

NO: F045

COUNCIL DATE: **DECEMBER 16, 2013**

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## FINANCE COMMITTEE

TO: **Mayor & Council** DATE: **December 10, 2013**

FROM: **General Manager, Parks, Recreation & Culture** FILE: **1850-01**  
**General Manager, Finance & Technology**

SUBJECT: **Community Enhancement Partnership Program Grant – Fleetwood**  
**Community Association - Swank Road Storyboard Project**

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## RECOMMENDATION

The Parks, Recreation and Culture Department and the Finance and Technology Department recommend that the Finance Committee recommend that Council approve a grant under the Community Enhancement Partnership Program in the amount of \$3,000 to the Fleetwood Community Association to support of the installation of the Swank Road Storyboard signage in Fleetwood as generally illustrated and described in Appendix 2 attached to this report.

## BACKGROUND

In January 2010 Council adopted the Community Enhancement Partnership (CEP) Program, which is intended to provide financial support for projects focussed on community engagement and neighbourhood beautification. Under the CEP Program, residents and community groups may apply to the City for a grant under either of two separate categories; these being:

- **Small Project Grants** - to support in planning, organizing and implementing projects intended to directly improve the physical aesthetic appeal of a neighbourhood; or
- **Partnership Grants** - to support projects that build community relationships through celebration and activity.

The CEP Program Guidelines are attached as **Appendix 1**.

The community has been notified of this program through stakeholder mail-outs, newspaper ads, press releases, promotional posters at civic facilities and on the City's website and social media outlets. A Grant Selections Committee has been established with representatives from various Departments and is responsible for assessing grant applications that are received under the Program. Forty one (41) CEP Program grants have been approved to date by City Council.

## DISCUSSION

The following sections of this report provide a description and evaluation of an application that has been received by the City for a grant under the CEP Program.

### **Swank Road Storyboard (NE Corner of Fraser Highway and 158<sup>th</sup> Street) Project**

The Fleetwood Community Association (FCA) has requested funding to create and install a Fleetwood storyboard at Fraser Highway and 158<sup>th</sup> Street. **Appendix 2** provides information on the location and details of the project. The storyboard is part of a community-driven initiative to stitch together the early history of Fleetwood with the developing Fleetwood Town Centre. The intention is to assist in strengthening community identity and improve the public realm in Fleetwood. The City's Heritage Services staff and the Heritage Advisory Committee are aware of this initiative and view it as a unique project separate from the City's heritage storyboard program. The FCA will be responsible for installing and maintaining the signage.

The storyboard will be on a brushed stainless steel plate with laser etched graphics mounted on a powder coated steel frame. The frame will be mounted on a concrete base, clad with basalt stone. The landscaping at the proposed site will be reconfigured to ensure the storyboard will be visible by vehicle traffic and pedestrians. The Swank family will be consulted on the storyboard text and will donate \$3,000 toward the project.

The FCA has requested a grant of \$3,000 to assist in funding the creation and installation of the storyboard. The FCA has estimated 60 hours of volunteer time for design and research for the storyboard as well as 12 hours of volunteer labour to reconfigure the site for its placement.

Staff members from the Parks Division and the Engineering Department have reviewed the application and view the storyboard as suitable for the subject site.

The Grant Selections Committee has confirmed that the project as proposed complies with the criteria associated with CEP Program. As such, staff is recommending that a grant of \$3,000 be provided to the FAC for the project.

### **Funding**

**Appendix 3** provides information on the status of funding related to the Community Enhancement Partnership Program based on an assumption that Council will approve the recommendation of this report.

### **SUSTAINABILITY CONSIDERATIONS**

The CEP Program supports the achievement of the of the objectives of the City's Sustainability Charter by encouraging social connections, volunteerism, community ownership and citizen engagement, in accordance with the Charter scope action items SC6, SC7, SC8 and SC13.

## CONCLUSION

Based on the above discussion, it is recommended that the Finance Committee recommend that Council approve a grant under the CEP Program in the amount of \$3,000 to the Fleetwood Community Association to support the installation of the Swank Road Storyboard signage in Fleetwood as generally illustrated and described in Appendix 2 attached to this report.

Laurie Cavan  
General Manager  
Parks, Recreation & Culture

Vivienne Wilke, CGA  
General Manager  
Finance & Technology

Appendix 1: CEP Program Overview and Guidelines

Appendix 2: Location and details of the Swank Road Storyboard

Appendix 3: Status of Community Enhancement Partnership Program Budget



## Community Enhancement Partnership Program (CEPP) Program Overview and Guidelines

The Community Enhancement Partnership Program (CEPP) is an initiative of Council to encourage neighbourhood projects and activities that beautify our streets and public spaces.

