Long Term

The timelines are expressed as short term (1-2 years), medium term (3-5 years) or long-term (greater than 5 years).

Goal B: Enhance Town Centres	Description	Timeline
<p>B-1: Augment Arts and Heritage Space in Downtown Areas</p> <p>B-2: Use Public Art to Reinforce Unique Town Centre Identities</p>	<ul style="list-style-type: none"> • Complete planning, design and construction of interim Arts space addition at South Surrey Recreation Centre • Complete a Strategic Plan for Arts and Heritage presence in 2 Town Centres recognizing existing space and public art projects. (Priority Guildford & Cloverdale) • Plan and design a downtown Cultural Centre in South Surrey • Complete a plan for Arts & Heritage presence in remaining 2 town centres recognizing existing space and public art projects (Fleetwood and Newton) • Construct downtown Cultural Centre in South Surrey • Continue installation of Public Art in Town Centres based on priorities, themes and locations identified in Public Art Plan • On-going implementation of recommendations from the Strategic Plan for Arts and Heritage presence in Town Centres 	<p>Short Term</p> <p>Short Term</p> <p>Short/Medium Term</p> <p>Medium Term</p> <p>Medium Term</p> <p>Short/Medium/Long Term</p> <p>Long Term</p>

The timelines are expressed as short term (1-2 years), medium term (3-5 years) or long-term (greater than 5 years).

Goal C: Enhance Sense of Community	Description	Timeline
<p>C-1: Proceed With Phase Two of the Surrey Museum</p> <p>C-2: Expedite Decentralization of Arts and Heritage Services</p> <p>C-3: Up-date Surrey Arts Centre Theatres Strategic Plan</p>	<ul style="list-style-type: none"> • Pursue funding from other levels of government for the Surrey Museum Phase 2 expansion • Update Museum Phase 2 functional requirements and complete architectural plan and design • Explore exhibit and program links with complementary national and international museums within existing space • Update Surrey Arts Centre Theatres Strategic Plan to consider new venue • Update collections development plan • Develop implementation strategies for the Surrey Art Gallery Strategic Plan • Implement special touring exhibits program • Create and implement Arts and Heritage Service Delivery Plans through satellite programs and partnerships • Construct Phase 2 of Surrey Museum expansion • Implement national and international exhibits in new exhibition space 	<p>Short Term</p> <p>Short Term</p> <p>Short Term</p> <p>Short Term</p> <p>Short Term</p> <p>Short Term</p> <p>Medium Term</p> <p>Medium Term</p> <p>Medium/Long Term</p> <p>Medium/Long Term</p>

The timelines are expressed as short term (1-2 years), medium term (3-5 years) or long-term (greater than 5 years).

Goal D: Enhance Community Involvement Potential	Description	Timeline
D-1: Establish a Surrey Cultural Grant Program	<ul style="list-style-type: none"> • Develop and implement a Cultural Grant Program • Explore and implement initiatives to enhance City's dialogue with the cultural community • Review effectiveness of Cultural Grant Program and adjust as required to achieve maximum benefits • Explore potential to enhance sustainability of the Grant Program with strategic partnerships 	<p>Short Term</p> <p>Short Term</p> <p>Medium Term</p> <p>Long Term</p>
Goal E: Enhance the Economy	Description	Timeline
<p>E-1: Cultural Marketing Plan</p> <p>E-2: Foster Local Artists</p> <p>E-3: Prepare and Adopt a Cultural Economic Development Plan</p> <p>E-4: Affordable Arts Space</p>	<ul style="list-style-type: none"> • Develop and implement a Cultural Marketing Plan • Continue to implement public art projects • Prepare proposals to create affordable spaces for cultural industry • Develop and implement a Cultural Economic Development Plan including a Cultural Tourism strategy • Institute new zoning and planning concepts to foster affordable spaces for artistic and heritage endeavors • Facilitate the establishment of hybrid organizations that combine business with community arts, heritage, and education groups 	<p>Short Term</p> <p>Short Term</p> <p>Short Term</p> <p>Medium Term</p> <p>Medium Term</p> <p>Long Term</p>

The timelines are expressed as short term (1-2 years), medium term (3-5 years) or long-term (greater than 5 years).

Goal F: Enhance City Efforts	Description	Timeline
F-1: Devise Suitable Arts and Heritage Organizational Model	<ul style="list-style-type: none"> Review staffing resources required to carry out the Cultural Plan priorities e.g. South Surrey Recreation Centre Arts Addition, Museum expansion, Cultural Grant Program, maintaining Cultural Inventory and sustaining Grants and Sponsorship Programs 	Short Term
F-2: Adopt Interim Staffing Measures	<ul style="list-style-type: none"> Implement interim staffing adjustments to support short-term Cultural Plan priorities 	Short Term
F-3: Assign Responsibility for Managing Cultural Inventory	<ul style="list-style-type: none"> Strengthen community group capacities to reduce pressure on City resources 	Short Term
F-4: Develop a Sustainable Grants and Sponsorship Strategy	<ul style="list-style-type: none"> Establish sustainable strategic connections with businesses and institutions for collaborative initiatives 	Medium Term
F-5: Review Cultural Plan	<ul style="list-style-type: none"> Review and update status of the Cultural Plan 	Annually

The timelines are expressed as short term (1-2 years), medium term (3-5 years) or long-term (greater than 5 years).

Financial Strategy

Provisional estimates have been made for a number of high priority initiatives to provide an order-of-magnitude indication of the capital and operating budget implications of moving ahead with implementing the Cultural Plan.

At this time it is not feasible to estimate the entire costs of the proposed initiatives as some will depend on scope and scale decisions that will be determined as part of the planning phase of the various projects.

The total estimated cost for implementation of Surrey's Cultural Plan is \$40,208,000. This includes

\$27,568,000 in Capital Expenditure and \$1,995,000 in Operating Expenditures with the remaining funds coming from other sources, including the community and other orders of government.

Surrey Cultural Plan Outcomes

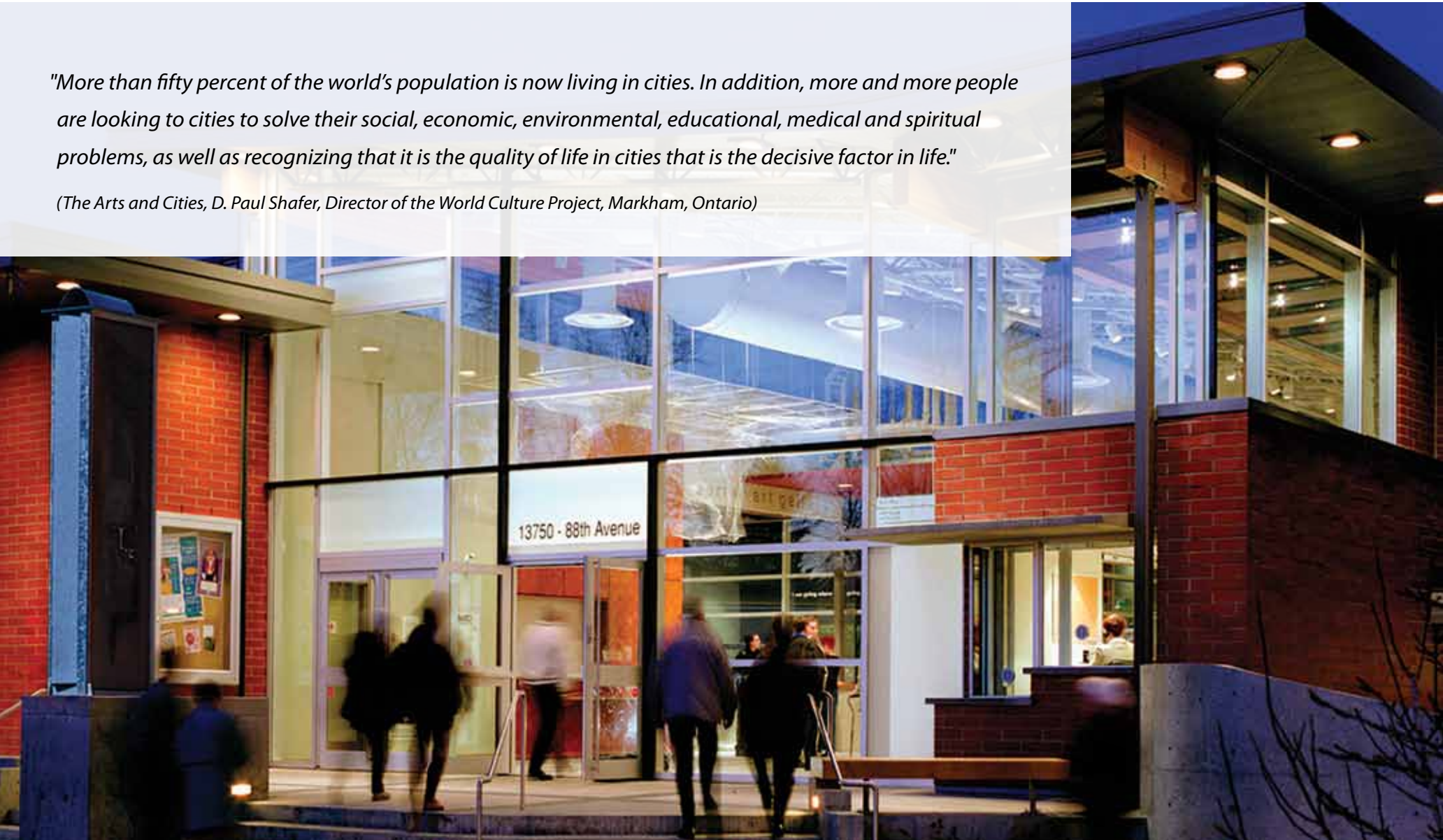
Successful implementation of the Cultural Plan will:

- Create a sustainable, dynamic and socially cohesive City with an enviable quality of life;
- Create a place that urban planners from around the world will visit to learn about how to maintain a high quality of life during rapid urbanization;

- Establish Surrey City Centre with its major public art installations and the cultural facilities as a model of public space design and a focus of cultural activities;
- Draw regional, national, and international visitors to City Centre and to the varied attractions and ambiance of the six Town Centres.
- Enhance the Surrey Museum and Surrey Art Gallery abilities to host exhibitions and programs that strengthen the diverse character of the City;
- Ensure that cultural industries will be a significant component of Surrey's economy.

"More than fifty percent of the world's population is now living in cities. In addition, more and more people are looking to cities to solve their social, economic, environmental, educational, medical and spiritual problems, as well as recognizing that it is the quality of life in cities that is the decisive factor in life."

(The Arts and Cities, D. Paul Shafer, Director of the World Culture Project, Markham, Ontario)



Surrey Arts Centre

1.0 Introduction to the Cultural Plan

The 2011 Surrey Cultural Plan provides a framework that will enhance the ability of the City of Surrey to more effectively mobilize the resources and talent available within the community towards a sustainable, dynamic, and socially cohesive city with an enviable quality of life.

1.1 Current Surrey Context and Future Path

Surrey is the 12th largest city in Canada and the second largest in British Columbia. Its population of 460,000 includes many young families and well over 100,000 children. It is a diverse community with 43% of residents having a first language other than English. Surrey is a rapidly growing area with nearly 10,000 new residents being added every year.

Surrey is strategically located at the trading cross-roads of Greater Vancouver, bordering the United States and a gateway to the Pacific Rim. Within the next 30 years its population is expected to reach 740,000. Consistent with its commitment to sustainable living the City has implemented Build Surrey, a civic capital projects initiative to help make Surrey an even better place to live. It has the potential to achieve and even exceed this goal.

Positioned to become British Columbia's next great metropolitan centre, Surrey is characterized as:

- sustainable
- cosmopolitan
- dynamic
- notable
- socially responsible
- child and youth friendly

1.2 Arts, Heritage and Urbanization

Arts and Heritage sectors have been internationally recognized as key elements in enhancing the urbanization process, particularly in diverse and rapidly growing cities such as Surrey.

Sustainable urbanization is recognized globally. It has been the focus of international conferences such as "Creative City Fever: the 2010 City, Culture and Society Conference" in Munich. Furthermore it has recently been introduced at New York's New School as a graduate program called "Cities and Urbanization".

Surrey, as a rapidly evolving major urban centre, should be recognized nationally and globally as an example of successful, dynamic, sustainable and healthy urbanization.

1.3 Cultural Plan Theme and Purpose

Surrey is renowned for its ethnic and cultural diversity and was awarded a Cultural Capital of Canada designation in 2008. It has an impressive heritage inventory and there is a strong community desire to preserve this unique heritage. Many of Surrey's citizens are distinguished for their artistic abilities and expertise or for their significant contributions to arts, heritage, and recreation. The City's many annual events are well attended and recognized on a local, regional, national and international scale.

Given the potential contribution of Surrey's Arts and Heritage sectors to achieving the sustainable and healthy urbanization goals of the City, the theme selected for the 2011 Cultural Plan is "Enhancing Urbanization Through Arts and Heritage"

1.4 Definitions

Culture is an umbrella term that is typically used to refer to performing, visual, literary, and media arts; library, archives, and heritage resources; and socio-cultural activities as practiced and preserved in a community.

The Surrey Cultural Plan is focused on Arts and Heritage resources and activities.

Arts is a specific focused element within culture and includes the visual arts, theatre, media arts, music and song, literary arts, and dance.

Heritage is an integral part of Culture. It is what we inherit from the past, value in the present, and plan to preserve for the future. In the Surrey context it refers to built, natural, documentary, and material cultural resources or assets.

Urbanization refers to a process in which an increasing proportion of the population lives in cities and their suburbs.

1.5 Vision

The 2011 Surrey Cultural Plan mobilizes Surrey's arts and heritage resources, to enhance urbanization to achieve a dynamic, sustainable and socially cohesive city with an enviable quality of life.



World Café – Surrey Arts Centre Studio Theatre

2.0 Study Process Overview

2.1 Public Consultation and Communications

The City of Surrey developed and implemented an extensive public consultation and communications program to provide information and receive input regarding the development of the Cultural Plan. Public consultation and communications activities were conducted and input received from March 1 to May 13, 2011.

Communications for The Plan included the use of newspaper advertisements, news releases and media advisories, local arts and heritage networks, the City of Surrey website, social media, PowerPoint presentations and a successful branding campaign. Nearly 300 individuals participated in seven consultation events – World Café, a facilitated workshop, and six Town Centre Open Houses. Over 100 comment forms, with input on key planning considerations, were received. The input has informed the development of the Cultural Plan.

Appendix A contains a detailed description of the activities and findings of the City of Surrey Cultural Plan Consultation and Communications Program, including the verbatim and quantifiable input received through consultation.

(Separate volumes available upon request at The Surrey Arts Centre or Surrey Museum.)

World Café

World Café was a strategic and targeted facilitated workshop. One hundred community leaders from all sectors were brought together to discuss key issues related to the Surrey Cultural Plan. The discussions focused on seven key topics:

1. Leadership and Cultural Development
2. Decentralization of Cultural Services
3. Public Art
4. Surrey Museum Expansion
5. South Surrey Cultural Space
6. City Centre Cultural Facility
7. Communications: Promoting Arts and Heritage

Online Consultation & Survey

The general public had access to the Cultural Plan information on the City's website and were able to provide input via an on-line survey.

Town Centre Open Houses

Drawing on information gained during the World Café, six open houses were organized to provide information on the Cultural Plan. At these events the public was solicited to provide input into the Plan's development. Over 200 people attended six Cultural Plan Open Houses (one in each Town Centre).

- South Surrey
- Guildford
- Newton
- Fleetwood
- Cloverdale
- City Centre

Public Art Workshop

To meet the objective of developing Public Art Plans for the six town centres, a public art workshop was conducted on May 5, 2011 and involved presentations from City of Surrey staff and Cornerstone Planning Group. The discussions focused on identifying sites, themes, and opportunities for Public Art in each Town Centre. A number of locations were identified as being particularly suitable for clusters of Public Art including City Centre, Bear Creek Park, and Fleetwood Park.

2.2 Cultural Mapping

As noted in the Cultural Mapping Toolkit produced by *2010 Legacies Now and Creative City Network of Canada*, **Cultural Mapping** is a systematic approach to identifying and recording cultural resources to support more effective planning and decision-making regarding culture. The process typically involves creation of a database of resources and assets (**Cultural Inventory**) and illustration of the geographic distribution of resources using maps. Broadly defined, cultural resources include creative industries, cultural spaces and facilities, natural and cultural heritage, and programs and activities.

The **Surrey Cultural Inventory** initiated as part of the study provides a framework for on-going Cultural Mapping analysis of patterns and trends. The database currently contains over 400 records. As additional records are entered the database will become increasingly robust as a planning tool. The database is structured to facilitate the addition of more types of information. Maps of the geographic distribution of Facilities and Public Art by Town Centre have been generated from the database information using the City of Surrey's COSMOS mapping system. More detailed information on the Inventory is included in *Appendix C*.



First Nations Gallery Surrey Museum

2.3 Research and Analysis

In addition to the results of the consultation process, a variety of information sources were examined during the study including the following examples:

City of Surrey Plans & Strategies

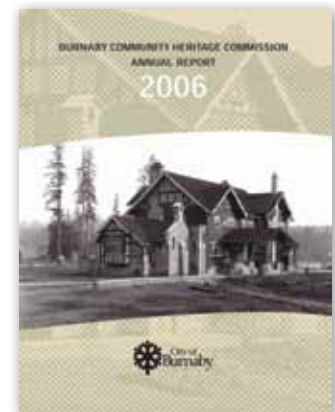
- Official Community Plan
- Parks Recreation & Culture Strategic Plan
- Plan for the Social Well-Being of Surrey Residents
- Child and Youth Friendly City Strategy
- Community Safety & Crime Reduction Strategy
- Sustainability Charter
- Public Art Policy
- Youth Arts Strategy
- Heritage Strategic Review
- Learning for Life Strategy
- Surrey Museum and Archives Planning and Feasibility Study
- Draft Public Art Plan
- Draft Surrey Art Gallery Strategic Plan
- TownShift

Articles and Papers

- Creative City Planning Framework
- 2010 City, Culture and Society Conference in Munich
- Edge Cities: Catherine Murray, PhD, SFU
- Cultural Clusters: Mark Stern and Susan Seifert
- The Arts and Cities: D. Paul Schafer
- Architectural Heritage: Collecting, Saving, Exhibiting: Thordis Arrhenius, Oslo School of Architecture and Design
- Heritage Toronto Walks – TD Friends of The Environment Foundation

Other Cultural, Heritage, and Public Art Plans

- White Rock
- New Westminster
- Burnaby
- Delta
- Port Moody
- Dawson Creek
- Victoria
- Vancouver
- Mississauga
- Toronto
- Hamilton
- Eugene, Oregon
- Arlington, Virginia



“There are many ways which museums can empower and honour their communities, from taking seriously the documenting of the rapidly changing histories of particular places, to re-thinking the way museum spaces can serve the needs of local residents.”

Dr. Victoria Dickenson, Chief Knowledge Officer, Canadian Museum for Human Rights, “Re-forming the Museum, Roots and Branch”, 2011.



