

NO: R213

COUNCIL DATE: **OCTOBER 28, 2013**

REGULAR COUNCIL

TO: Mayor & Council **DATE: October 21, 2013**

FROM: General Manager, Parks, Recreation and Culture **FILE: 0390-01**
General Manager, Finance and Technology

SUBJECT: Bid to Host a Creative City Summit

RECOMMENDATION

The Parks, Recreation and Culture Department and Finance and Technology Department recommend that Council authorize staff to submit a bid to the Creative City Network of Canada to host a Creative City Summit in Surrey all as generally described in this report.

INTENT

The purpose of this report is to provide information in relation to a call for expressions of interest from the Creative City Network of Canada (CCNC) that outlines opportunities to host a future Creative City Summit. A copy of the “Application to Host a Creative City Summit 2015 – 2018” is attached to this report as Appendix “A”. The report is seeking Council approval to submit an application in response to this call.

BACKGROUND

The Department of Canadian Heritage reported the total Culture Gross Domestic Product (GDP) in Canada for 2009 was \$49.9 billion including \$25.5 billion for cultural industries, \$13.9 billion for arts and \$1.5 billion for heritage. Federal government officials also report that arts and culture represent over 630,000 jobs in the Canadian economy and that this amount is larger than Canada’s insurance and forestry industries combined. The Creative City Network of Canada in their “Making the Case” report indicates that municipalities that adopt culture as an industry have gained positive economic benefits for their communities. Cultural industries create jobs, turn ordinary cities into “destination cities”, create interconnections between arts and business, revitalize urban areas, attract skilled workers and create spin-off businesses.

In May, 2012 Council adopted the Surrey Cultural Plan: Enhancing Urbanization through Arts and Heritage (the “Cultural Plan”) and the Surrey Public Art Plan 2012 – 2016 (the “Public Art Plan”). The vision in the Cultural Plan states that the City will “mobilize Surrey’s arts and heritage resources, to enhance urbanization to achieve a dynamic, sustainable and socially cohesive City with an enviable quality of life.”

Surrey is a vibrant and culturally rich community with a strong history of hosting successful cultural events including the annual Surrey Festival of Dance, the Surrey International Writer’s Festival, the Surrey International Children’s Festival, the Fusion Festival and the British Columbia Festival of the Arts (2002). Surrey has been recognized nationally as a Cultural Capital of Canada (2008) and the resulting program produced a rich legacy of public art and the award winning Fusion Festival.

The City has been able to showcase its ability to work with community partners in hosting major cultural events with a view to attracting new events of a similar stature in the future.

DISCUSSION

The Creative City Network of Canada (CCNC) was incorporated in 2002 as a national non-profit organization that operates as a knowledge-sharing, research, public education and professional development resource in the field of local government cultural policy, planning and practice. Through its work, the Creative City Network of Canada helps build the capacity of municipal professionals and by extension local governments to nurture and support cultural development in the communities across Canada. The members of the Creative City Network of Canada are over 100 municipalities and local governments that represent over 16 million Canadians. Recently the CCNC has expanded its membership categories to include students, related industry colleagues and not-for-profit cultural organizations.

In September 2013, the CCNC released a call for expressions of interest to host the Creative City Summit in each of the years 2015, 2016, 2017 and 2018, respectively. The application package describes a two stage process. The first stage of the process is the submission of a Letter of Intent to host the Summit. A Letter of Intent (LOI) is intended to demonstrate the prospective host community’s capacity to host a successful Summit, including a description of how hosting a Summit would benefit the host community and outlining the special cultural features that the host community would like to highlight during the Summit. Those submitting Letters of Intent will be evaluated and a short list of applicants will be selected by the CCNC. Those on the shortlist will be notified by November 25, 2013 and asked to submit a full bid package by January 16, 2014. Staff has already submitted an LOI to the CCNC.

If Surrey is invited to submit a full bid proposal, a Bid Task Force will be formed including staff representatives from Arts, Heritage, Parks, Recreation and Marketing and representatives from the Arts Council of Surrey, Surrey Tourism and the Business sector.

To advance a successful bid, staff is proposing that the City offer to host the Summit in any of 2015, 2016, 2017 or 2018. As part of the bid, the City will need to commit \$25,000 in funding. This amount will cover the facility rental costs and related staffing costs for a 3-day event, a welcome reception for delegates and local dignitaries, artist animation fees, study tour transportation costs and other costs associated with hosting such an event.