Through the Program, residents, groups and businesses can apply to the City for a grant to plan, organize and implement small beautification projects, activities and celebrations. Successful applicants match their requested grant amount with contributions of volunteer labour and services, donated materials, and/or cash. The Program is a partnership in which the applicant and the City contribute equally towards the applicants proposed project.

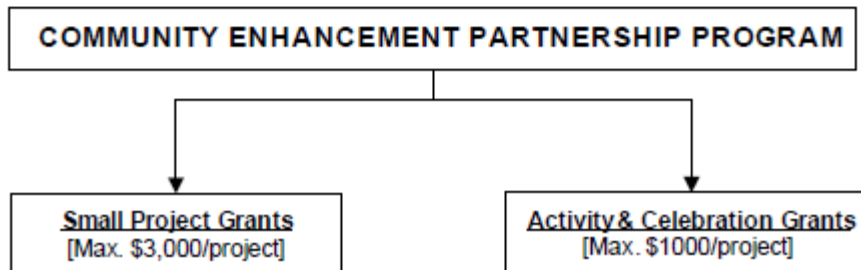
### FUNDING CRITERIA & ELIGIBILITY

Grants are available to all Surrey residents, students, community groups, organizations or associations. Small businesses will also be considered for street or landscaping beautification projects. All applications must encourage neighbourhood participation without discrimination. Projects must be undertaken within the geographic boundaries of Surrey. All applicants must demonstrate their project or activity will:

- focus on “beautifying and celebrating Surrey”;
- generate a public benefit in an inclusive and cooperative manner;
- involve members of the community in the project;
- commit to overseeing the project and any resulting maintenance;
- have broad neighbourhood support; and
- fall within one of the Project Grant Types listed below.

### PROJECT GRANT TYPES

The Program has two separate grant categories as illustrated below.



**i) Small Project Grants**

Small project grants have a maximum amount of \$3,000 per project. They are offered to support planning, organizing and implementing projects that physically improve the appearance of the City. As examples, a neighbourhood garden, boulevard landscaping, community pathway, floral tree plantings, decorative lighting display or a neighbourhood entrance feature would fall under this category. Creativity is encouraged.

Projects in this category must be completed within twelve (12) months of a grant being awarded.

**ii) Activity & Celebration Grants**

Activity and celebration grants have a maximum amount of \$1,000 per project. They are offered to support community activism and celebration. Projects should engage, educate and celebrate community members. As examples, a neighbourhood festival or block party, a street clean-up day, a property owner awards program or a neighbourhood improvement campaign would fall under this category.

Projects that create opportunities to develop neighbourhood organization and promote community leadership, such as citizen engagement workshops or anti-graffiti training seminars, are also encouraged.

Projects in this category must be completed within six (6) months of a grant being awarded.

**PROJECT MANAGEMENT & RECOGNITION**

For awarded projects, photos must be submitted to the City as a permanent record and for potential posting on the City's website and within local newspapers. All projects under the Program will be eligible for Civic Beautification Awards and/or plaque or site markers.

**PLEASE NOTE:**

- Awarded projects may be subject to inspection by City staff during project work and upon completion.
- Applicants that have failed to undertake projects, as outlined on submitted applications, may be eliminated from consideration for future grant opportunities.
- Applicants are required to abide by all Municipal, Provincial and Federal laws and regulations.
- The City of Surrey reserves the right to remove any physical installations or improvements on public land at any time.

## APPLICATION REVIEW PROCESS

Each application will be evaluated by a grant evaluation committee using the following evaluation criteria and within available funding.

### Evaluation Criteria

#### Overall Community Enhancement Program Objective

- Project corresponds with the objective to “beautify **and** celebrate Surrey”.

#### Project Proposal & Feasibility

- Provides a clear description of what the project is and why it is proposed.
- Provides a clear public benefit.
- Is well planned with a realistic timeline and a clear beginning and end.
- Has a reasonable budget.

#### Community Building

- Community contribution is documented, demonstrating broad community participation and support for the project.
- Encourages inclusive community participation and provides opportunity to bring people together.
- Encourages interaction between different groups, such as different ethnic groups, tenants, seniors and business owners.
- Encourages collaboration between all age groups, particularly youth and adults.

#### Outcomes

- There is a clear understanding of how the community will be improved as a result of the project, with anticipated outcomes clearly documented.
- Project is designed for low maintenance and the applicant and stakeholders commit to project maintenance, with the majority of maintenance undertaken by the applicant.