Surrey Museum

3.0 Surrey Arts & Heritage Sector 2011

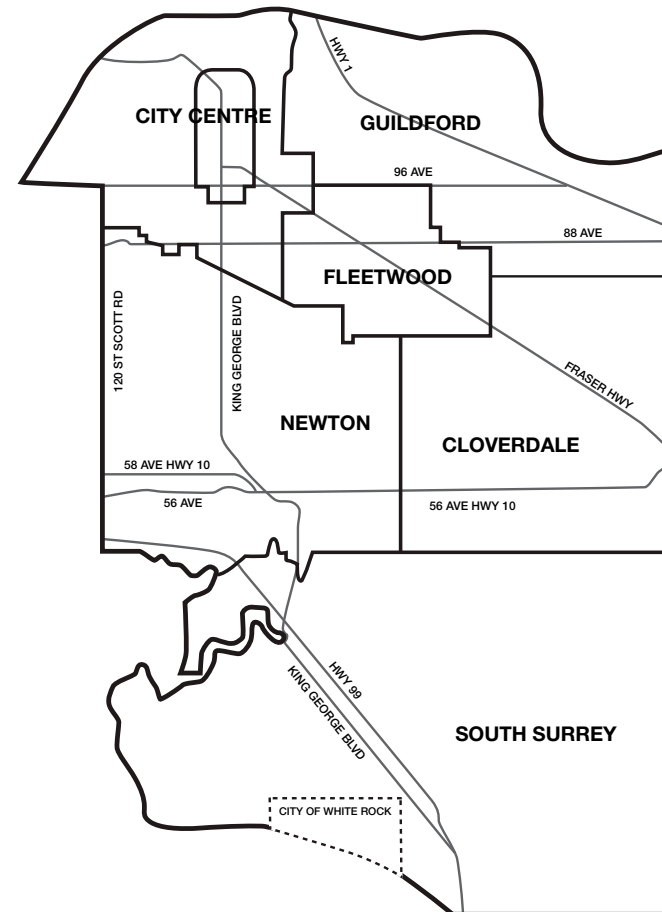
The strength of Surrey's Arts and Heritage sector is illustrated by the entries to date in the Cultural Inventory including:

- 30 Facilities including a few that are purpose-designed for arts or heritage functions or have areas that are predominately used for such purposes
- 54 Public Art Installations (well documented on City of Surrey website)
- 120 Organizations in Arts and Heritage – dance, music, history lectures, theatre, pottery, visual arts, photography, natural heritage, and writing
- 179 Artist/Cultural Workers involved in all types of media and endeavors self declared (2% of workforce is in cultural industry – Stats Canada; 2006 Surrey's 4,205)

3.1 Facilities

The 30 arts and heritage facilities listed to date include 22 publicly operated and 8 privately operated locations. Of the 22 public facilities only 7 are purpose-designed specifically for Arts and Heritage functions. The other 15 have some spaces that are used for Arts and Heritage programs but are primarily intended for other purposes. Most of the 8 private facilities are purpose-designed but have a limited capacity (e.g. galleries, theatres).

	No.
Public Facilities - Arts & Heritage Specific	7
Public Facilities - Some Purpose Built Arts & Heritage Space	15
Private Facilities - Arts & Heritage Specific	5
Private Facilities - Some Arts & Heritage Use	3
Total Arts & Heritage Facilities	30



Facilities in City Centre, North Surrey

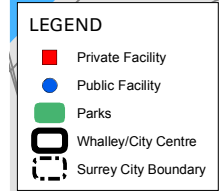
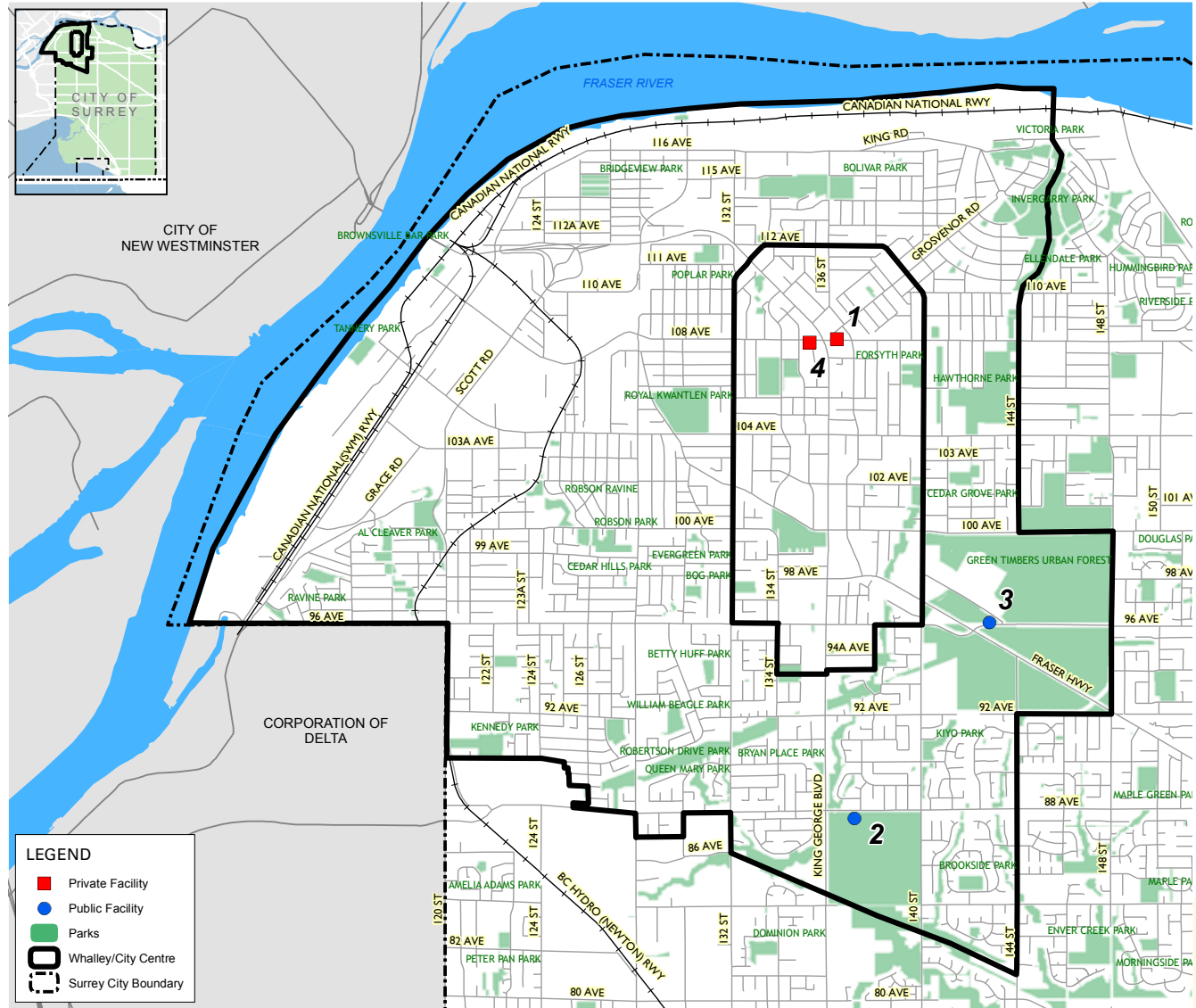
LEGEND

- 1 Kla-How-Eya Aboriginal Centre of SACS (private)

- 2 Surrey Arts Centre and Surrey Art Gallery (public)

- 3 Surrey Nature Centre (public)

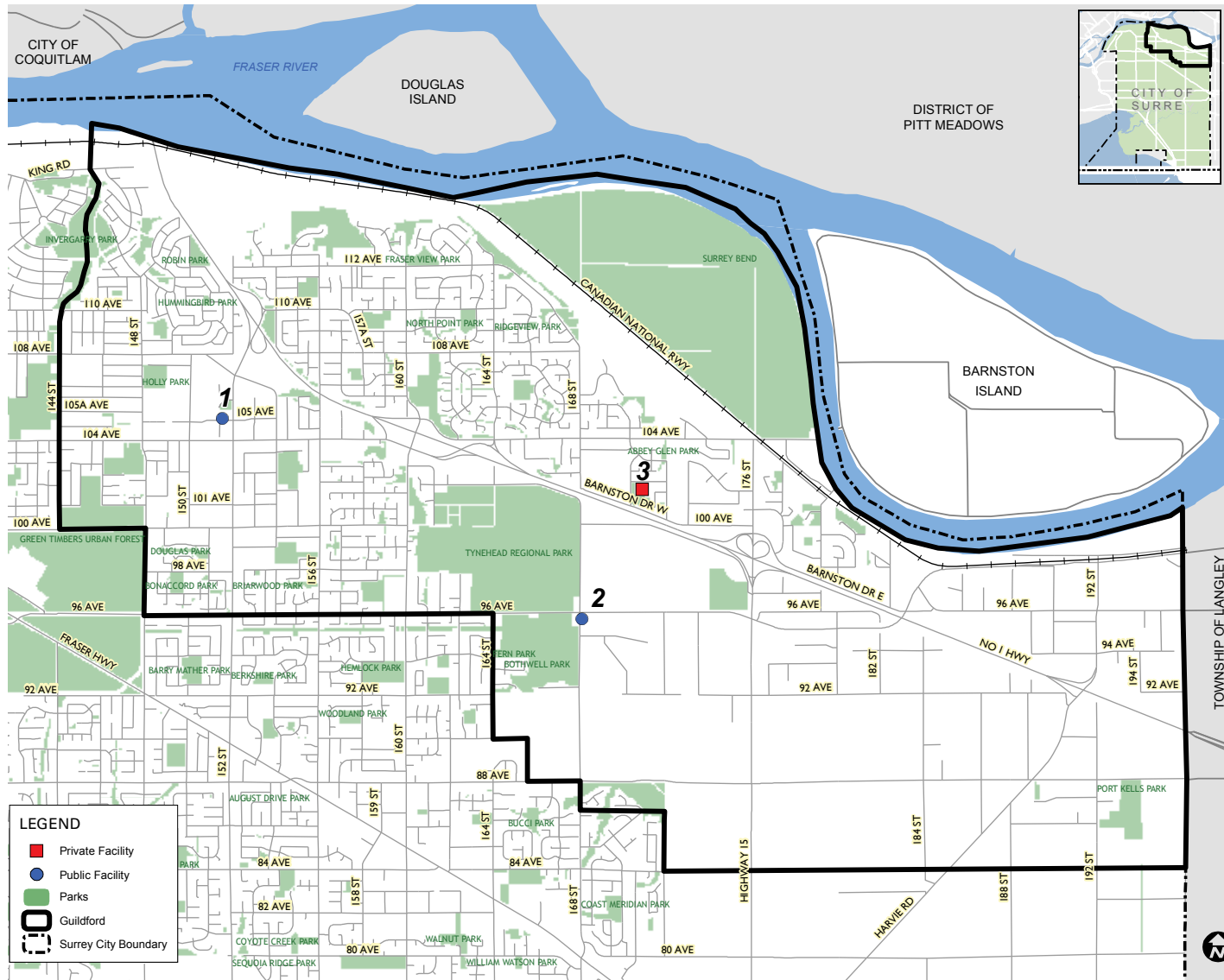
- 4 Ukrainian Orthodox Cultural Centre (private)



Facilities in Guildford

LEGEND

- 1** Guildford Youth Lounge (public)
- 2** Tynehead Hall (public)
- 3** Chandos Pattison Auditorium (private)



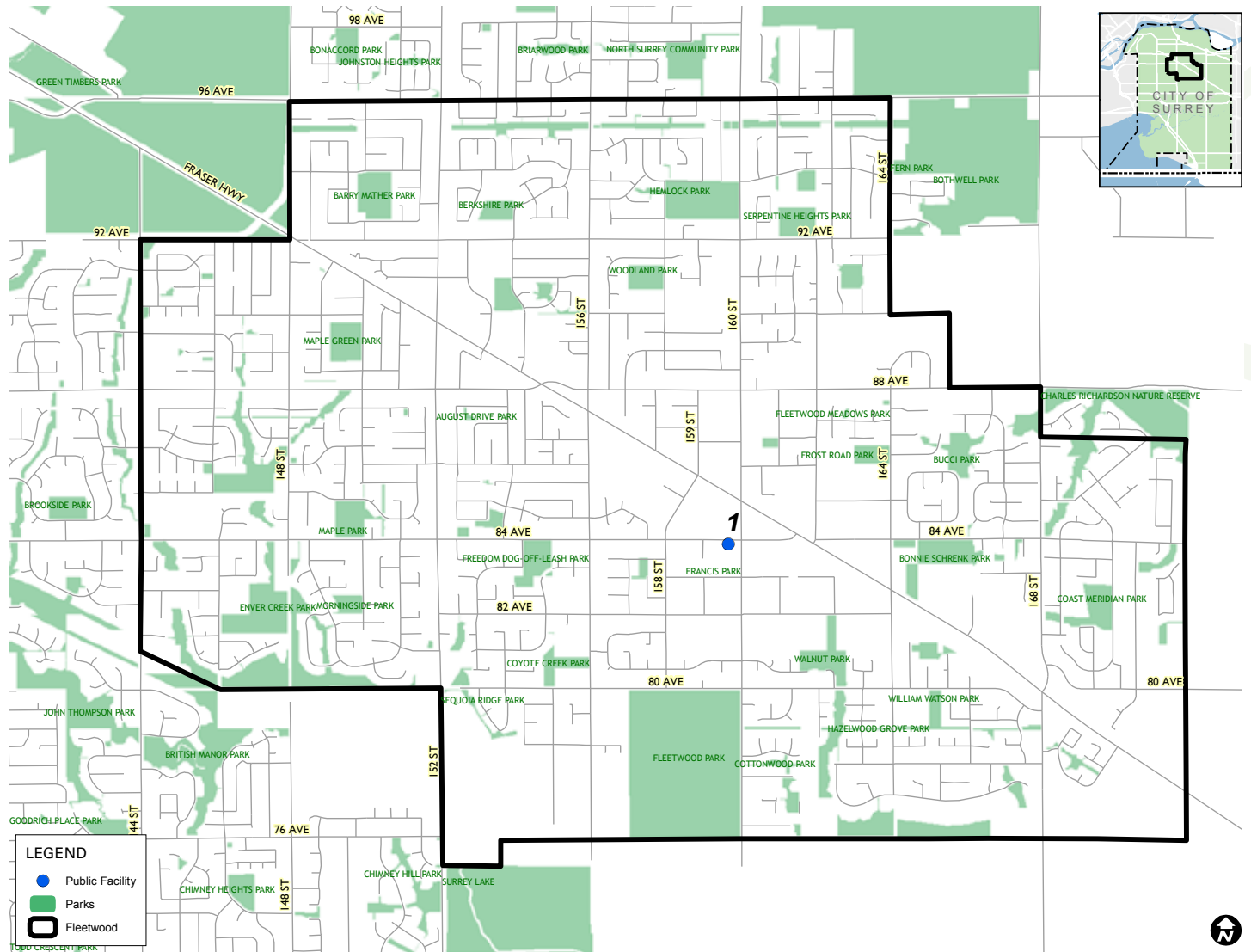
LEGEND

- Private Facility
- Public Facility
- Parks
- Guildford
- Surrey City Boundary

Facilities in Fleetwood

LEGEND

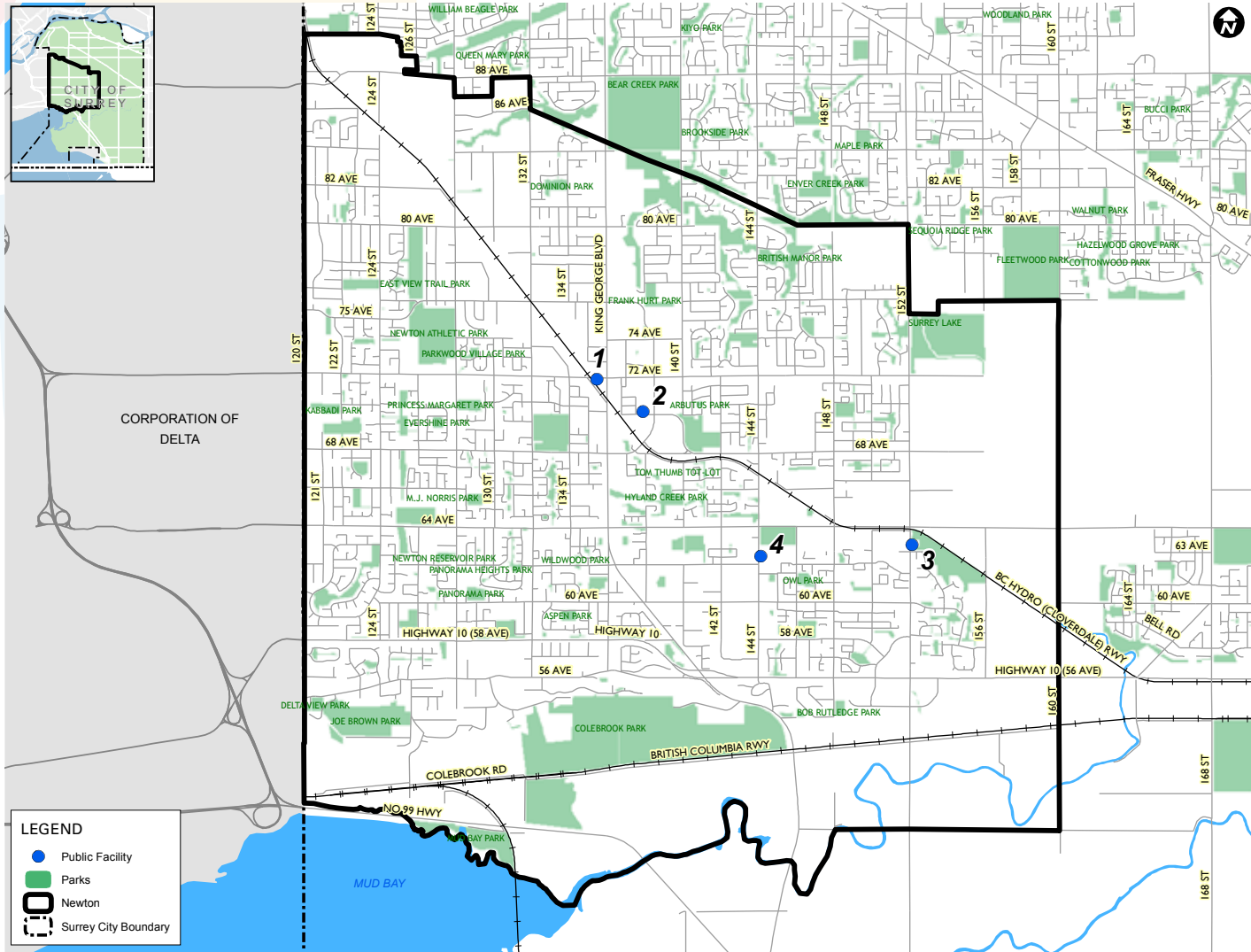
- 1 Fleetwood Community Centre (public)



