

NO: **F011**

COUNCIL DATE: **March 11, 2013**

FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **March 5, 2013**

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

FILE: **1850-01**

SUBJECT: **Cities Fit for Children Conference 2013**

RECOMMENDATION

The Parks, Recreation and Culture Department and the Finance and Technology Department recommend that the Finance Committee recommend that Council allocate \$10,000 from the Council Initiatives Fund to support the Cities Fit for Children Conference being held in Surrey on November 21 and 22, 2013 all as generally described in this report.

INTENT

The purpose of this report is to seek approval for funding support for the Cities Fit for Children Conference scheduled for November 22 and 22, 2013.

BACKGROUND

The Cities Fit for Children Conference evolved from discussions between the Human Early Learning Partnership (HELP) at UBC and intersectoral groups about child development research. It became increasingly clear that there was interest from municipal leaders to be engaged in child development but there was a recognized lack of information and to some extent skills in relation to local governments being more involved. HELP established a provincial partnership which included Success by 6, Children First, UWLM and B.C. Healthy Communities. The partnership decided that a Conference regarding child development would present a good forum to exchange information and develop a better understanding of the challenges and opportunities in this important area. The first Cities Fit for Children Conference was held in Kelowna in 2007.

In recent years, HELP has supported administration of the Conference, but each of the conferences has been led by the host municipality and has been supported financially through sponsorships, registration fees and contributions from the host community. The Ministry of Children and Family Development (MCFD) has also typically provided some financial support. A request for financial support for the 2013 Conference has been forwarded to MCFD.

The identified objectives for the 2013 Conference are to:

- affirm the important leadership role for B.C. municipalities in promoting early child development within their communities;
- increase the awareness of the critical importance of the early years to the success of individuals as adults;
- showcase leadership and innovation by BC municipalities in promoting early child development; and
- build a broader understanding of the strategies and tools available to BC municipalities to support early child development.

The Surrey Children's Partnership applied to host the Cities Fit for Children Conference in Surrey but recognized that support from the City would be necessary.

DISCUSSION

The 2013 Cities Fit for Children Conference is dedicated to Children's Rights. Building on the success of the first three conferences that were held in Kelowna in 2007, in Langley in 2009, and in Kamloops in 2012, respectively, it is expected that 350 delegates from across the province will attend the 2013 conference. The delegates will include representatives from the private sector, not for profits, the municipal sector, regional government and provincial leaders all involved in policy decisions and designing and building safe, healthy communities for children and families.

The operative goal of the Conference is to emphasize the role of local partnerships, strategies, and successes, including business engagement strategies that contribute to livable and healthy cities for children and youth.

Attached as **Appendix "A"** is a copy of the Cities Fit for Children's Conference "Save the Date" flyer, which will be used to market the event.

The budget for the event is \$125,000. The event organizing committee has requested that the City provide a contribution of \$10,000 in support of the event. Staff is satisfied that such a contribution is reasonable in light of the economic benefits to the city from such an event and the image-building opportunity that this event will provide for Surrey. It is proposed that Council allocate \$10,000 from the Council Initiatives Fund to support the Conference.

Status of the Council Initiatives Fund:

Appendix "B" attached to this report documents the status of the Council Initiatives Fund on an assumption that Council will approve the recommendations of this report

SUSTAINABILITY CONSIDERATIONS

The subject Conference will assist in achieving the objectives of the City's Sustainability Charter; more particularly the following action items:

- SC5: Plan for the Social Well Being of Surrey Residents:
1. By creating a child and youth friendly City
 2. By creating programs and recreation opportunities for children and youth; and

3. Through initiatives to encourage citizen engagement with social issues and social planning activity to build community capacity.

SC16: Socio-cultural, Infrastructure and Services:

1. Taking steps to stay abreast of emerging trends and opportunities and funding opportunities relative to social service issues;
2. Sharing information, discussing needs, assisting in developing solutions and establishing priorities with other orders of government, funders and community stakeholders; and
3. Implementing solutions to social service issues through actions that are within the City's mandated responsibilities.

CONCLUSION

Based on the above discussion, it is recommended that the Finance Committee recommend that Council allocate \$10,000 from the Council Initiative Fund to support the Cities Fit for Children Conference being held in Surrey on November 21 and 22, 2013 all as generally described in this report.

Laurie Cavan
General Manager
Parks, Recreation and Culture

Vivienne Wilke, CGA
General Manager
Finance and Technology

Appendix "A" – Cities Fit for Children Conference "Save the Date" Flyer

Appendix "B" – Status of the Council Initiatives Fund

Cities Fit for Children Conference "Save the Date" Flyer



Cities fit for
Children

Cities fit for Children Conference

Save the Date!

November 21-23, 2013

Location: Surrey, BC





**2013 FINANCIAL PLAN
COUNCIL INITIATIVES**

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	253,126		
2013 Approved Budget	250,000		\$ 503,126
Arts Umbrella Surrey (3rd year of 3-year program)	25,000		
2013 Women's BC OPEN Water Polo Tournament	5,000		
Comedy Courage Sponsorship	5,000		
Surrey Community Summit	25,000		
Sponsorship Appreciation Event	10,000		
Clayton Heights Enhanced Programming	85,000		
Cloverdale Skating Club	5,000		
Early Childhood Development (ECD) Smarter Cities Funding	50,000		
2013 Flavours of Surrey Event	22,000		
Cities Fit for Children Summit	10,000		
Allocations for 2013		\$ 242,000	\$ 261,126