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#### Grants will **NOT** be awarded to/for:

- The purpose of private gain.
- Government agencies, political or partisan groups, formal business associations, universities, exclusive clubs or associations, newspapers and non-Surrey-based organizations (based or originating).
- Applicants who have failed to document a community contribution.
- Applicants who have failed to successfully carry out or maintain a project for which a grant was previously awarded.

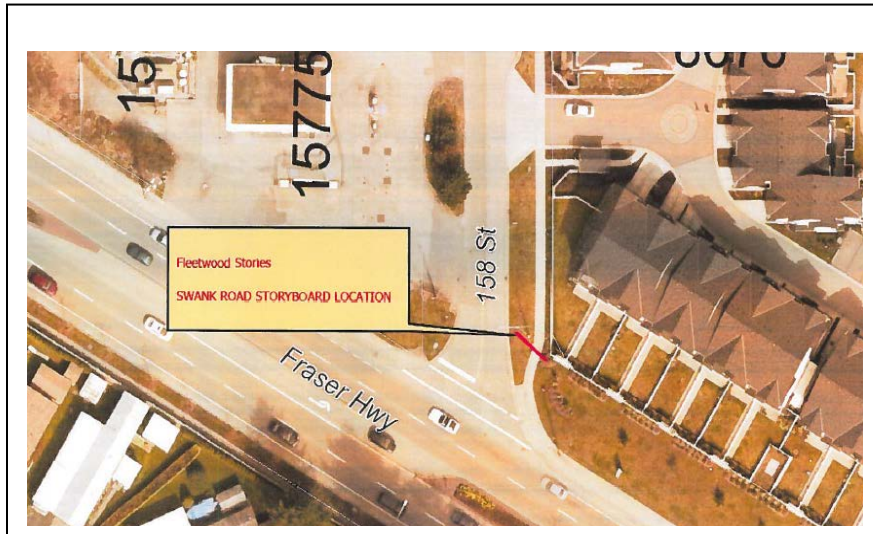
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#### Grants must **NOT** be used to:

- Duplicate an existing public or private program.
- Support ongoing programs or services.
- Replace funding lost from other sources or provide gap funding.
- Pay for the applicants operating expenses that are not directly related to the project for which the grant is awarded.
- Purchase land or buildings.
- Pay for out of City travel expenses.
- Pay for expenditures or financial commitments made *before* the organization's grant application was submitted.



### Location of Proposed Swank Road Storyboard



### Proposed Swank Road Storyboard Detail

# Swank Road

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Howard Henson Swank was born in Roanoke, Indiana on March 2<sup>nd</sup>, 1884. He came to Canada in 1917 and purchased land to start an orchard near Keromeos.

Daisy Lait was born in London, England on January 25<sup>th</sup>, 1892 and her family originally settled in Manitoba in 1905 before moving to Vancouver in 1910. When her fiancé was killed in WW1, Daisy found work as a bookkeeper at the cannery in Keromeos where she met and fell in love with Howard.

After selling his orchard in 1922, Howard purchased approximately 8 acres of land in Fleetwood for \$880. The land was located between Yale Road (Fraser Hwy) and Davis Road (88<sup>th</sup> Avenue) along what would become Swank Road (158<sup>th</sup> Street). He and Daisy lived in a tent while he built the house and dug the 80 foot deep well by hand. The house was wired for electricity in 1929.

Howard found work in road building and ran the steam-powered cement mixer when Fraser Hwy was paved. He also ran a team of horses hauling logs to the Bothwell sawmill located at Pike Street (160<sup>th</sup> Street) and Townline Road (96<sup>th</sup> Avenue).

Daisy and Howard raised four children on the farm: Donald, Norman, Marian and Vernon. The family had enough money from Howard's jobs to cover basic necessities. They grew most of their own food and raised goats, chickens and pigs.

Howard Swank died at the age of 84 in 1967. Daisy continued to live on Swank Road until she died in 1980 at the age of 88.