Facilities in Newton

LEGEND

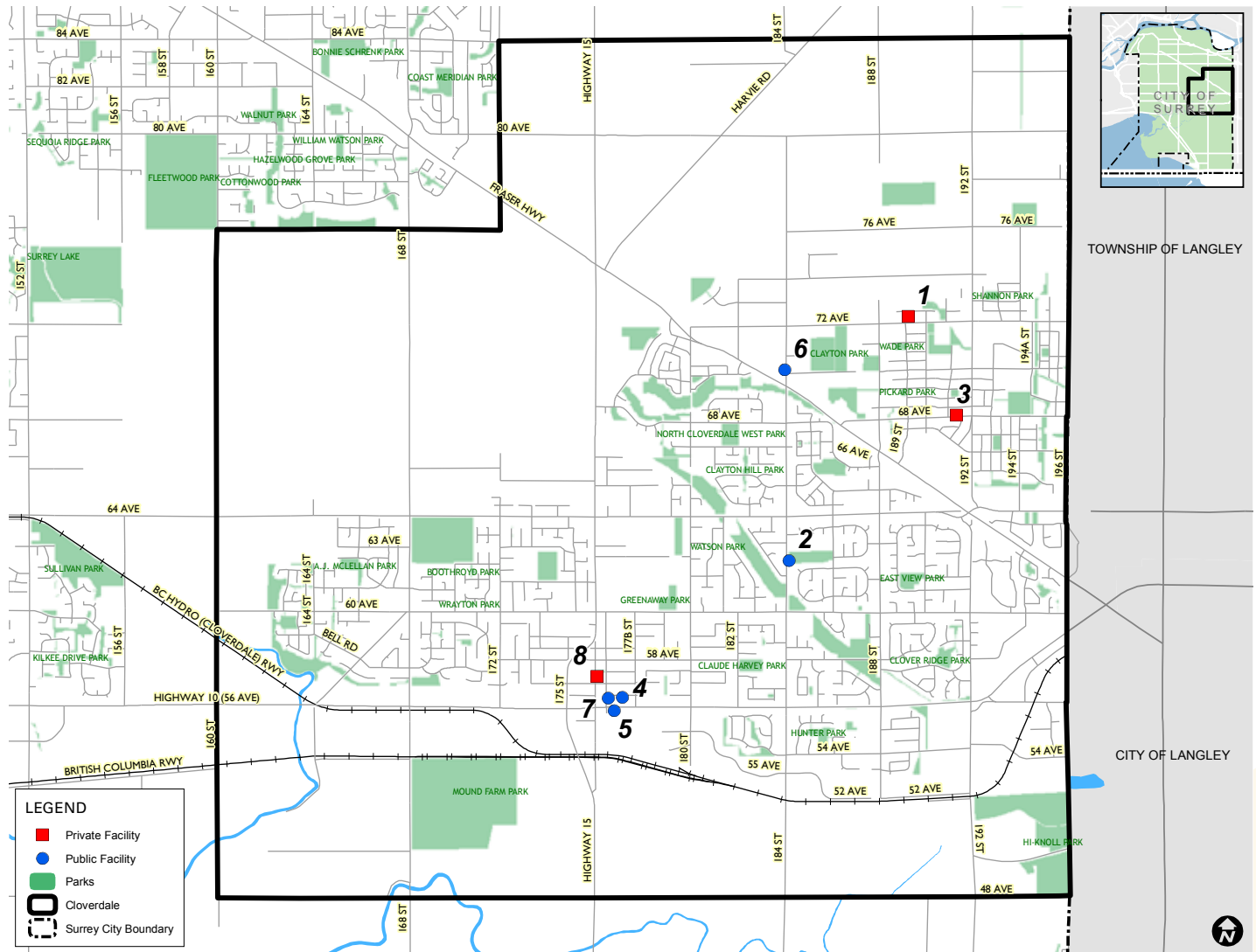
- 1 Newton Cultural Centre (public)
- 2 Newton Senior Centre (public)
- 3 Sullivan Hall (public)
- 4 Bell Performing Arts Centre (public)



Facilities in Cloverdale

LEGEND

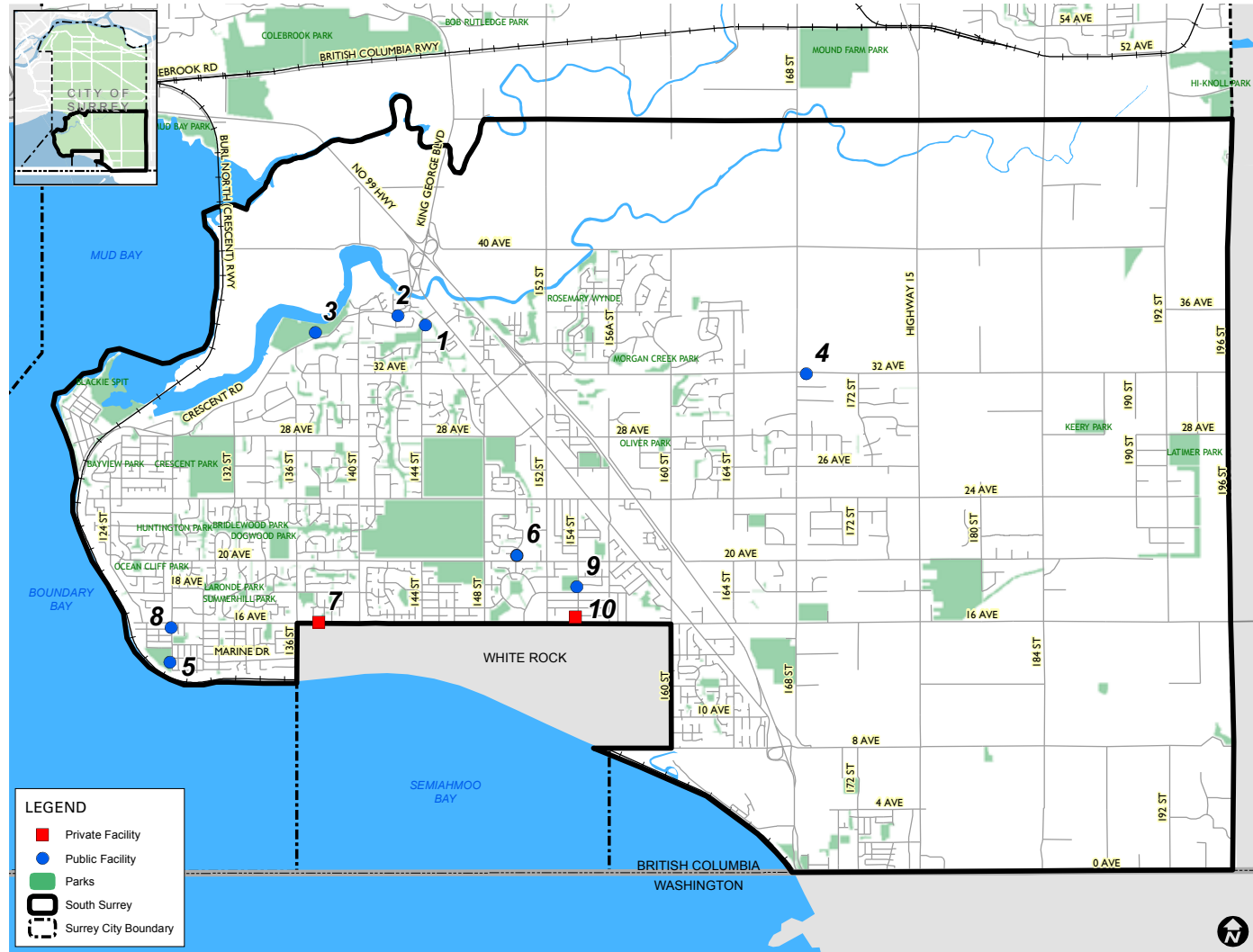
- 1 Coffee Gallery at the Tate (private)
- 2 Don Christian Recreation Centre (public)
- 3 Gallery 68 (private)
- 4 Surrey Museum (public)
- 5 Surrey Archives (public)
- 6 Surrey Little Theatre (public)
- 7 Cloverdale Genealogy Library (public)
- 8 Clova Theatre (private)

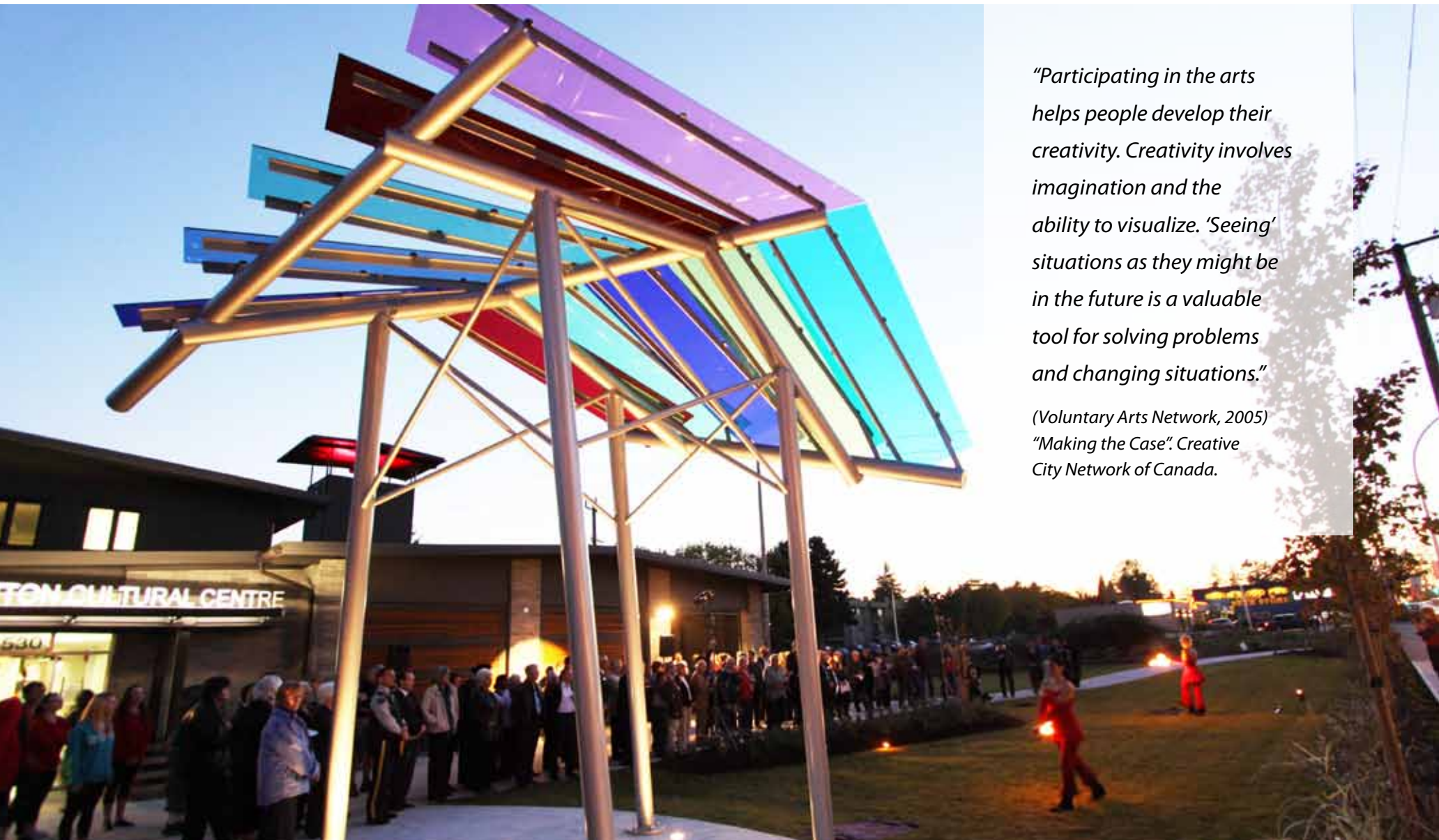


Facilities in South Surrey

LEGEND

- 1 Elgin Centre (public)
- 2 Elgin Hall (public)
- 3 Historic Stewart Farm (public)
- 4 Kensington Prairie Community Centre (public)
- 5 Kwomais Lodge & Sanford Hall (public)
- 6 Meridian Centre (public)
- 7 Mind and Matter Gallery (private)
- 8 Ocean Park Community Hall (public)
- 9 Sunnyside Hall (public)
- 10 White Cactus Gallery (private)





"Participating in the arts helps people develop their creativity. Creativity involves imagination and the ability to visualize. 'Seeing' situations as they might be in the future is a valuable tool for solving problems and changing situations."

*(Voluntary Arts Network, 2005)
"Making the Case". Creative City Network of Canada.*

*Dancing Tower / Artists: Claudia Cuesta and Bill Baker
Newton Cultural Centre*

3.2 Public Art

Public artists bring unique visions to a city that reflect, engage and challenge the image of its society in memorable, pertinent, and contemporary forms of expression. Public art is highly visible, accessible, original art that enriches the City as it evokes meaning in the public realm. Public Art:

- enhances civic beautification and pride;
- promotes historical events and people of significance to Surrey;
- complements and promotes the character of Surrey's diverse Town Centres;
- increases public awareness, understanding and enjoyment of the arts in everyday life;
- encourages public participation and dialogue about art;
- promotes cultural tourism;
- creates welcoming environments;
- develops cultural industries; and
- promotes creative expression, diversity and cross-cultural sharing.

The City of Surrey has supported the implementation of artworks within its civic facilities and public open space such as parks and greenways since 1998 when it adopted a formal public art policy. The Public Art Advisory committee (PAAC) is a Council-appointed voluntary committee of nine members. Their primary responsibility is to advise Council on the implementation of the policy and on all matters concerning Public Art.

In 2011, the City of Surrey enhanced its public art program, by adding a one-year pilot for a private development public art program. As of 2011, the City of Surrey has 54 artworks in its collection, with more in production.

These works are well documented on the City of Surrey, Public Art website.

NOTE:

The numbers on the following maps showing locations of Public Art are taken from inventory data that lists Facilities first and then public Art entries by Town Centre.

The Public Art Workshop and subsequent meetings have resulted in a new Public Art Plan. This Plan identifies and prioritizes public art sites, themes and opportunities on a Town Centre basis. The Plan informs the annual work plan for the Public Art Program and describes the goals related to maintaining and developing the program including:

- maintaining the collection;
- public education;
- clustering art works in the key locations e.g. City Centre;
- creating a public art plan for Surrey's greenways;
- developing guidelines for artists in residents; and
- developing guidelines for memorials

The Community Consultations informed the following vision, values and missions for Surrey's Public Art program

The Vision of Surrey's Public Art Program:

- Contributes positively to Surrey's urbanization, quality of life and economic development.
- Is recognized for successful integration of iconic artworks in all of Surrey's Town Centres;
- Has a well maintained collection;
- Is valued by citizens and businesses for the benefits it provides to their community and neighbourhoods;
- Has a collection of work by local, provincial, national and international artists, as well as a range of practices in public art forms; and

The Value of Surrey's Public Art Program:-

- Artistic excellence
- Community responsiveness
- Sustainability
- Promotes Social Cohesion

Mission for Surrey's Public Art Program

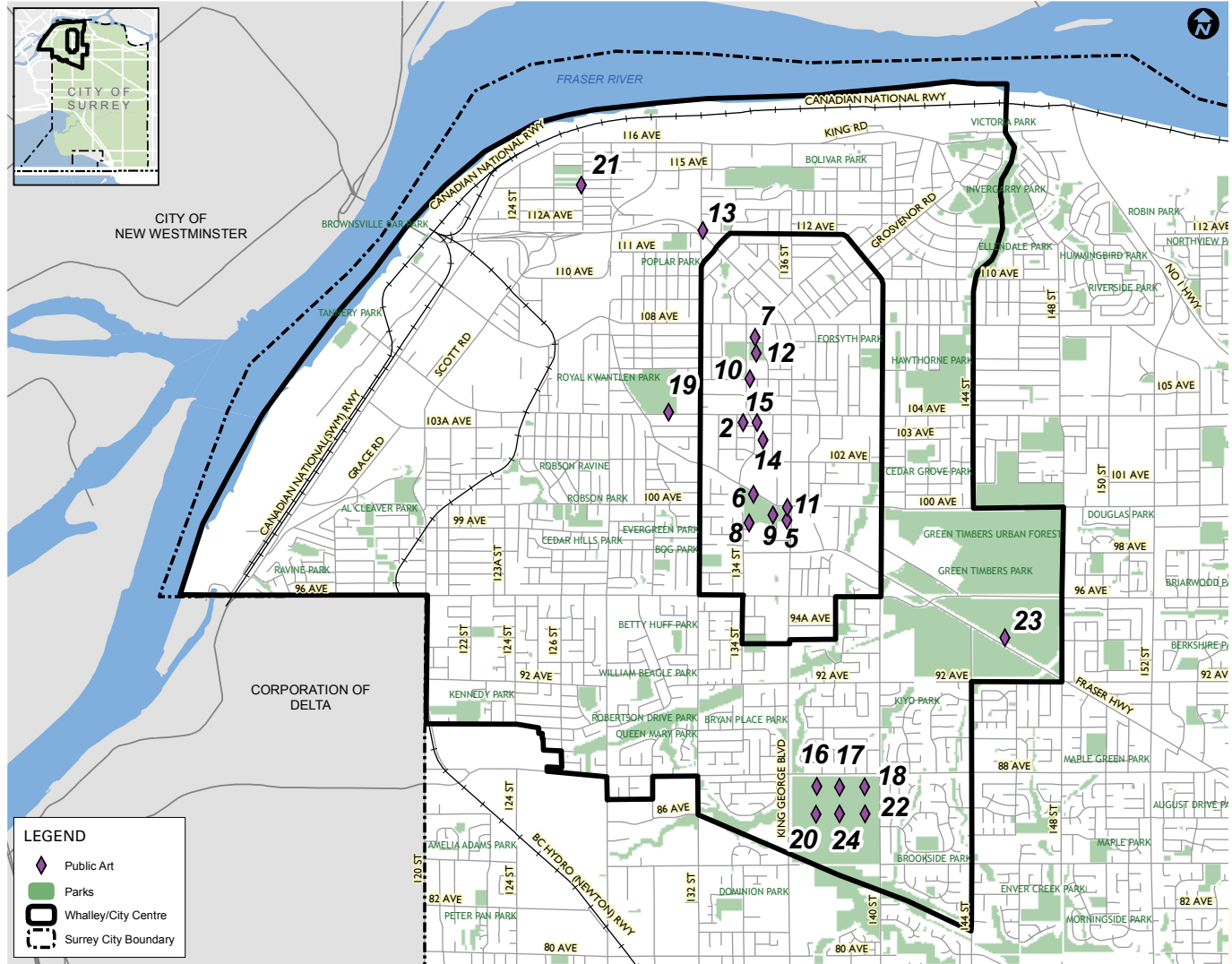
Surrey's citizens expect public art to contribute significantly to the landscape and character of their city by:

- Supporting tourism, by offering attractions that may be significant nationally, or internationally, or by being historically significant, or by being popular (i.e. fun or astonishing)
- Developing community identity through the creation of way finders and landmarks, and by reflecting the character of Surrey's geography, history and culture
- Supporting the value of diversity
- Inspiring and developing a love and appreciation for art, and encouraging the development of the next generation of artists
- Being iconic, and enduring for generations of citizens
- Contributing to the urban identity of Surrey as a major city in Canada
- Being playful, interactive, contemporary, attractive, and integrated into the setting
- Inviting contemplation, thought, or healing; and
- Being memorable, teaching history, and reflecting the beliefs, morals and hopes of the surrounding community.

Public Art in City Centre, North Surrey

LEGEND

- 5 Flora Forms & Seeds of Change
- 6 Protecting the Future – Serving the Present
- 7 Convergence
- 8 Were It Not For You
- 9 Pebble Mosaics - Dahlia
- 10 Underfoot yet Overhead (Part I)
- 11 Underfoot yet Overhead (Part II)
- 12 Surrey Urban Screen
- 13 Lightmodal
- 14 Untitled Painting
- 15 Marks
- 16 Mandala After Prayer Wheel
- 17 On the Wind
- 18 Winged Lion Woman
- 19 Four Elements
- 20 Out of Thin Air
- 21 Building Bridges
- 22 Mere Water Am I
- 23 Continuum: from Seed to Shelter
- 24 Lingua Aqua



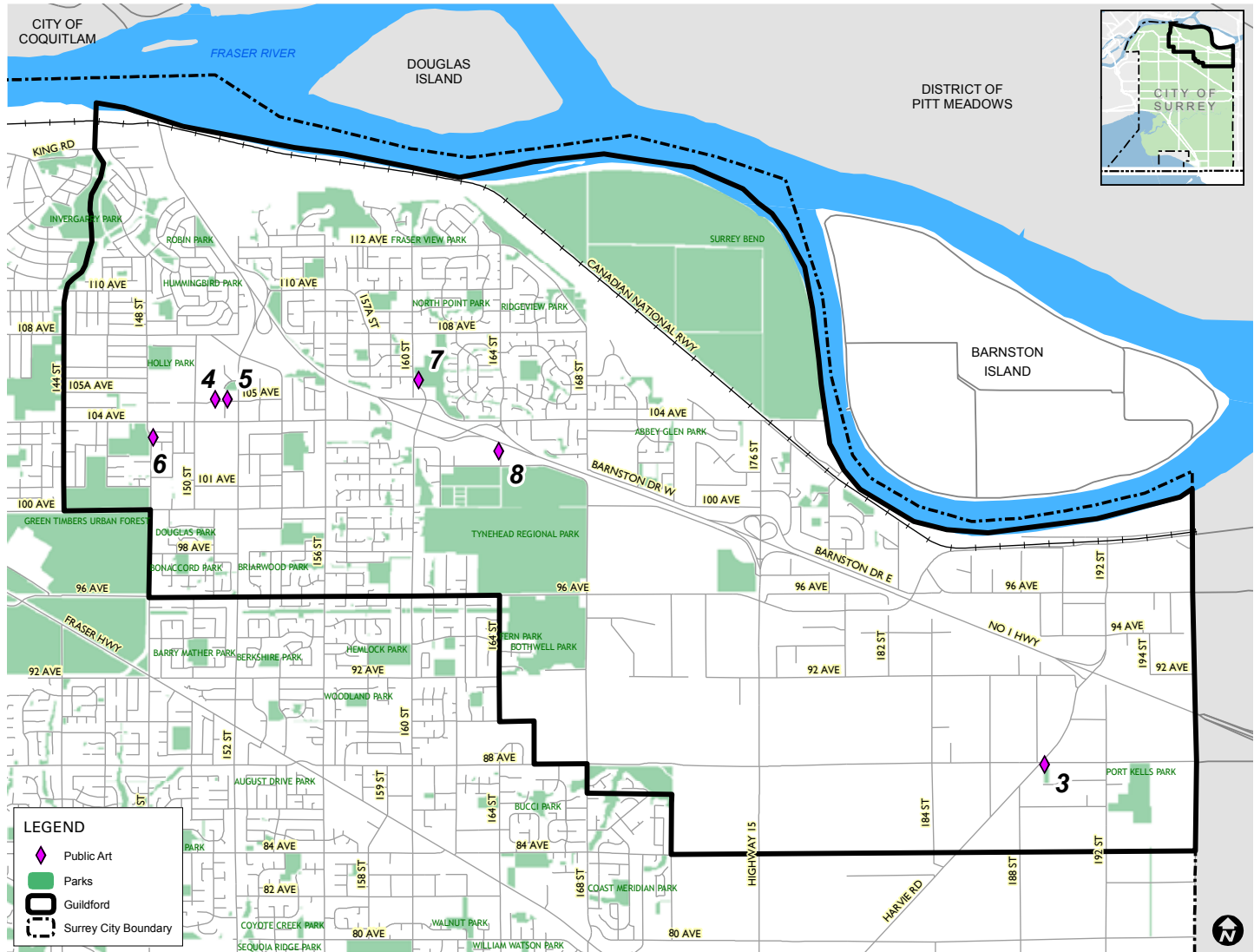
LEGEND

- Public Art
- Parks
- Whalley/City Centre
- Surrey City Boundary

Public Art in Guildford

LEGEND

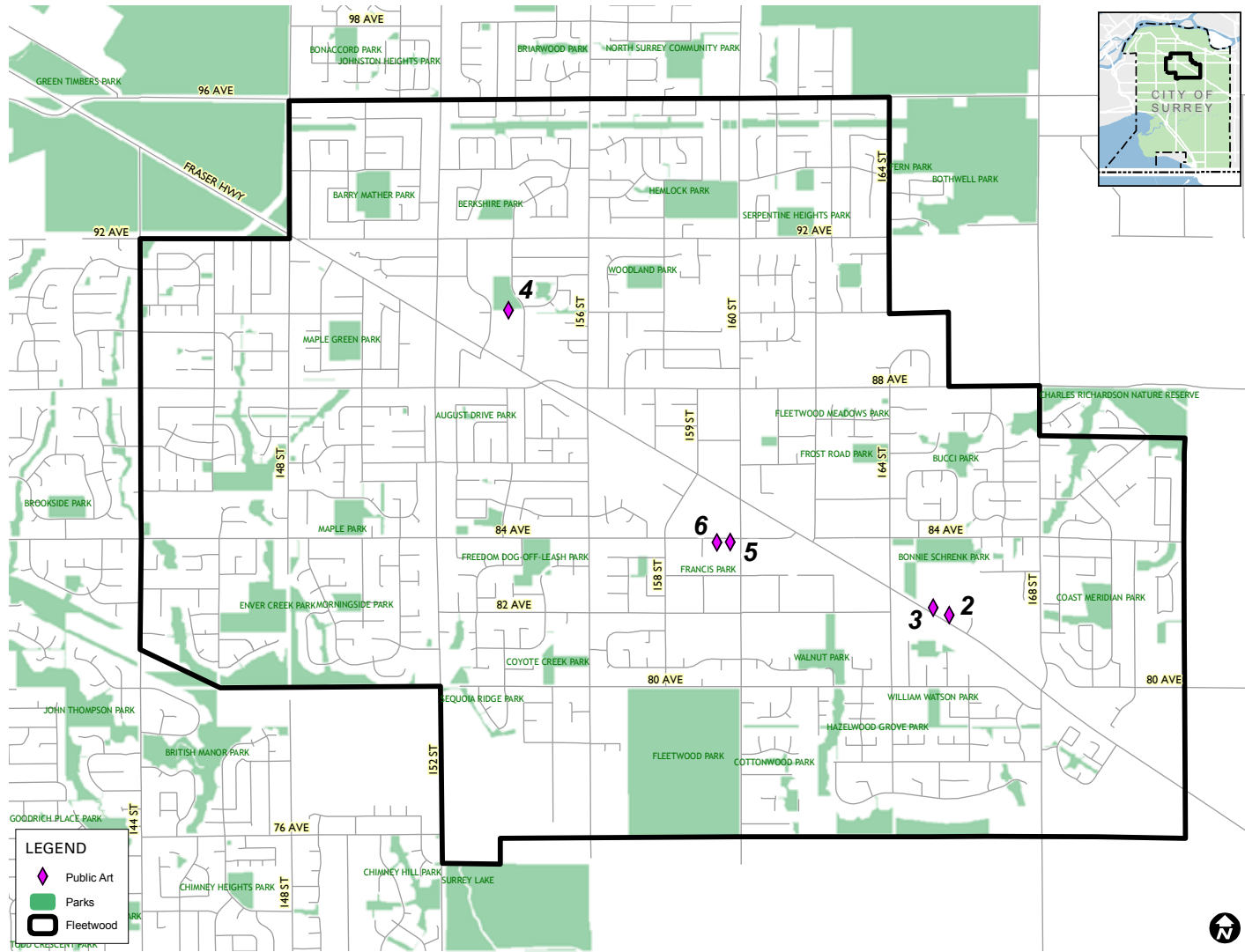
- 3 Growth
- 4 The Meeting of Mind & Body
- 5 The Jungle Project
- 6 Mother Tongue/ First Language Learned
- 7 Hangin' Out: Biocenesis
- 8 Seasons in the Park



Public Art in Fleetwood

LEGEND

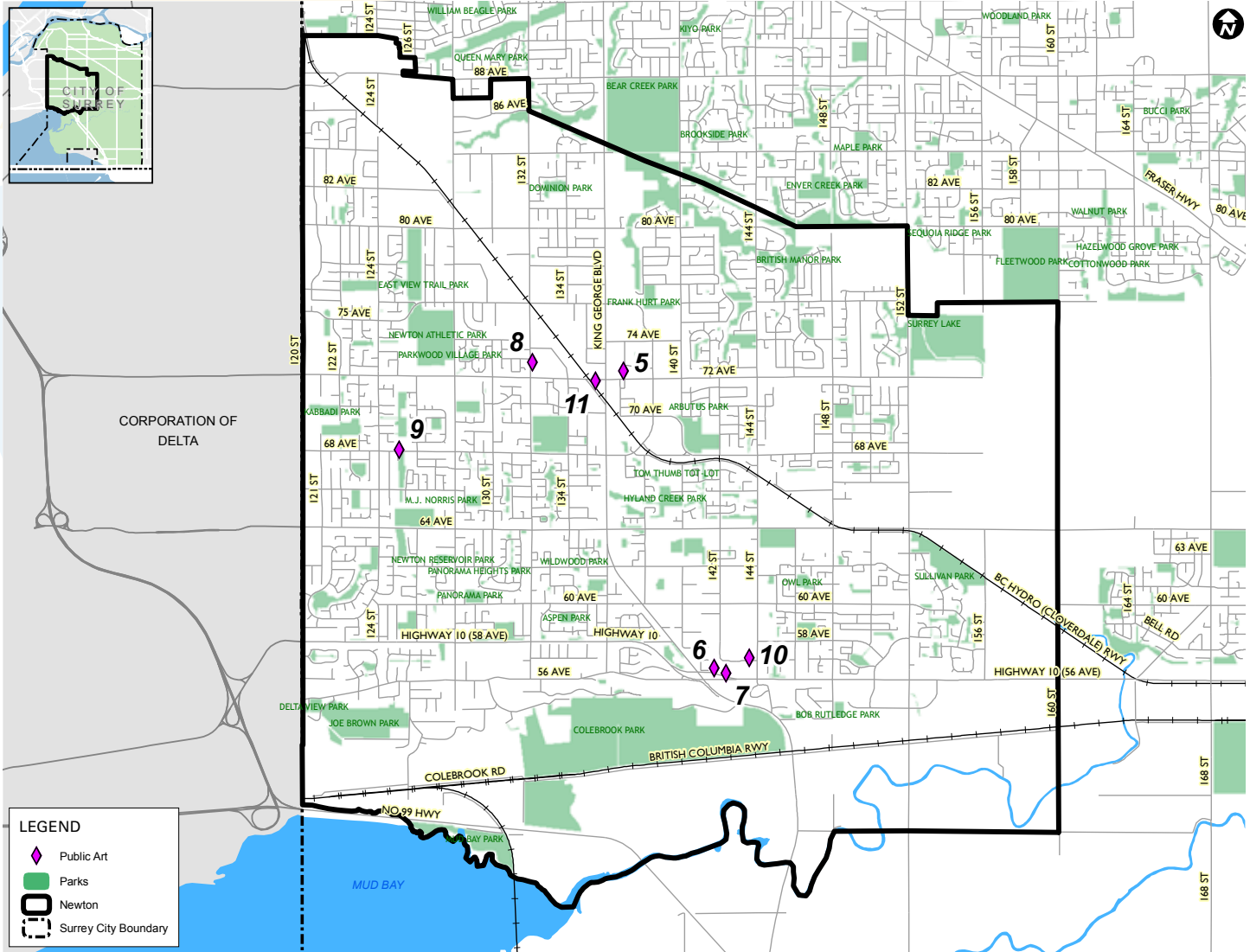
- 2 A Million Summers
- 3 From Frozen Ponds
- 4 Multiples of Three
- 5 Fleetwood Mosaics and Ceramic Mural
- 6 Lance Corporal Arthur Thomas Fleetwood



Public Art in Newton

LEGEND

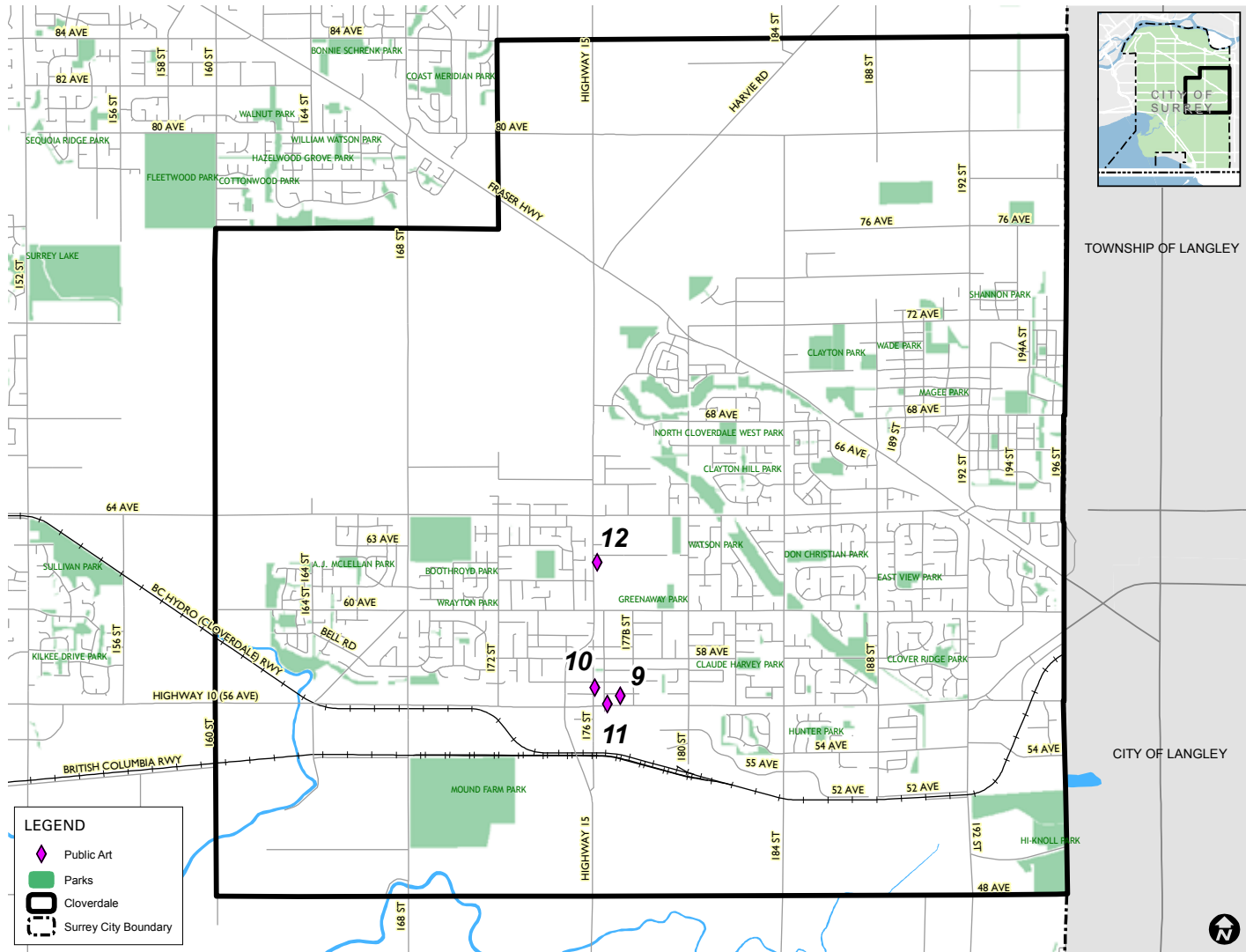
- 5 Newton Community Art Mosaics
- 6 All Intertwining
- 7 Nature, Wisdom and Knowledge
- 8 Call of the Siren
- 9 The Talking Poles
- 10 Falling into Formation
- 11 Dancing Tower



Public Art in Cloverdale

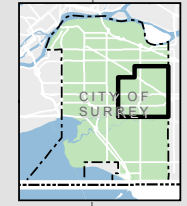
LEGEND

- 9 Flood of Memories
- 10 Moments in Time
- 11 Kneeling in Remembrance
- 12 Flow



LEGEND

- Public Art
- Parks
- Cloverdale
- Surrey City Boundary



TOWNSHIP OF LANGLEY

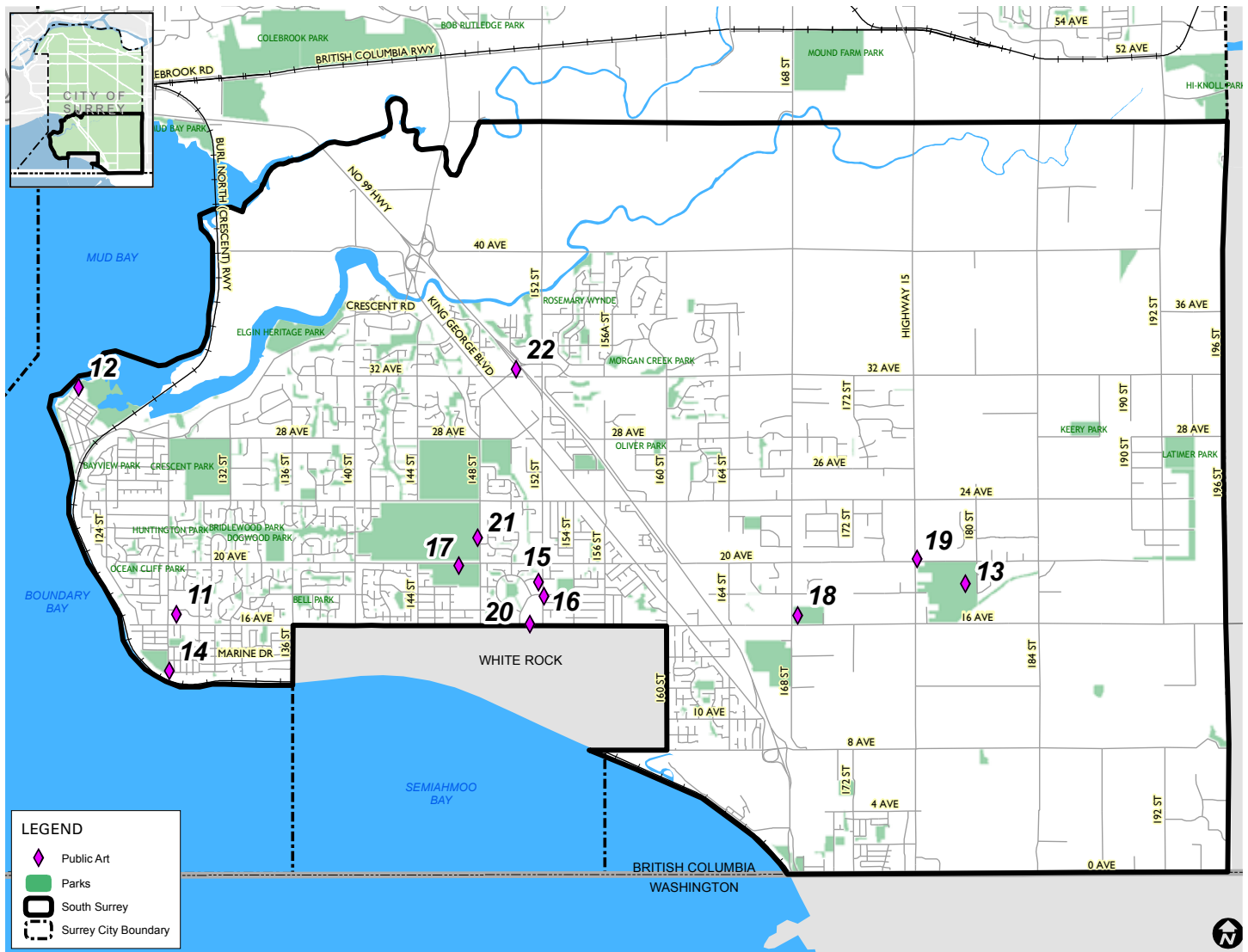
CITY OF LANGLEY



Public Art in South Surrey

LEGEND

- 11 Terra Incognita
- 12 Memory Stones
- 13 Redwood Forest Mysteries
- 14 Kwomais Point Park Mosaic
- 15 still point / from the centre outwards
- 16 Tree of Knowledge
- 17 Under the Double Eagle and Elder Moon
- 18 Mule Deer
- 19 Teamwork
- 20 Semiahmoo Trail Mosaics
- 21 Frogs
- 22 Connections



3.3 Organizations

Over 120 organizations involved in arts and heritage activities in Surrey have been identified to date. They include all forms of artistic and heritage endeavours. Membership numbers range from under 30 to several hundred.