1957 Map

Swank Property in 1922

## FLEETWOOD STORIES

To learn more:

www.fcsurrey.ca

Map courtesy of City of Surrey Archives  
Photo courtesy of Swank Family



**2013 FINANCIAL PLAN**  
**COMMUNITY ENHANCEMENT PARTNERSHIP PROGRAM**

Description	Allocation to			
	Amount	Date	not used	Remaining
<b>2009 Budget Allocation</b>	\$ 25,000.00			
<b>2010 Budget Allocation</b>	\$ 25,000.00			
<b>2011 Budget Allocation</b>	\$ 25,000.00			
<b>2012 Budget Allocation</b>	\$ 25,000.00			
<b>2013 Budget Allocation</b>	\$ 25,000.00			\$ 125,000.00
<b>Grants awarded in 2010</b>				
1. Rotary Club of Surrey (May 17, 2010)	\$ 3,000.00	\$ 3,000.00		
2. Halls Prairie Elementary School Parent Advisory Committee	\$ 1,000.00	\$ 4,000.00		
3. Lexington Townhouse Development	\$ 3,000.00	\$ 7,000.00		
4. Lakebridge Townhouse Complex	\$ 1,500.00	\$ 8,500.00		
5. Riverdale Junior Leadership Group	\$ 1,037.42	\$ 9,537.42		
6. East Panorama Ridge Community Association	\$ -	\$ 9,537.42		
7. East Panorama Ridge Community Association	\$ 1,800.00	\$ 11,337.42		
8. Surrey Crime Prevention Society	\$ 3,000.00	\$ 14,337.42		
9. AHP Matthew Elementary School PAC	\$ 2,000.00	\$ 16,337.42		
<b>Grants awarded in 2011</b>				
10. 112 Ave Neighbourhood Association	\$ 3,000.00	\$ 19,337.42		
11. Annville - Royal Heights Advocates	\$ -	\$ 19,337.42	\$ 200.00	
12. Bolivar Heights Community Association	\$ 3,000.00	\$ 22,337.42		
13. Fleetwood Community Association	\$ 3,000.00	\$ 25,337.42		
14. Chimney Hill Ratepayers	\$ 900.00	\$ 26,237.42		
15. West Panorama Ratepayers Association	\$ 3,000.00	\$ 29,237.42		
16. 130B Street Group	\$ 500.00	\$ 29,737.42		
17. Anne Van Rhyn	\$ 450.00	\$ 30,187.42		
18. Residents of 13101-51 108 Avenue	\$ 200.00	\$ 30,387.42		
19. Surrey Urban Farmers Market	\$ -	\$ 30,387.42	\$ 1,450.00	
20. Khalsa School	\$ -	\$ 30,387.42	\$ 1,000.00	
21. Blockwatch 5-281	\$ 750.00	\$ 31,137.42		
22. Creekside Grove Residents Group	\$ 1,250.00	\$ 32,387.42		
23. South Fraser Community Services Society	\$ 3,000.00	\$ 35,387.42		
<b>Grants awarded in 2012</b>				
24. Surrey Appreciates ME (SAME) Group	\$ 3,000.00	\$ 38,387.42		
25. Friends of Semiahmoo Bay Society, Little Campbell Watershed Society	\$ 3,000.00	\$ 41,387.42		
26. Bolivar Heights Community Association and James Ardiel Elementary School	\$ 527.60	\$ 41,915.02		
27. LA Matheson Secondary School	\$ 3,000.00	\$ 44,915.02		
28. Community Clean Landscapes- Cedar Hills Elementary		\$ 44,915.02	\$ 800.00	
29. East Panorama Community Celebration	\$ 500.00	\$ 45,415.02		
30. Royal Heights Fall Fest	\$ 1,000.00	\$ 46,415.02		
<b>Grants awarded in 2013 (to date)</b>				
31. West Panorama Ratepayers	\$ 3,000.00	\$ 49,415.02		
32. Fun Fun Playground Project	\$ 1,000.00	\$ 50,415.02		
33. Hall's Prairie Earth Day Project	\$ 1,000.00	\$ 51,415.02		
34. Hillcrest Elementary Boulevard Landscape	\$ 2,860.00	\$ 54,275.02		
35. Alexandra Neighbourhood House Community Garden	\$ 3,000.00	\$ 57,275.02		
36. Blockwatch 3-230 Chimney Hill	\$ 300.00	\$ 57,575.02		
37. Port Kells Farmer's Market	\$ 2,000.00	\$ 59,575.02		
38. Middleglen Place Block Clean-up and Celebration	\$ 795.00	\$ 60,370.02		
39. Panorama Neighbourhood Association	\$ 1,000.00	\$ 61,370.02		
40. Surrey Urban Mission	\$ 1,000.00	\$ 62,370.02		
41. Sources- Food For Thought	\$ 3,000.00	\$ 65,370.02		
42. FCA Swank Storyboard	\$ 3,000.00	\$ 68,370.02		
<b>Total allocations to date:</b>		<b>\$ 68,820.02</b>	<b>\$ 3,450.00</b>	<b>\$ 59,629.98</b>