4 cats Arts Studios

Academy of Music & Dance

Accent One Dance Studio

Affinity Dance

Art Inspirations Studio

Artistic Edge Dance Academy

Arts Council of Surrey

BC Live Music Preservation Society

BC Ukrainian Cultural Festival Society

Brass Band Artist Group

British Columbia Girls Choir

Buddhist Vihara Society

Cactus Station Woodworking & Art Studio

Can Lanka Theatre Company

Classic Steps Stage Productions

Cloverdale BIA

Cloverdale Carvers Club

Cloverdale District Chamber of Commerce

Crescent Beach Photography Club

Dance Expressions

Dance West

DIVERSEcity Community Resources Society

Divine Hips Bellydance

Downtown Surrey BIA

Duniya Dance Academy

EJS School of Fine Art

Essence of Dance Inc.

Fleetwood Community Association

Flora Pigeau Dance Academy

Fort Langley Art Studio Frameline Art

Fraser Valley Chapter – Federation of Canadian Artists

Fraser Valley Gilbert & Sullivan Society

Fraser Valley Heritage Rail Society

Fraser Valley Potters Guild

Fraser Valley Quilters Guild

Friends of the Semiahmoo Trail

Friends of the Surrey Museum & Archives

Green Timbers Heritage Society

Guildford Park Secondary Dance Team

Gurdip Arts Academy

Handel Society of Music

Jamaican Canadian Cultural Association

Joy of Movement Studio

Just for Kicks School of Dance

Kla-How-Eya Aboriginal Centre of SACS

Kwantlen Fine Arts Collective "Surrey A Lists"

Kwantlen University College, Visual Arts Dept.

Lavrova Classical Ballet Academy

Ling-Ling & The Great Mairrdini

Lorraine's Highland Dance Studio

Lower Fraser Valley Exhibition Association

Lyric Choirs of Surrey

Maple Leaf Singers

McBride School of Dancing

Mi-Cher Dance Academy

NAAD Centre for Performing & Visual Arts

Neighbourhood Art Studios

Nova Metis Heritage Association

Ocean Park Community Association

Pacificaires Dance Academy

Panorama School of Dance

Peace Arch Weavers and Spinners Guild

Peninsula Productions

Port Kells Arts Club

Organizations (continued)

Portal A Tango

Praise T.E.A.M.

Punjabi Beat Studios

Royal Canadian Theatre Company

Scottish Country Dancers

Semiahmoo Arts Society

Semiahmoo First Nations

Semiahmoo Potters Club

Simon Fraser University

Society for the Preservation of Vaudeville

Sources Lifeskills Resource Centre

South East Asian Cultural Heritage Society

South Fraser Branch -
Registered Music Teachers Association

South Surrey & White Rock Arts Society

South Surrey/White Rock Chamber of Commerce

Southridge School

Sunnyside Acres Heritage Preservation Society

Surrey and White Rock Writer's Club

Surrey Art Gallery Association (SAGA)

Surrey Arts West Society

Surrey Choral Arts Project Society

Surrey Celebration Dance Team

Surrey City Orchestra

Surrey Cultural & Arts Festival Association

Surrey Dance Centre

Surrey Festival of Dance Society

Surrey Historical Society

Surrey India Arts Academy

Surrey International Folk Dancing Society

Surrey International Writers' Conference

Surrey Little Theatre

Surrey North Delta Music School

Surrey Photography Club

Surrey Rockhound Club

Surrey School Board

Surrey Square Wheelers: Square & Round Dance Club

Surrey Symphony Society

Surrey Tourism

Surrey Urban Youth Project

Surrey Youth Council, and WIC Team

Surrey Youth Theatre Company (SYTC)

The Vaudevillians

TIGGY'S at Crescent School of Art

Traditional Kung Fu Club

Tynehead Community Association

Ukrainian Women's Association

Visions Dance Company

Westcoast Harmony Chorus

Whalley Community Association

White Rock and Surrey Writers' Club

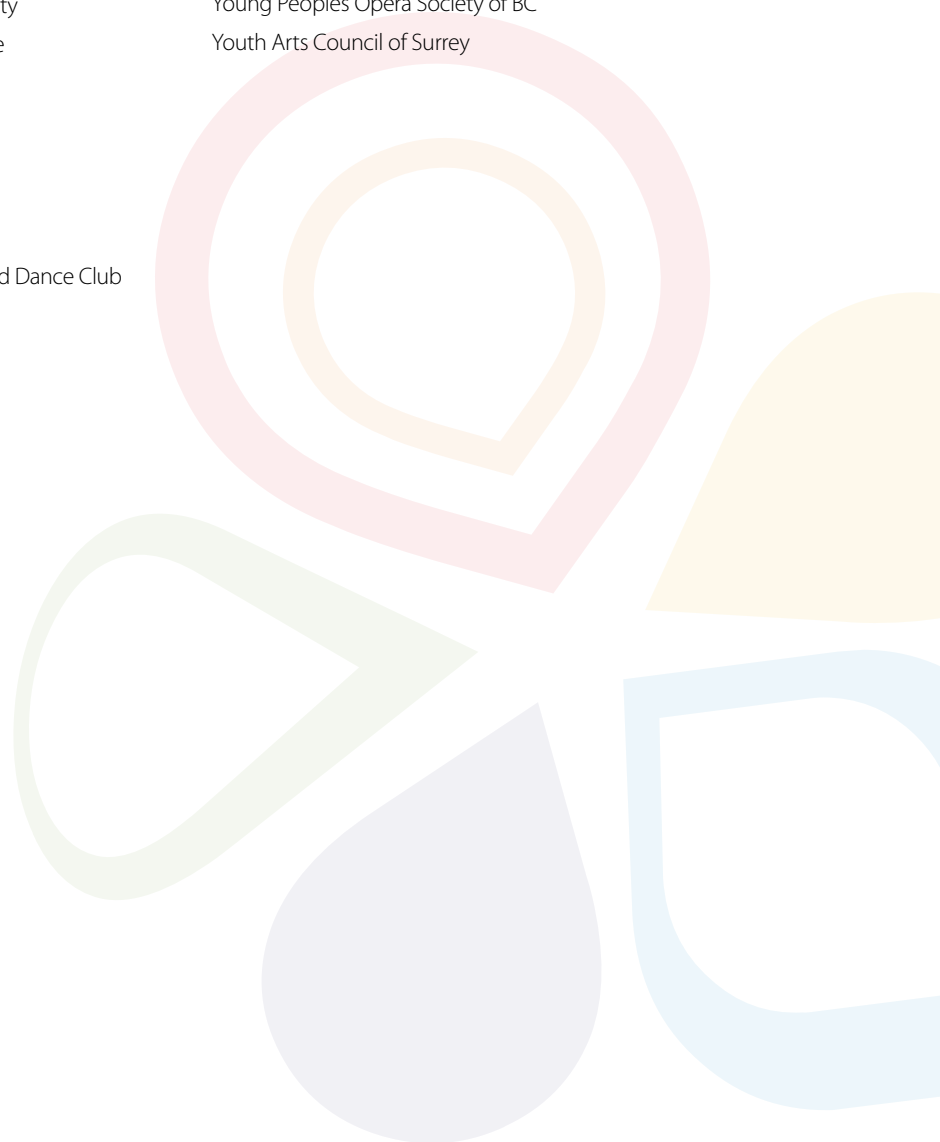
White Rock Social Justice Film Society

World Islamic Mission

Yoruba Social & Cultural Association of BC

Young Peoples Opera Society of BC

Youth Arts Council of Surrey



3.4 Artist Cultural Workers

(self-reported)

Over 179 artist / cultural workers have been identified to date. They are involved in all forms of artistic endeavours.

Amar, Mani	Cho, Uryel	Galbraith, Jean	Ibrahim, Dalia	Lawrance, Debbie	Milne, Geoff
Anderson, Bill	Clark, Violette	Garton, Bruce	Ibrahim, Raouf	Lawrick, Chelsea	Morris, Florence
Anderson, Elizabeth	Copland, Judith	GaryParkes, Robert		Lawrick, Chelsea	Mould, Wendy
Anson, Jeffrey	Cranswick, John	Gauthier, Donald	Jackson, Jo-Anne	Leach, Patryck	Murphy, Gwen
Armbruster, Lora	Crosbie, Katherine J	Gazdik, Helena	Jacobson, Joan	Leeder, Barb	
	Cruz, Patrick	Genn, Robert	Janzen Yee, Jacquie	Leroux, Shelly	Nedd, Sonja
Bartlett, Donald		Giddings, Art	Jarvis, Gerry	Li-Leger, Cora	Nelson, Anne
Basiove, David	Davidson, Robert	Giebelhaus, Brian	Johnstone, Georgina	Li-Leger, Don	Ng, Diana
BeHoward, Kim	Dehal, Gurp	Gill, Gerry		Linville, Ken	Nicholson, Cecily
Bickerton-Ross, Linda	Dennis, Jo-Anne	Glanville, Judith	Kay, Gunilla	Lipschultz, Bob	Nord, Birt
Biddle, Doris	Dery, Leo	Glynes, Barbara	Kelm, Marilyn		Nuttall-Smaith, Ben
Bijdemast, Irma		Gratton, Bonnie	Kelman, Ronald	MacClure, Chris	
Bloye, June	Dhillon, A.S.	Greig, Gabrielle	Kelman, Lynne	Macdonald, Pat	Oman, Nelda
Bollard, Wendy	Downing, Willa	Groome, Richard	Kennedy, Colleen	MacMahon, Becky	Owen, Joan
Bond, Richard	Dudra, Steve		Kilpatrick, David	Majano, Paulo	Owen, Trish
Bouchard, Linn	Dulai, Phinder	Hart, Lana	Kindros, Ross	Massey, Melba	
Breitreutz, Larry	Dyer, Marilyn	Heath, Marie	King, Ellie	Matshall, Myra Jean	Panesar, Jay
Bretkreutz, Hazel		Hebden, Rob	Klapwijk, Sue	McCabe, Patricia	Paul, Nancy
Britton, Jim	Eisenschmid, Claus	Hibom, Elsie	Klehal, Kulvinder	McDonald, Gary	Pearsall, Jacqueline
Brown, Catherine	Eisenschmid, Wendy	Hill, Brenda	Klisch, Alice	McGowan, Brian	Perkins, Brian
Buick, Shirley	Espinosa, Beatriz	Hourie, Linda		McKeown, Jack	Petrala, Pat
		Hourie, Peter	Laiter, June	McMurray, Bob	Pohlmann, Karen
Casztonyi, Gabor	Findlay, Carolyn	How, Carol	Lally, Jas	Meyer, Yvonne	Pratezina, Barbara
Charles, Roxanne	Findlay, John	Hurst, Marilyn	Langereis, Paul	Michener, Bob	
Cheyne, Vanessa	Frantz, John		Langtry, Debbie	Mills, Sean	Radko, Vince
Chiu, Raymond			Larson, Ron	Milne, Carole	Reeves, Gayle

3.4 Artist Cultural Workers

Robberts, Bryan
Robinson, Doug

Sabharwal, Baljit
Samphire, Adele
Samphire, Sid
Sawatzky, Helma
Schipfel, Donna
Sharda, Uma
Sharma, Vivek

Singh, Baljit
Singh, Jarnail
Sinha, Raakhi
Smerdal, Lucill
Smith, Matt
Smithies, Marney
Sorje, Mia
Spafford-Ricci, Sarah
Steele, Linda
Symington, Sheila

Thomson, Margot
Thorpe, Hadrianna
Thorpe, Ron
Tripathi, Shashi

Tuepah, Debbie
Turner, Neil
Tyndall, Nicci

VanDeventer, Kay
VanOss, Barbara
Vasallo, Paul
Vickers, Pat

Wagstaff, Sandra
Wakefield, Bob
Wang, Dehai
Welters, Deanna
Wharton, Jackie
Williams, Sylvia
Wintner, Sandra
Wu, Juma
Wyndham, Brian

Yee, Wally

Zaroba, Dorrit
Zipursky, Mardi



3.5 City of Surrey Arts and Heritage Staff Resources

Of the 114 staff in the Heritage Services and Art Services Divisions 15% are full time, 19% are part time, and 66% are contract or auxiliary positions.

	Heritage Services	Arts Services	Totals	%
Exempt	2	3	5	5%
Full Time	3	9	12	10%
Regular Part Time	9	13	22	19%
Instructors	0	13	13	11%
Contract	0	1	1	1%
Auxiliary	16	45	61	54%
Totals	30	84	114	100%

Over 90% of staff are predominately involved in the delivery of programs and services. Therefore the responsibility to foster alliances and respond to new community proposals tends to be allocated to the exempt manager positions. An effective Cultural Strategic Plan must have the human and the financial resources required for implementation.

ARTS SERVICES

Administration Staff

Manager Arts Services - *Exempt*
 Visual & Community Arts Manager - *Exempt*
 Performing Arts Manager - *Exempt*
 Clerk Typist 3 Admin - *FT*
 Publicist - *RPT*
 Business Operations Coordinator - *FT*
 Facility Rentals Coordinator - *RPT*
 Theatre /Gallery Clerk/Typist 2 – *RPT*
 Facility Attendant - *RPT*
 Box Office / Facility Attendant - *Aux*
 Building Service Worker - *RPT*
 Building Cleaning - *Aux*

Curatorial Staff

Gallery Curator Exhibit/Coll. CSC II – *FT*
 Gallery Assistant Curator - *RPT*
 Gallery Assistant Curator - *RPT*

Gallery Programming, Education and Exhibition Staff

Gallery Curator Education CSC II – *FT*
 Volunteer Coordinator CSA 5 - *RPT*
 Gallery Interpretive Program Specialist CSA 5 - *RPT*
 Gallery Course Program Specialist CSA 5 - *RPT*
 Instructors - *Aux*
 Instructors - *Contract*
 Gallery Preparator - *FT*
 Gallery Assistant Preparator - *Aux*

Performing Arts & Special Event Staff

Performing Arts Programmer CSC II - *FT*
 Tech Director - *FT*
 Performing Arts Program Asst. - *RPT*
 FOH Coordinator CSC I- *FT*
 Asst. Front of House CSA 3 - *Aux*
 Bar / Concession - *Aux*
 Ushers - *Aux*
 Sound/Light Technicians - *Aux*
 Stage Crew - *Aux*
 Children's Festival Artistic Coordinator - *RPT*
 Children's Festival Coordinator - *RPT*
 Children's Festival staff: *Aux* and *Contract*

Public Art Staff

Public Art Coordinator – *FT*
 Public Art Coordinator - *Contract*

HERITAGE SERVICES

Administration Staff

Manager, Heritage Services - *Exempt*
 Museum Manager - *Exempt*
 2 Clerk Typists - *RPT*
 Publicist - *RPT*
 Volunteer/Youth Specialist - *RPT*
 3 Building Cleaners – *Aux*

Curatorial Staff

Curator/Archivist Collections - *FT*
 Collections Assistant – *Aux*

Programming, Education and Exhibition Staff

Curator, Programs & Exhibitions - *FT*
 Cultural Exhibits Preparator - *FT*
 Building Service Worker - *Aux*
 Public Program Specialist – Museum - *RPT*
 Public Program Specialist – Farmhouse - *RPT*
 Education Specialist – Museum - *RPT*
 Education Program Assistant - *Aux*
 Textile Program Assistant - *RPT*
 Heritage Garden Program Assistant - *Aux*
 3 Senior Leaders – Farmhouse - *Aux*
 1 Senior Leader – Museum - *Aux*

Customer Service / Reception Staff

4 Facility Attendants – Museum - *Aux*

Archives Staff

Reference Specialist – *RPT*
 Reference Clerk - *Aux*

3.6 Current Situation Overview

Strengths

- City of Surrey's ongoing financial support for the Arts Centre, Theatres, Museum, Archives, Surrey Art Gallery, Historic Stewart Farm and Public Art
- Recent introduction of a pilot project for private developer contributions to public art
- City's recognized commitment to arts and heritage endeavours – e.g. Cultural Capitals of Canada designation, Surrey Civic Treasures Award Program, Surrey City Orchestra, Surrey Celebration Dance Team and support for Arts Umbrella
- Strong base of international calibre artists
- Several well established not-for-profit organizations involved in arts and heritage that augment City programs and services
- Rich mix of diverse cultures supporting cultural collections of the Surrey Museum, Archives and Surrey Art Gallery
- International recognition of programming excellence (e.g. TechLab and Surrey Urban Screen)
- Arts and Heritage collaboration and partnerships with other operations of the City including Beautification, Parks, Engineering and Planning
- Inter-Departmental awareness of the Public Art program

Opportunities

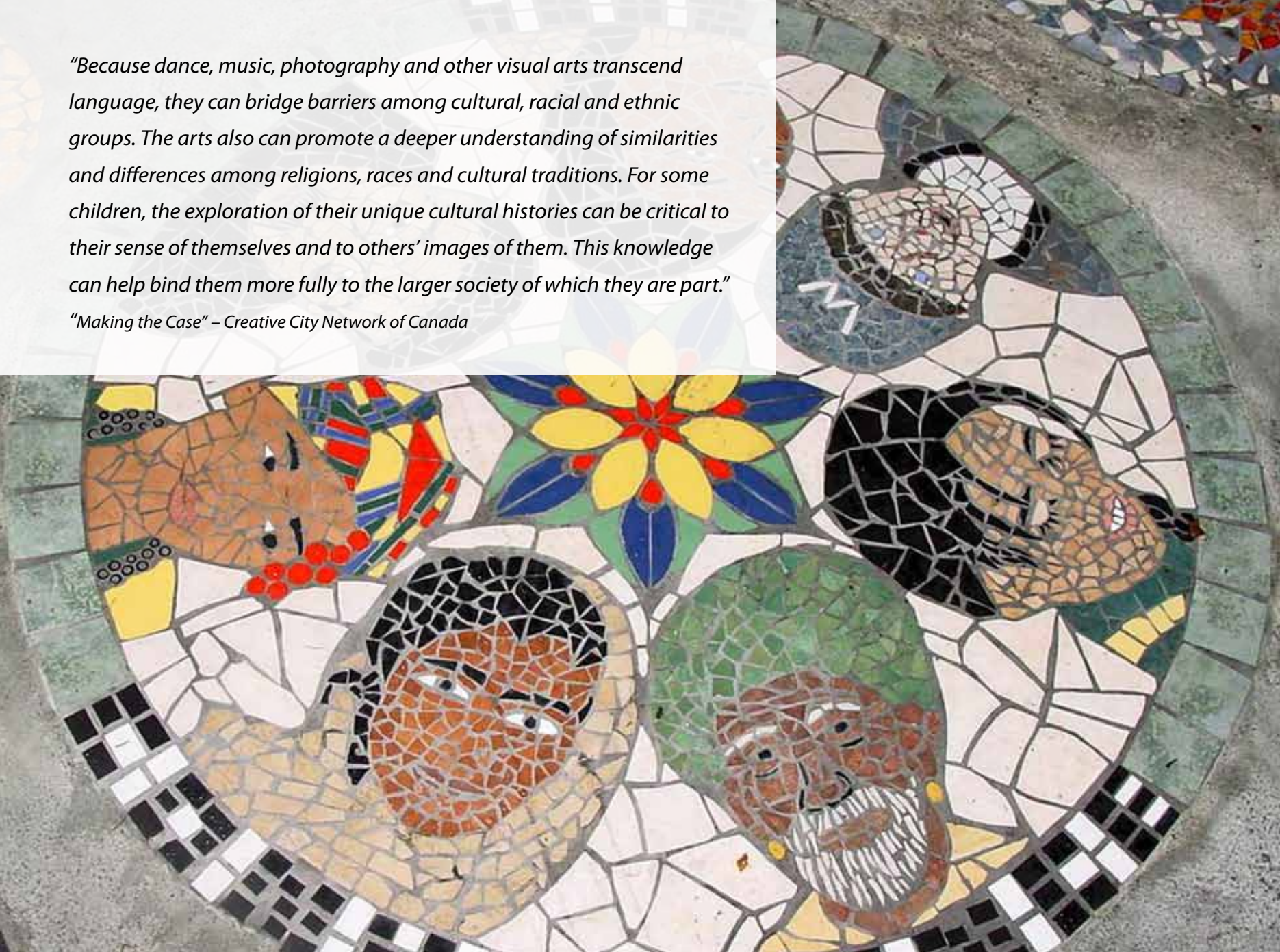
- Surrey has the potential to be recognized nationally and globally as an example of successful, dynamic, sustainable and healthy urbanization (Key features - rapid growth, high degree of cultural and ethnic diversity, young demographic, integral part of an internationally recognized regional urban area with global accessibility)
- The Arts and Heritage sector can significantly contribute to achieving Surrey's urbanization aspirations. The depth and strength of community talent and resources has not yet been fully mobilized
- The dynamism and innovation potential of Surrey's large and growing youth population is a tremendous asset
- Surrey should capitalize on its proximity to Vancouver

Challenges

- Overcoming the marginal financial viability of many not-for-profits groups in arts and heritage so that they can more effectively contribute to programs and services
- Augmenting existing arts and heritage facilities to resolve current space shortages and respond to growing community needs
- Raising the level of broad community awareness of arts and heritage services
- Finding workable strategies to provide quick, efficient and cost effective access to events in the context of a large municipal area with significant travel distances
- Improving communication and coordination within and among City departments at the budgeting and initial planning stages of City capital projects to capture arts and heritage opportunities in a cost-effective manner
- Ensuring that Arts and Heritage staff resources are sufficient to pursue strategic partnerships and follow up on potential community contributions in addition to the delivery of day-to-day services and management

“Because dance, music, photography and other visual arts transcend language, they can bridge barriers among cultural, racial and ethnic groups. The arts also can promote a deeper understanding of similarities and differences among religions, races and cultural traditions. For some children, the exploration of their unique cultural histories can be critical to their sense of themselves and to others’ images of them. This knowledge can help bind them more fully to the larger society of which they are part.”

“Making the Case” – Creative City Network of Canada



*Convergence – Cultures of the World Living in Harmony
Artists: Connie Glover, Vallalee Hoffman and Whalley Community Association
Chuck Bailey Recreation Centre*

4.0 Enhancement Goals and Strategies

In developing ways for Arts and Heritage to enhance Surrey's urbanization process, reference has been made to the City's commitment to socio-cultural, environmental, and economic sustainability goals as noted in official plans, strategies, and initiatives. Specifically the enhancement goals and strategies were devised to:

- Reinforce the pivotal roles of the City Centre and Town Centres;
- Make compact urban settings more attractive as a development concept;
- Help foster communication among diverse cultural groups;
- Communicate the history of Surrey and put the present in context;
- Reinforce a sense of pride in the community and its appearance;
- Mobilize the full potential of the artistic and heritage talents in the community;
- Bolster tourism; and
- Diversify the local economy.

The six Enhancement Goals established to guide Arts and Heritage endeavours reflect the values and priorities expressed in City documents and during community consultation events, meetings, and staff workshops.

A. Enhance the City Centre

- A-1: Augment Cultural Focus
- A-2: Enhance Community Plaza

B. Enhance Town Centres

- B-1: Augment Arts and Heritage Space in Downtown Areas
- B-2: Use Public Art to Reinforce Unique Town Centre Identities

C. Enhance the Sense of Community

- C-2: Proceed With Phase Two of the Surrey Museum
- C-3: Expedite Decentralization of Arts and Heritage Services

D. Enhance Community Involvement Potential

- D-1: Establish a Surrey Cultural Grant Program

E. Enhance the Economy

- E-1: Cultural Marketing Plan
- E-2: Foster Local Artists
- E-3: Prepare and Adopt a Cultural Economic Development Plan
- E-4: Affordable Arts Space

F. Enhance Effectiveness of City Efforts

- F-1: Devise Suitable Arts and Heritage Organizational Model
- F-2: Adopt Interim Staffing Measures
- F-3: Assign Responsibility for Managing Cultural Inventory
- F-4: Develop a Sustainable Grants and Sponsorship Strategy

*" Carpe Diem - seize the day and the opportunity
- make the arts thrive in the city now."
- Mandeep Wirk, South Asian Artists Guild*



*Surrey Art Gallery Exhibition Transience / Artists: Aleksandra Dulic and Kenneth Newby
Surrey Urban Screen – Chuck Bailey Recreation Centre*

Goal A: Enhance the City Centre

The Build Surrey program of capital projects has been developed to position the City for a prosperous future. The projects will provide residents with world-class facilities and encourage growth in every area of the city. One of the key initiatives is the development of City Centre. The intent is to:

"Transform the downtown core to create British Columbia's next great cosmopolitan centre. Establish City Centre as the commercial, residential, entertainment, educational, civic and cultural heart of Surrey."

(Source: Build Surrey Program)

Work with non-profit partners (e.g., SFU, the Surrey Arts Council, K'la-how-eya Aboriginal Centre) and the private sector to leverage improved arts and heritage initiatives within the City Centre.

PRC 2008 Strategic Plan Recommendation CS-7

This reflects the City Centre vision outlined in the City of Surrey's Official Community Plan (OCP):

"Promote Surrey City Centre as the Regional Town Centre for the region south of the Fraser River, by supporting a broad range of high density commercial and residential development, as well as entertainment, cultural and social amenities and community facilities to serve the City and the region."

Recommended Strategies

A-1: Augment Cultural Focus

The major projects identified to date include:

- A flagship Public Library
- Chuck Bailey Recreation Centre
- Covered Youth Park
- New City Hall
- New Performing Arts Centre

The proposed Performing Arts Centre is a key component of the City's strategy to transform the City Centre area into an energetic hub of entertainment and cultural activity.

To contribute further to this transformation, the Cultural Plan recommends that consideration be given to also incorporating a destination Museum and Art Gallery into the City Centre development concept. The mandate of the new Museum would have national and international significance and would complement rather than compete with other major museums in the region. The existing Surrey Museum would continue to serve its community museum mandate.

A new Art Gallery would enable the City to more effectively support programs and exhibitions that attract local, regional and international audiences; continue to manage the City's growing art collection in a professional manner and meet community expectations expressed in the Surrey Art Gallery's Strategic Plan.

A-2: Enhance Community Plaza

As noted in the Build Surrey brochure:

"City Centre will be anchored by a new community plaza that will connect with the existing Central City plaza and provide a large gathering place to host community festivals and outdoor events, accommodating up to 5,000 people."

Creation of a Community Plaza Public Art Feature, integrated with the City Centre Art Walking Loop would reinforce the profile and identity of the Community Plaza as a place for major community events. It will also provide visitors with an iconic orientation symbol.

Objectives & Priorities (Goal A)

The City is aiming to transform the City Centre within the next five years. An initial concept for a new Performing Arts Centre has been prepared and other capital projects are already completed or well underway.

If the proposed Cultural Plan strategies are considered an exciting and valuable contribution to the realization of the City Centre vision, the ideas should be incorporated during the current planning stage to capture the optimal economic and operational benefits.

Short Term Objectives (1 to 2 yrs)

- Complete functional planning for Performing Arts Centre and explore feasibility of incorporating a destination Museum and Art Gallery
- Expand City Centre Art Walking Loop with Public Art work at new Central Library and City Hall
- Support the start up for Arts Umbrella City Centre
- Create a cultural destination profile for City Centre Public Art Walking Loop

Medium Term Objectives (3 to 5 yrs)

- Design Performing Arts Centre and other cultural elements (subject to Provincial and Federal funding)
- Hold competition for City Hall Plaza Public Art Work and install

Long Term Objectives (beyond 5 yrs)

- Complete construction of Performing Arts Centre including other cultural elements (subject to Provincial and Federal funding)
- Successfully host exhibits, shows and performances that draw regionally, nationally and internationally
- Enhance partnerships with Surrey Arts Council, educational institutions and the private sector to leverage improved arts and heritage initiatives within the City Centre





"Imagination will carry us to worlds that never were. But without it we go nowhere."

– Carl Sagan

Protecting the Future, Serving the Present / Artists: ArtForm Studio – Holland Park

"Preserving Surrey's heritage is an important part of building for the future... the diversity of people and history of change makes this community unique. We can use our resources to foster the artistic and cultural gifts of our people to build programs that supports our creative spirit."

– Museum and Archives Facility Plan, 2000



*Pumpkin Power Halloween Parade
Museum Plaza*

Goal B: Enhance Town Centres

Surrey's Town Centres are considered an integral part of what makes Surrey a great place to live, work, and play.

"Home to six distinct town centres, Surrey has a richly diverse population and embraces all people and cultures. The City boasts state-of-the-art recreational, arts, library, and heritage facilities and promotes active, affordable and accessible lifestyles for its families and residents with a strong emphasis on reducing crime, improving safety and fostering a welcoming community."

(Source: 2010 Surrey Annual Report)

"Promote Town Centres as the principal urban centre for each of the following towns within the City.

- Guildford
- Fleetwood
- Newton,
- Cloverdale
- South Surrey
- Surrey City Centre serves as a Town Centre for the town of Whalley"

(Source: Surrey Official Community Plan)

In order for Town Centres to fulfill the function envisioned in the Official Community Plan it is important that the downtown areas have an appropriate mix and density of urban uses to be economically viable. It is also important to create a distinct sense of place that reinforces the attractiveness of the downtown for the surrounding communities that it supports. The manner in which these objectives are achieved will vary depending on the nature and context of the Town Centre.

For example the intent of the Cloverdale Town Centre Plan is to:

"... inject a new vitality, develop a strong sense of place and establish an identifiable character for the Town Centre by building on its unique railway and agricultural past and making use of the authentic heritage/historical roots of the town site."

"The use of objects, images, history and forms (including architectural forms) associated with the railway and agricultural past of Cloverdale can be incorporated into the urban fabric or streetscape of the Town Centre to reinforce its character and to tell the story of the Cloverdale town site."

"Public art elements are considered important components of the Town Centre urban streetscape that will provide the link between the past, present and the future. They are intended to reinforce the character, support the proposed land uses, restore a sense of belonging and ingest meaning to the Town Centre."

Recommended Strategies

To support the successful evolution of Town Centres, the Cultural Plan recommends two initiatives.

B-1: Augment Arts and Heritage Space in Downtown Areas

The Cultural Plan recommends locating facilities to accommodate Arts and Heritage activities in the downtown areas of Town Centres to expand the range of downtown activities available. This will increase the attraction of the downtown and the volume of activity, thereby bolstering local businesses and enhancing a sense of community. The arts and heritage spaces can be stand-alone or combined with libraries, recreation centres, or other public infrastructure.



*Moments in Time / Artist: Paul Slipper –
176 Street Cloverdale BC*

“The purpose of the TownShift project is to engage the public to develop innovative and sustainable design for our communities,” says Mayor Dianne Watts. “I was impressed by the range and depth of the imaginative proposals and I’m looking forward to hearing from others about how to incorporate the visions into our town centres.”

B-2: Use Public Art to Reinforce Unique Town Centre Identities

The new Public Art Plan identifies themes and desirable locations for public art in each Town Centre. The installations in the downtown areas of Town Centres serve as iconic symbols that reinforce the special role of the downtown area for the surrounding community. To meet public art policy objectives, installations should be located so that they:

- are visible for pedestrians and/or motorists;
- are close to high pedestrian activity areas, places of public gathering, public open spaces and recognized pedestrian routes;
- offer opportunities to expand on existing or future public artworks as part of an existing or proposed multi-artwork concept; and
- recognize places of special heritage or community significance.

The following priority sites for each Town Centre have been identified during community consultation and staff work sessions.

Priority Sites for Public Art

City Centre / Whalley

1. City Centre Art Walking Loop including Civic Plaza
2. King George Boulevard Cultural Corridor* (especially 108th NE corner / Whalley’s Corner)
3. Bridgeview / Gateway at Pattullo Bridge
4. Quibble Creek Greenway
5. Bear Creek Park (Poet’s Walk)

Guildford Town Centre

1. Port Mann Park / Port Mann Bridge Gateway
2. 104th Avenue and 152nd Street
3. 176th Street and Highway #1 Overpass
4. Fraser Heights Traffic Circle
5. 156th Street and Highway #1 Underpass

Newton Town Centre

1. 72nd Avenue and King George Boulevard (including Transit Exchange)
2. Colebrook Park Pathways

Cloverdale Town Centre

1. Hook Greenway / Bose Farm
2. Hazelgrove Park in East Clayton
3. Clayton Park
4. Cloverdale Recreation Centre grounds / gates into rodeo grounds

South Surrey Town Centre

1. Semiahmoo Trail - Sea Dam at Nicomekl River
2. Highway 15 and Border
3. Crescent Beach
4. Campbell Heights Business Park

Fleetwood Town Centre

1. Fleetwood Park (enhancement of the sculpture collection)
2. Fraser Highway corridor (Town Centre) and gateway
3. 160th St. business corridor

Objectives & Priorities (Goal B)

Short Term Opportunity in South Surrey

The City will be expanding the South Surrey Recreation Centre in the near future and has allocated \$1.5 million in the 2011 Capital Plan for adding space for arts and heritage functions as part of the project. There are also potential opportunities to create arts and heritage space in conjunction with a land development project in the downtown area.

During the course of the study, the strategy for creating arts and heritage facilities in South Surrey was discussed with community stakeholders in several events and meetings. Unsolicited proposals were also received from a number of community organizations.

- Semiahmoo Arts
- Arts Umbrella
- Semiahmoo Potters Guild
- South Surrey – White Rock Arts Society
- Artist-Run Centre for Contemporary Arts

The community has been seeking adequate arts and heritage facilities for many years and has offered to contribute funds to achieve this objective. However, there was strong support for locating arts and heritage facilities in the downtown area of South Surrey to enhance the Town Centre. The key concern with the downtown option was that it might take longer to be realized and therefore defer the date at which arts facilities would become available.

After considerable discussion, there was general agreement that the best strategy was to proceed with the plan to add space for arts related activities in the South Surrey Recreation Centre expansion as Phase 1 and proceed with planning for the downtown arts and heritage space as Phase 2. The perceived advantage of this two-phase strategy is that it will help to augment arts space in the near future, while the downtown option is pursued.

The South Surrey & White Rock Arts Society has confirmed that they are willing to donate \$250,000 to the project in consideration for some ongoing access to the new space.



Artist/Instructor Murray Sanders

Short Term Objectives (1 to 2 yrs)

- Complete planning, design and construction of interim Arts space addition at South Surrey Recreation Centre
- Complete a Strategic Plan for Arts and Heritage presence in 2 Town Centres recognizing existing space and public art projects (priority Guildford & Cloverdale)
- Plan and design a Phase 2 downtown Cultural Centre in South Surrey

Medium Term Objectives (3 to 5 yrs)

- Complete a Plan for Arts & Heritage presence in remaining 2 town centres recognizing existing space and public art projects (Fleetwood and Newton)
- Construct downtown Cultural Centre in South Surrey
- Continue installation of Public Art in Town Centres based on priorities, themes and locations identified in Public Art Plan

Long Term Objectives (beyond 5 yrs)

- On-going implementation of recommendations from the Strategic Plan for Arts and Heritage presence in Town Centres
- Continue installation of Public Art in Town Centres based on priorities, themes and locations identified in Public Art Plan



"Today's generations have a responsibility to bear witness to the present. With the tangible artifacts of our time, we mark the route we have followed and the route we will take tomorrow. Like past generations, we have an instinctive need to bear witness so that the era we have lived through will not be forgotten...In the museums of tomorrow, our memories will mingle with the past as part of a continuing process of understanding human development. That is the true function of a museum: to be a window on the human spirit."

Canadian Museum Policy, 1990

*"Surrey Remembers"
Surrey Museum Plaza*

Goal C: Enhance the Sense of Community

"Creating a Community Where Individuals, Culture, and Environment Thrive"

(Source: PRC 2008 Strategic Plan)

The City's commitment to maintaining a strong sense of community is evident in a number of its plans and strategies including:

- Official Community Plan
- Parks Recreation & Culture 10-Year Strategic Plan
- Plan for the Social Well-Being of Surrey Residents
- Child and Youth Friendly City Strategy

"Since the image and character of the City is made up of the sum of the individual communities of interest in the City and of all aspects of the City, it is important to get "buy-in" from and ultimately support from all sectors of the City not only from a geographical perspective but also in relation to all the various activities and sectors that make up the complete community (i.e., business, shopping, residential, recreational, entertainment, heritage, government, cultural, different age groups, institutional, educational, etc.)."

(Source: Surrey Official Community Plan)

Key Role of Museum, Gallery and Theatres

A recurring theme during community consultation was the important role that the Museum, Gallery, and Theatres play in providing programs and exhibits that facilitate different cultural groups in Surrey to better understand each other, as well as the historical and evolving Surrey and Canadian context. This role of enhancing social cohesion and cultural sharing is particularly relevant in a rapidly growing and culturally diverse city like Surrey.

However, these facilities can no longer adequately serve the community in this regard due to a lack of space and resources, and accessibility limitations.

The Surrey Museum in particular is significantly constrained due to a severe lack of environmentally controlled space for exhibits and for collections storage and processing.

For example, the minimum area required for national calibre travelling exhibits is 2,000 square feet. The existing Museum has only 900 square feet of temporary exhibition space. Collections storage and processing space is similarly constrained due to the decision made in 2003 to construct only 24,000 square feet of the 60,000 that was recommended. The 2003 plans included the relocation of the Surrey Archives to the 1912 Municipal Hall, which was renovated for adaptive reuse. The two new facilities represented a 26,100 sq. ft. shortfall of service and collections support spaces from the originally planned Learning and Discovery Centre.

Decentralizing Arts and Heritage Services

In achieving the optimal impact of Arts and Heritage services on enhancing a sense of community, the City has recognized the need to decentralize some Arts and Heritage services as noted in the 2008 Parks Recreation and Culture Strategic Plan.

"Articulating between the centralized resource and the decentralized resource will be an important part of implementing the decentralization initiative. Specific focus on children and youth arts and heritage services, in cooperation with the school system, and not-for-profit agencies such as the Youth Arts Council, the Youth Council, the Arts Council, the Klahow-eya Aboriginal Centre, Girl Guides of Canada, Scouts Canada, the Vancouver LEGO Club and others will be required."

(Source: PRC 2008 Strategic Plan)

While the initiatives associated with Goal B: Enhance Town Centres, will help provide the facilities to support decentralized programs and services, the City must also be in a position to deliver these services. As noted in the PRC Strategic Plan, this will be a challenge with the current capacity of resources.

"The Parks, Recreation and Culture Department currently does not have any outreach staff based at the Surrey Arts Centre or at the two heritage sites that could reach out and bring people to those facilities, or more importantly, take arts and heritage experiences to schools and other locations. More capability is required and more articulation is needed to ensure that the service is enhanced at the community level."

(Source: PRC 2008 Strategic Plan)

Recommended Strategies

Three strategies are recommended to help the City enhance the sense of community in Surrey.

C-1: Proceed with Phase Two of the Surrey Museum

The 2008 PRC Strategic Plan identified Phase Two of the Museum as a "long-term" goal to be completed in the last three years of the Plan. A \$200,000 contribution towards the capital costs of Phase Two was submitted by the Surrey Museum & Archives Friends Society a number of years ago. With the confirmed \$250,000 matching grant from the City, a total of \$450,000 is already in place. Adjacent land to accommodate Phase Two has been acquired by the City.

It is recommended that Phase Two of the Surrey Museum proceed as soon as possible to alleviate current overcrowding and make it feasible to accommodate national exhibitions, manage collections in a safe and professional manner, and encourage cultural understanding and social cohesion.

C-2: Expedite Decentralization of Arts and Heritage Services

Support delivery of programs and artist-in-residence projects throughout the city (e.g. Newton Cultural Centre, heritage outreach program at Kensington Prairie RC and the Urban Screen project at Chuck Bailey Recreation Centre)

C-3: Update Surrey Arts Centre Theatres Strategic Plan

Given a new Council Chamber equipped for community use, a proposed new studio theatre in South Surrey, and the new Performing Arts Centre in City Centre, the Theatres Strategic Plan will require review and updating.

Objectives & Priorities (Goal C)

Short Term Objectives (1 to 2 yrs)

- Pursue funding from other levels of government for the Surrey Museum Phase 2
- Update Museum Phase 2 functional requirements and complete architectural plan and design
- Explore exhibits and program links with complementary national and international museums within existing spaces.
- Update Surrey Arts Centre Theatres Strategic Plan to consider new venues.
- Update collections development plan
- Develop implementation strategies for the Surrey Art Gallery Strategic Plan

Medium Term Objectives (3 to 5 yrs)

- Implement special touring exhibits program
- Create and implement Arts and Heritage Service Delivery Plans through satellite programs and partnerships e.g. Kensington Prairie Recreation Centre and Surrey Urban Screen.

Long Term Objectives (beyond 5 yrs)

- Implement national and international exhibits in new exhibition space located in Surrey City Centre.
- Construct Phase Two of Surrey Museum in accordance with strategy for provincial and federal funding



“There is ample evidence that the public interest can be aroused in anything that tends to secure a better educated community. There is no doubt that museums and art galleries might become a tremendous force toward the education of the public in matters which are of vital importance to the physical and moral health of the nation.”

Sir Henry A. Meirs, Report on the Museums of Canada to the Carnegie Corporation, 1932



".. It is the dedicated and professional volunteers, with their passion for local heritage and the community, that allow museums to continue."

Stuart Hall, Greater Fens Partnership Project Officer, Norfolk Museums & Archaeology Service, Renaissance East of England, "Social Responsibility, Cultural Sustainability" 2011

Heritage volunteers – Historic Stewart Farm.

Goal D: Enhance Community Involvement Potential

Many successful initiatives have been piloted with grants or short-term City support – e.g. Surrey Celebration Dance Team, Surrey City Orchestra, and Cirque Surrey. These groups involve local artists and cultural workers who are critical to generating the art, performances, heritage presentations, music, and events that create the energy and ambiance that are the hallmark of a vibrant city. Groups like these and organizations like Arts Councils are typically supported through civic granting programs.

From discussions during the study it was evident that most of the volunteer-based, not-for-profit organizations in Surrey are operating at the margin and surviving from one month to the next. This precarious condition makes it difficult for them to pursue sustainable fundraising arrangements or enter into long-term collaborative/contract arrangements with the City.

The goal of a Cultural Grants program is to overcome the limiting impacts of insufficient basic funding and help mobilize the full potential energy and talents of Surrey’s community resources. The grants to individual groups therefore need to be substantial enough to provide some stability in programs and activities.

Recommended Strategy

D-1: Establish a Surrey Cultural Grant Program

The fact that many cities have Cultural Grant programs (e.g. New Westminster, Prince George, St. Albert, Strathcona County, Victoria, Vancouver, Toronto, Ottawa) is a strong indication that the resource leveraging benefits of basic funding for arts and heritage community groups are widely recognized. A survey of cultural grant programs recently conducted by the City of Richmond indicated the following levels of grant funding per capita.

City	\$/capita
Kingston, Ont.	\$2.56
North Vancouver City & District	\$2.01
St Catharines, Ont.	\$1.79
Kelowna, BC	\$1.47
St John, NB	\$1.29
Saskatoon, Sask	\$1.22
Richmond, BC (pilot program)	\$0.50

The Cultural Grant Program in Richmond was unanimously approved by their Council in late July 2011.

Objectives & Priorities (Goal D)

Given the demonstrated benefits of Cultural Grant Programs that have already been investigated by City staff, it is recommended that the City move forward with establishing a suitable program for the Surrey context.

Short Term Objectives (1 to 2 yrs)

- Develop Cultural Grant Program
- Establish Cultural Grant criteria to support strategic alliances
- Promote and initiate Cultural Grant program
- Explore and implement initiatives to enhance City’s dialogue with the cultural community

Medium Term Objectives (3 to 5 yrs)

- Review effectiveness of Cultural Grant Program and adjust as required to achieve maximum benefits

Long Term Objectives (beyond 5 yrs)

- Explore potential to enhance sustainability of the Grant program with strategic partnerships



Municipalities that adopt culture as an industry have gained positive economic benefits for their communities. Cultural industries create job growth, turn ordinary cities into “destination cities,” create interconnects between arts and business, revitalize urban areas, attract skilled workers, and create spin-off business.

“Making the Case”. Creative City Network of Canada.

Artist: Robert Parkes – Loafing Shed Glass Studio

Goal E: Enhance the Economy

The economic benefits of arts and heritage are widely recognized. The City of Surrey Economic Development Office in its Arts Sector Profile describes Surrey's approach as follows:

"Recognizing that a thriving arts sector contributes to quality of life and helps attract and grow the residents and workers required to drive Surrey's economy, the City continues to build its cultural infrastructure. Notable projects include the Newton Cultural Centre that opened in 2010, a flagship library in City Centre to be completed by 2011 and a 1,600 seat performing art centre to be constructed in City Centre. The facilities are complemented by a public art program totaling \$3.75 million in total funding over 12 years."

The Creative City Network of Canada has studied the impact of Cultural industries on local economies and concluded that: "Culture-based businesses and organizations:

- 1. provide direct economic benefits;*
- 2. create job growth in the cultural sector, expanding the sector as a whole;*
- 3. promote and enhance cultural development;*
- 4. help foster creative cities and communities;*
- 5. improve the ability of urban centres to attract skilled workers;*
- 6. help a community distinguish itself based on strong identities, cultures, arts and crafts, [natural and built heritage], etc.;*
- 7. help a community gain a competitive advantage as a "destination city" for cultural tourism;*
- 8. spawn "spin-off" businesses, fortifying and diversifying the original initiatives' strengths; and*
- 9. can lead to subsequent economic regeneration through urban revitalization".*

(Source: Culture as an Economic Engine - Creative City Network of Canada)



Recommended Strategies

Arts and Heritage are already an important part of Surrey's economy. The Cultural Plan recommends a number of strategies that will enable the sector to make an even greater contribution to a sustainable and diversified economic environment.

E-1: Cultural Marketing Plan

Develop and implement a Cultural Marketing Plan to raise awareness of arts and heritage including support for social media and strengthen the branding of venues such as the Museum and the Surrey Art Gallery. This plan will also help to integrate the efforts of a number of sectors including the City, School Board, Tourism and Business Associations, post secondary institutions, and arts and heritage groups within the community. Example of this type of program include:



- Culture Days - a collaborative pan-Canadian volunteer movement to raise the awareness, accessibility, participation and engagement of all Canadians in the arts and cultural life of their communities
- Heritage Week
- Doors Open
- Surrey Fusion Festival

E-2: Foster Local Artists

Continue to support the local artist community through the Public Art Program and augment the support with the proposed Cultural Grants Program.

E-3: Prepare and Adopt a Cultural Economic Development Plan

Prepare and adopt a community and Cultural Economic Development Plan that will mobilize strategic Arts and Heritage partnerships among tourism and other business sectors, educational institutions, community groups and the City.

E-4: Affordable Arts Space

Surrey lacks transition urban areas found in other cities that typically provide a source of affordable studio and residential space for artists. To help foster the artist community, Surrey should introduce innovative zoning and urban development strategies to help create affordable artist studio / loft units and exhibit and performance spaces.

Objectives & Priorities (Goal E)

Short Term Objectives (1 to 2 yrs)

- Develop a Cultural Marketing Plan
- Continue to implement Public Art projects
- Prepare proposals to create affordable spaces for cultural industry

Medium Term Objectives (3 to 5 yrs)

- Ongoing implementation of Cultural Marketing Plan
- Prepare Cultural Economic Development Plan including a Cultural Tourism Strategy
- Institute new zoning bylaws and planning concepts to foster affordable spaces for artistic and heritage endeavors

Long Term Objectives (beyond 5 yrs)

- Facilitate the establishment of hybrid organizations that combine business with community arts, heritage, and education groups
- Ongoing implementation of the Cultural Economic Development Plan including a Cultural Tourism Strategy



"Arts and culture represents over 630,000 jobs in the Canadian economy. Canada's cultural industries represent \$46 billion in the Canadian economy. Let's put that in perspective; the arts and culture sectors are larger than Canada's insurance industry, and Canada's forest industry combined."

Source: The Honourable James Moore Minister of Canadian Heritage and Official Languages Arts, Culture & Delivering Results for Canada, at the Canadian Media Production Association "Prime Time Conference"

Ruth Scheuing exhibit – Surrey Art Gallery



“The annual Surrey Children's Festival inspires young hearts and minds to greater possibilities, and celebrates our rich and diverse cultural heritage through performing and visual arts experiences.”

Surrey Children's Festival

Goal F: Enhance City Efforts

Cultural Plan Implementation

The responsibility for implementing the proposed Cultural Plan strategies to enhance Surrey's urbanization process primarily lies with Arts and Heritage staff. As the Cultural Grants Program and strategic alliances are successfully implemented, community groups will become more stable and will be able to augment City resources. However for the next few years the feasibility of moving forward to achieve the goals set out in the Plan will depend on the ability of Arts and Heritage staff to take on additional responsibilities and engage in the necessary developmental tasks.

Capacity Limitations

For some time Arts and Heritage staff resources have been fully committed to maintaining facilities, programs and services with little or no time available for fostering alliances or responding to new community proposals and requests. This limitation was recognized in the 2008 PRC Strategic Plan - "More capability is required and more articulation is needed to ensure that the service [arts and heritage] is enhanced at the community level."

As Surrey continues to grow and evolve, demand for arts and heritage services will increase accordingly, thereby accentuating the shortfall in resources.

Recommended Strategies

If the City wishes to achieve the goals described in the Cultural Plan, consideration will need to be given to augmenting Arts and Heritage staff resources.

The recommended strategies are aimed at leveraging an investment in City staff resources to gain a viable and sustainable arrangement that incorporates more strategic partnerships with community and business organizations.

F-1: Devise Suitable Arts and Heritage Organizational Model

Examine arts and heritage organizational models in other cities and devise a suitable framework for the Surrey context.

F-2: Adopt Interim Staffing Measures

Pending review and approvals, implement a revised staffing and organizational model; augment existing Arts and Heritage staff to meet service expansion and Cultural Plan implementation needs.

F-3: Assign Responsibility for Managing Cultural Inventory

Management systems for Museum and Art Gallery collections inventories are already well established. Public Art Collection inventory data has been incorporated into the new Cultural inventory database. Responsibility for maintaining the Cultural Mapping database to support trends analysis and future planning should be assigned as soon as possible.

F-4: Develop a Sustainable Grants and Sponsorship Strategy

Optimize the ability to pursue grants and sponsorships in a coordinated and sustainable manner.

F-5: Review Cultural Plan

Staff should conduct a review and status up-date of the Cultural Plan annually.

Objectives & Priorities (Goal F)

Short Term Objectives (1 to 2 yrs)

- Review staffing resources required to carry out Cultural Plan priorities e.g. South Surrey Recreation Centre Arts Addition, Museum Phase Two, Cultural Grant Program, and maintaining Cultural Inventory.
- Implement interim staffing adjustments to support short-term Cultural Plan priorities
- Review Plan annually

Medium Term Objectives (3 to 5 yrs)

- Strengthen Community Group capacities to reduce pressure on City resources
- Review Plan annually
- Develop a sustainable Grants and Sponsorship strategy

Long Term Objectives (beyond 5 yrs)

- Establish sustainable strategic connections with businesses and institutions for collaborative initiatives
- Review Plan annually



"You have to love dancing to stick to it. It gives you nothing back, no manuscripts to store away, no paintings to hang in museums, no poems to be printed and sold, nothing but the fleeting moment when you feel alive."

– Merce Cunningham, Dancer and Choreographer, 1919 – 2009

Summer Musical Theatre Intensive – Surrey Arts Centre

5.0 Enhancement Goals & Action Priorities

The six Enhancement Goals (A-F below) were established to guide Arts and Heritage endeavors and reflect the values and priorities expressed in City documents and during community consultation events, meetings, and staff workshops.

Goal A: Enhance the City Centre	Description	Timeline
<p>A-1: Augment Cultural Focus</p> <p>A-2: Enhance Community Plaza</p>	<ul style="list-style-type: none"> • Complete functional planning for Performing Arts Centre and explore feasibility of incorporating destination Museum and Art Gallery • Expand City Centre Art Walking Loop with Public Art work at new Central Library and City Hall • Support the start up for Arts Umbrella City Centre • Create a cultural destination profile for City Centre Public Art Walking Loop • Design Performing Arts Centre and other cultural elements (subject to Provincial and Federal funding) • Hold competition for City Hall Plaza Public Art Work and install • Complete construction of Performing Arts Centre including other cultural elements (subject to Provincial and Federal funding) • Host exhibits, shows and performances that draw regionally, nationally and internationally as facilities become available • Enhance partnerships with Surrey Arts Council, educational institutions and the private sector to leverage improved arts and heritage initiatives within the City Centre 	<p>Short Term</p> <p>Short Term</p> <p>Short Term</p> <p>Short Term</p> <p>Short/Medium Term</p> <p>Short/Medium Term</p> <p>Long Term</p> <p>Long Term</p> <p>Long Term</p>

The timelines are expressed as short term (1-2 years), medium term (3-5 years) or long-term (greater than 5 years).

Goal B: Enhance Town Centres	Description	Timeline
<p>B-1: Augment Arts and Heritage Space in Downtown Areas</p> <p>B-2: Use Public Art to Reinforce Unique Town Centre Identities</p>	<ul style="list-style-type: none"> • Complete planning, design and construction of interim Arts space addition at South Surrey Recreation Centre • Complete a Strategic Plan for Arts and Heritage presence in 2 Town Centres recognizing existing space and public art projects. (Priority Guildford & Cloverdale) • Plan and design a downtown Cultural Centre in South Surrey • Complete a plan for Arts & Heritage presence in remaining 2 town centres recognizing existing space and public art projects (Fleetwood and Newton) • Construct downtown Cultural Centre in South Surrey • Continue installation of Public Art in Town Centres based on priorities, themes and locations identified in Public Art Plan • On-going implementation of recommendations from the Strategic Plan for Arts and Heritage presence in Town Centres 	<p>Short Term</p> <p>Short Term</p> <p>Short/Medium Term</p> <p>Medium Term</p> <p>Medium Term</p> <p>Short/Medium/Long Term</p> <p>Long Term</p>

The timelines are expressed as short term (1-2 years), medium term (3-5 years) or long-term (greater than 5 years).

Goal C: Enhance Sense of Community	Description	Timeline
<p>C-1: Proceed With Phase Two of the Surrey Museum</p> <p>C-2: Expedite Decentralization of Arts and Heritage Services</p> <p>C-3: Up-date Surrey Arts Centre Theatres Strategic Plan</p>	<ul style="list-style-type: none"> • Pursue funding from other levels of government for the Surrey Museum Phase 2 expansion • Update Museum Phase 2 functional requirements and complete architectural plan and design • Explore exhibit and program links with complementary national and international museums within existing space • Update Surrey Arts Centre Theatres Strategic Plan to consider new venue • Update collections development plan • Develop implementation strategies for the Surrey Art Gallery Strategic Plan • Implement special touring exhibits program • Create and implement Arts and Heritage Service Delivery Plans through satellite programs and partnerships • Construct Phase 2 of Surrey Museum expansion • Implement national and international exhibits in new exhibition space 	<p>Short Term</p> <p>Short Term</p> <p>Short Term</p> <p>Short Term</p> <p>Short Term</p> <p>Short Term</p> <p>Medium Term</p> <p>Medium Term</p> <p>Medium/Long Term</p> <p>Medium/Long Term</p>

The timelines are expressed as short term (1-2 years), medium term (3-5 years) or long-term (greater than 5 years).

Goal D: Enhance Community Involvement Potential	Description	Timeline
D-1: Establish a Surrey Cultural Grant Program	<ul style="list-style-type: none"> • Develop and implement a Cultural Grant Program • Explore and implement initiatives to enhance City's dialogue with the cultural community • Review effectiveness of Cultural Grant Program and adjust as required to achieve maximum benefits • Explore potential to enhance sustainability of the Grant Program with strategic partnerships 	<p>Short Term</p> <p>Short Term</p> <p>Medium Term</p> <p>Long Term</p>
Goal E: Enhance the Economy	Description	Timeline
<p>E-1: Cultural Marketing Plan</p> <p>E-2: Foster Local Artists</p> <p>E-3: Prepare and Adopt a Cultural Economic Development Plan</p> <p>E-4: Affordable Arts Space</p>	<ul style="list-style-type: none"> • Develop and implement a Cultural Marketing Plan • Continue to implement public art projects • Prepare proposals to create affordable spaces for cultural industry • Develop and implement a Cultural Economic Development Plan including a Cultural Tourism strategy • Institute new zoning and planning concepts to foster affordable spaces for artistic and heritage endeavors • Facilitate the establishment of hybrid organizations that combine business with community arts, heritage, and education groups 	<p>Short Term</p> <p>Short Term</p> <p>Short Term</p> <p>Medium Term</p> <p>Medium Term</p> <p>Long Term</p>

The timelines are expressed as short term (1-2 years), medium term (3-5 years) or long-term (greater than 5 years).

Goal F: Enhance City Efforts	Description	Timeline
F-1: Devise Suitable Arts and Heritage Organizational Model	<ul style="list-style-type: none"> Review staffing resources required to carry out the Cultural Plan priorities e.g. South Surrey Recreation Centre Arts Addition, Museum expansion, Cultural Grant Program, maintaining Cultural Inventory and sustaining Grants and Sponsorship Programs 	Short Term
F-2: Adopt Interim Staffing Measures	<ul style="list-style-type: none"> Implement interim staffing adjustments to support short-term Cultural Plan priorities 	Short Term
F-3: Assign Responsibility for Managing Cultural Inventory	<ul style="list-style-type: none"> Strengthen community group capacities to reduce pressure on City resources 	Short Term
F-4: Develop a Sustainable Grants and Sponsorship Strategy	<ul style="list-style-type: none"> Establish sustainable strategic connections with businesses and institutions for collaborative initiatives 	Medium Term
F-5: Review Cultural Plan	<ul style="list-style-type: none"> Review and update status of the Cultural Plan 	Annually

The timelines are expressed as short term (1-2 years), medium term (3-5 years) or long-term (greater than 5 years).



West Coast Landscape / Artist: Gordon Smith – Surrey Central Library

6.0 Financial Strategy

Provisional estimates have been made for a number of high priority initiatives to provide an order-of-magnitude indication of the capital and operating budget implications of implementing the Cultural Plan.

These estimates may change depending on the scope and scale decisions that will be part of the planning phase of each project.

These financial strategies assume that current operating funding for Cultural programs and services remains on a sustainable basis.

Project	Capital*	Operating**	Community Capital Contribution	Other Sources Capital / Project Contribution
South Surrey Phase One	\$1,500,000, funded in 2011 Capital Budget	\$188,000	\$250,000	
South Surrey Phase Two	\$16,000,000	\$1,227,000		
Surrey Museum Expansion Phase Two	***\$4,000,000 for construction	\$205,000	\$450,000	*** \$2,000,000 from other levels of Government for construction
Cultural Granting Program		\$75,000		
Enhancing Town Centres		\$300,000 over 3 yrs		
City Centre Cultural Facility - Functional Programming & Concept Design	\$2,500,000			\$5,000,000 from other levels of Government TBA
Cultural Marketing Plan	\$50,000			
Public Art****	\$3,458,000			\$2,945,000 Private Development Contributions
Cultural Economic Development Strategy	\$60,000			
Total	\$27,568,000	\$1,995,000	\$700,000	\$9,945,000

*Capital projects will be staged over 5-10 years.

**Preliminary operating budget information in order of magnitude.

***Total estimated Capital budget of the Surrey Museum Expansion is \$6M and includes advanced planning funds.

****Public Art funding is based on estimates and projections included in Surrey's Public Art Plan 2012 – 2016 and refers to one time only expenditures.



*"How could we ever know
each other in the slightest
without the arts?"*

– Gabrielle Roy

*Elder Moon / Artist: Leonard Wells
South Surrey Athletic Park*

7.0 Outcomes

Successful implementation of the Cultural Plan will:

- Create a sustainable, dynamic and socially cohesive City with an enviable quality of life;
- Create a place that urban planners from around the world will visit to learn about how to maintain a high quality of life during rapid urbanization;
- Establish Surrey City Centre with its major public art installations and the cultural facilities as a model of public space design and a focus of cultural activities;
- Draw regional, national, and international visitors to City Centre and to the varied attractions and ambiance of the six Town Centres;
- Enhance the Surrey Museum and Surrey Art Gallery ability to host exhibitions and programs that strengthen the diverse character of the City;
- Ensure that Cultural industries will be a significant component of Surrey's economy.





SURREY Cultural PLAN

ENHANCING URBANIZATION THROUGH ARTS AND HERITAGE

Appendix 2

CR No. R198:2011 Build Surrey Update – Surrey Museum Expansion and Art Centre Space in South Surrey



CORPORATE REPORT

NO: R198

COUNCIL DATE: **October 17, 2011**

REGULAR COUNCIL

TO: **Mayor & Council** DATE: **October 11, 2011**
FROM: **General Manager, Parks, Recreation and Culture** FILE: **0760-20/M**
SUBJECT: **Build Surrey Update - Surrey Museum Expansion and Arts Centre Space in South Surrey**

RECOMMENDATION

The Parks, Recreation and Culture Department recommends that Council:

1. Receive this report as information;
2. Approve the inclusion in the Build Surrey Program of a new arts centre in South Surrey as generally described in this report and authorize staff to form a stakeholder advisory committee to assist with the development of plans for such a facility in South Surrey and to bring forward a further report on this arts centre facility for Council consideration as plans for such a facility evolve;
3. Authorize staff to proceed with the design and construction of an addition to the South Surrey Recreation Centre as generally described in this report based on the funding that was allocated in the 2011-2015 Five Year Financial Plan, which will provide additional arts-related programming space in South Surrey in the near term;
4. Direct staff to include in the 2012 component of the 2012-2016 Five Year Capital Financial Plan \$450,000 to fund the development of a concept plan including a phasing strategy for the “build out” of the Surrey Museum and based on the completed concept plan to include in the Build Surrey Program and in the 2013-2017 Five Year Capital Financial Plan funding for the design and construction of next phase of the Surrey Museum; and
5. Authorize the City Clerk to forward as information a copy of this report and the related Council resolution to the Friends of the Surrey Museum and Archives Society and to South Surrey arts groups referenced in this report.

INTENT

The purpose of this report is to obtain Council approval for an amendment to the Build Surrey Program to include an expansion of the Surrey Museum in Cloverdale and the development of an art centre in South Surrey.

BACKGROUND

At its Regular Council meeting on March 1st, 2010 Council adopted the Build Surrey Program. The Build Surrey Program includes a series of large scale capital projects across the City to accommodate and support the business and residential growth that is expected over the next ten years. Included in the Program was an allocation of \$1.5 million for new arts space development in South Surrey in 2011. Most of the projects contained in the Build Surrey Program have been included in the Five Year (2011 – 2015) Financial Plan.

The Cornerstone Planning Group was engaged in 2011 to develop a Cultural Plan for the City. The development of the Plan has included extensive community consultation including, among other elements, an Open House in the South Surrey Town Centre. Approximately 100 residents attended this open house. The final draft Cultural Plan will be forwarded to Council for consideration later this fall.

The draft Cultural Plan has identified, among other things, the need for an expansion to the Surrey Museum and for the development of additional arts space and ultimately an arts centre in South Surrey.

DISCUSSION

Arts Space in South Surrey

In accordance with the Build Surrey Program, the 2012 Capital budget included an allocation of \$1.5 million for the development of arts-related programming space in South Surrey. With a view to establishing how best to position this new space, a stakeholder consultation process was undertaken involving all of the arts-related community organizations in South Surrey.

Parks, Recreation and Culture (PRC) staff convened a meeting of these organizations to discuss location options for a proposed new arts space in South Surrey. The groups in attendance included:

- the Semiahmoo Arts Society;
- South Surrey/White Rock Arts Society (SSWRAS);
- Arts Umbrella;
- Royal Canadian Theatre Company; and
- the proponents related to a proposal for an Artist's Run Centre.

The interests of the Semiahmoo Potter's Club were represented by the Semiahmoo Arts Society and the SSWRAS. A representative of the Surrey City Development Corporation (SCDC) was also in attendance at the meeting to consider community needs in relation to a potential future SCDC joint venture development in South Surrey. The table attached as Appendix "A" to this report documents the input of the community groups in relation to arts-related programming space in South Surrey as discussed at the meeting.

Two locations for a new arts facility in South Surrey were reviewed with the stakeholders group as follows:

- 1) an addition to the South Surrey Recreation Centre located in the South Surrey Athletic Park; and
- 2) an arts centre facility on 152nd Street in the South Surrey Town Centre.

The general preference among those present at the meeting is for a purpose-built arts centre in the Semiahmoo Town Centre; however, in recognition of the available budget and the significant immediate need for arts-related programming space, the meeting participants unanimously supported the concept of a phased approach to providing additional arts space in South Surrey representing both of the above-referenced options. The first phase would be an addition to the South Surrey Recreation Centre with the second phase being the development of a new dedicated facility in the Town Centre. The development of the Town Centre facility appears to be viable in three to five years time as part of a proposed SCDC joint venture mixed use development involving a private sector partner related to a site at 152 Street and 19 Avenue.

The first phase (an addition to the Recreation Centre) would provide the community with new arts space within the next year. This expansion to the South Surrey Recreation Centre is an efficient approach to providing new space as it will share the existing washrooms, parking, administration and circulation areas that are already contained within the recreation facility. As such, the available funding will allow for the construction of a larger "arts dedicated" floor area than could be provided in a stand-alone facility with the same budget.

The 2011 budget allocation for arts space in South Surrey will allow an expansion of approximately 3,500 to 4,000 square feet of floor area to the South Surrey Recreation Centre. The following amenities could be accommodated within such an area:

- an office for the Semiahmoo Arts Society;
- a shared meeting room/multi-purpose room;
- a pottery studio;
- a visual arts studio;
- use of the circulation areas and the studio areas for heritage displays/exhibitions of art work; and
- storage space for users.

The South Surrey White Rock Arts Society has raised \$250,000 toward arts space in South Surrey and has offered to donate these funds to the project in exchange for some free facility use for their monthly meetings and annual art sales. The arts groups are eager to be involved in the planning and operation of the new arts space through a model similar to the arrangement that the City has with the Arts Council of Surrey in relation to the Newton Cultural Centre. Subject to Council approval of the recommendations of this report, a report regarding a potential relationship with the Arts Society and an operating model for the first phase arts space will be forwarded to Council for consideration in the first quarter of 2012.

Based on the review of the options and the feedback from the arts community, staff recommend proceeding with the design and construction of an arts-related space addition to the South Surrey Recreation Centre to be completed in 2012. In the mean time PRC staff will continue to work with SCDC staff in the context of studying the viability of developing a full new arts centre facility in South Surrey in the proposed joint venture development as referenced previously. A community advisory committee will be established to provide input into the design of the first phase addition.

Museum

After hearing a delegation by the Friends of Surrey Museum at a Council in Committee meeting on November 29, 2010 Council requested that staff provide a report to Council on the expansion of the Surrey Museum. At its Regular meeting on January 10, 2011 Council received Corporate

Report No. Roo8 titled "Surrey Museum Expansion – Friends of Surrey Museum and Archives Society", a copy of which is attached as Appendix "B" to this report. The report advised that the expansion of the Surrey Museum would be considered as part of the development of a Cultural Plan that would be completed in 2011. The Cultural Plan is now nearing completion and will be forwarded to Council for consideration later this fall. The Plan will be recommending that the City proceed immediately with the development of a concept plan including a phasing strategy for the "build out" of the Surrey Museum. As was noted in Corporate Report No. Roo8:2011, a Museum Expansion reserve has been established that contains \$450,000. This includes \$250,000 that was contributed to the City by the Friends of the Museum Society and a further \$200,000 that has been committed to the Museum Expansion by the City.

Based on the above, it is recommended the 2012 component of the 2012-2016 Five Year Capital Financial Plan include an allocation of up to \$450,000 to fund the development of a concept plan including a phasing strategy for the "build out" of the Surrey Museum and based on the completed concept plan that the next phase of the Museum expansion be included in the Build Surrey Program and that funds be allocated in the 2013-2017 Five Year Capital Financial Plan for the design and construction of this next phase of the Surrey Museum.

SUSTAINABILITY CONSIDERATIONS

Surrey's Sustainability Charter 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 expansion of the Surrey Museum and the development of additional arts-related programming space in South Surrey support the following socio-cultural objectives in the City's Sustainability Charter:

- creating space for celebratory programs, exhibitions and events of our multicultural heritage and traditional arts (Scope Action SC4: Cultural Awareness in the Community);
- incorporating Public Art in each of Surrey's six Town Centres (SC4: Cultural Awareness in the Community);
- implementing a Youth Arts Services Strategy and Young Adults Strategy (SC4: Cultural Awareness in the Community);
- supporting initiatives that recognize the importance of digital technology to youth and new cultural practises (SC4: Cultural Awareness in the Community);
- encouraging citizen engagement with City planning activities to build community capacity (SC5: Plan for the Social Well Being of Surrey Residents);
- providing a range of accessible and affordable cultural services (Goal SC6: Accessible and Appropriately located Services within the City);
- providing support for local service organizations, in the non-profit sector for actions that are within the City's mandated responsibilities (Goal SC6: Accessible and Appropriately located Services within the City);
- establishing major arts and heritage facilities in central locations throughout the City (Goal SC 12: Equity in Social Infrastructure Investment); and
- promoting and raising awareness of arts and heritage in Surrey (SC4: Cultural Awareness in the Community and SC8: Municipal Outreach, Public Education and Awareness).

CONCLUSION

Based on the above discussion, it is recommended that Council:

- Approve the inclusion in the Build Surrey Program of a new arts centre in South Surrey as generally described in this report and authorize staff to form a stakeholder advisory committee to assist with the development of plans for such a facility in South Surrey and to bring forward a further report on this arts centre facility for Council consideration as plans for such a facility evolve;
- Authorize staff to proceed with the design and construction of an addition to the South Surrey Recreation Centre as generally described in this report based on the funding that was allocated in the 2011-2015 Five Year Financial Plan, which will provide additional arts-related programming space in South Surrey in the near term;
- Direct staff to include in the 2012 component of the 2012-2016 Five Year Capital Financial Plan \$450,000 to fund the development of a concept plan including a phasing strategy for the “build out” of the Surrey Museum and based on the completed concept plan to include in the Build Surrey Program and in the 2013-2017 Five Year Capital Financial Plan funding for the design and construction of next phase of the Surrey Museum; and
- Authorize the City Clerk to forward as information a copy of this report and the related Council resolution to the Friends of the Surrey Museum and Archives Society and to South Surrey arts groups referenced in this report.

Laurie Cavan
General Manager
Parks Recreation and Culture

Appendix “A”: Summary of Input from South Surrey Art-related Groups in Relation to the Design of Arts-Related Programming Space in South Surrey

Appendix “B”: Corporate Report No. Roo8:2011 titled “Surrey Museum Expansion – Friends of the Surrey Museum and Archives Society”

Appendix A

Summary of Input from South Surrey Art-related Groups in Relation to the Design of Arts-Related Programming Space in South Surrey

Group Facility	Semiahmoo Arts	Arts Umbrella	Semiahmoo Potters	SSWR Art Society	Artists Run Centre	Royal Canadian Theatre Co.
Black Box Theatre - 5,000 sq. ft. 460 seats	X	X			X	X
Pottery Studio 2,000 sq. ft.		X	X	X		
Visual Art Studio 1,325 sq. ft.		X		X	X	
Exhibition Space 1,200 sq. ft.	X	X	X	X	X	
Music Rooms(s) 110 sq. ft.		X				X
New Media Studio 400 sq. ft.	X	X			X	
Office Admin. Space 100 sq. ft.	X	X				
Lounge/Café 1,600 sq. ft.				X	X	X
Meeting Room 200 sq. ft.	X	X			X	X
Arts Library					X	
Outdoor Space	X		X		X	

CR Roo8 2011 Surrey Museum Expansion – Friends of the Surrey Museum and Archives



CORPORATE REPORT

NO: R008

COUNCIL DATE: January 10, 2011

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**

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.

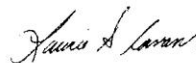
In addition to the Endowment Fund, the Friends Society also raised funds to contribute to the purchase of specialized furnishings, display technologies and equipment enhancements in the new Museum and City Archives. Including the Endowment Fund, the total results of the fundraising campaign equals \$1,655,876. 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

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APPENDIX A

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



Corporate Report

CITY MANAGER'S DEPARTMENT

NO: R062

COUNCIL DATE: April 7/03

REGULAR

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

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.

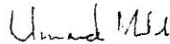
DISCUSSION

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 30th September, 2005.



Umendra Mital, P. Eng.
City Manager

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APPENDIX B

Learning and Discovery Campus Functional Program

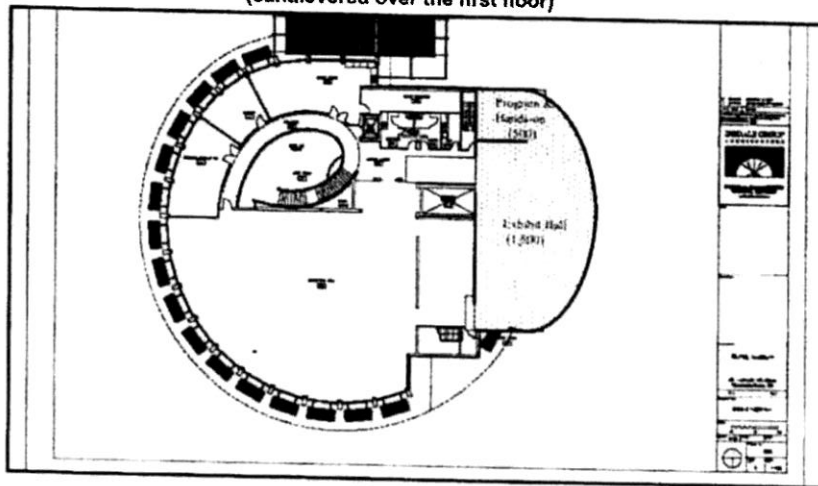
Surrey Learning & Discovery Campus

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>
Phase I (2003–2006)	
Surrey Museum	24,000
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	
City of Surrey Archives	9,900
Public support spaces	
Administrative/operational support	
Collections storage	
Reference and research spaces	
Mechanical/Circulation	
Surrey Public Library & Genealogy Collection	7,400
Community library collection	
Genealogy reference services	
Mechanical/Circulation	
TOTAL PHASE 1 AS BUILT (2006)	41,300
Phase 2 (Future Vision)	
Collections	1,500
Additional space and compactible shelving	900
Exhibit preparation workshop	600
Temporary Exhibit Gallery	2,000
Travelling/temporary exhibits	1,500
Program and interactive space	500
TOTAL PHASE 2 SPACE REQUIREMENT	3,500



Second Floor – Addition -Exhibit Hall & Program Room
 (2,000 sq ft)
 (cantilevered over the first floor)



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First Floor – Addition : Collections Storage & Exhibit Preparation
(1,500 sq ft)