If Surrey is successful in its bid, CCNC will form a Summit Organizing Committee from within their membership to work in collaboration with City staff and community partners in planning and implementing the Summit. The \$25,000 financial commitment to the Summit will be included in the City's annual operating budget of the year prior to the Summit.

The bid proposal was endorsed by the Culture Development Advisory Committee at the October 15, 2013 meeting.

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 hosting of a nationally significant event such as the Creative City Summit will assist in achieving the socio-cultural and economic objectives in the City's Sustainability Charter through:

- the support and encouragement of community economic development; (Scope Action Item EC₂);
- the introduction of celebratory programs, exhibitions and events of our multicultural heritage and traditional arts (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);
- support for local service organizations in the non-profit (arts) sector by actions that are within the City's mandated responsibilities (SC₆: Accessible and Appropriately located Services within the City);
- promotion of arts and heritage in Surrey (SC₄: Cultural Awareness in the Community and SC₈: Municipal Outreach, Public Education and Awareness);

- education and awareness building initiatives that encourage all sectors of the City to assist in building sustainable cultural components in Surrey (SC8: Municipal Outreach, Public Education and Awareness); and
- encouraging and facilitating volunteerism and participation in community activities (SC12).

CONCLUSION

Based on the above discussion, it is recommended that Council authorize staff to submit a bid to the Creative City Network of Canada to host a Creative City Summit in Surrey all as generally described in this report.

Laurie Cavan
General Manager
Parks, Recreation and Culture

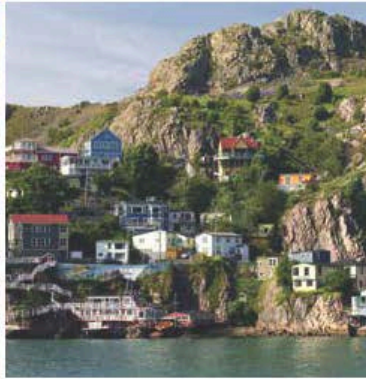
Vivienne Wilke, CGA
General Manager
Finance and Technology

Appendix “A” – “Application to Host a Creative City Summit 2015 – 2018”

CREATIVE CITY
NETWORK
OF CANADA



APPLICATION TO HOST A
CREATIVE CITY
SUMMIT



HOSTING A CREATIVE CITY SUMMIT

Creative City Hosting Legacy

2002	Vancouver, BC
2003	St. John's, NL
2004	Regina, SK
2005	Trois-Rivières, QC
2006	Toronto, ON
2007	Edmonton, AB
2008	Whitehorse, YT
2009	Fredericton, NB
2010	Regional Meetings
2011	London, ON
2012	Victoria, BC
2013	Ottawa, ON
2014	Hamilton, ON

The Creative City Network of Canada (CCNC) held the first annual meeting in Vancouver in November 2002. Since then, the CCNC has organized eleven more highly successful annual meetings.

The Creative City Summit in Whitehorse (2008) was a departure from the conference format followed in previous years. The Summit was more intimate, interactive, and provided practitioners with a platform to exchange ideas and learn from their peers.

Hosting a Creative City Summit puts the host municipality in the spotlight that year and raises the profile of your community across Canada by encouraging people to visit and experience the community's cultural resources. The Summit can also strengthen supports for culture within the community through bringing expertise in local cultural development to the community and shining a spotlight on local achievements. Previous host city organizers will confirm that being the host for a Creative City Summit is a great deal of work but also very valuable and extremely rewarding.

Each Creative City Summit offers content that is national in scope and addresses the breadth of issues within the practice of local cultural development for cities of different sizes and geographies.

The Summit includes six core-programming elements:

- 1 Pre-Summit Workshop,
- 2 Host City welcome reception,
- 3 Local study tours,
- 4 Peer-to-peer presentations,
- 5 Keynote speeches, and
- 6 CCNC Annual General Meeting.

In total, the Summit is 2.5 days in length maximum. Between 2015 and 2018, the Summit will take place between October 1st and November 30th.

The host city is responsible for two core-programming elements: (1) host city welcome reception, and 2) local study tours. Both of these programming elements are an opportunity to highlight the local community's unique history, stories and achievements. The host city may also help with the logistical coordination of additional local activities for the delegates.



Museum of Vancouver, BC - 2002 Summit

MINIMUM APPLICATION REQUIREMENTS

Municipalities of all sizes from across Canada are encouraged to apply. Prior to making a submission, please ensure that you meet the following minimum requirements:

- ♦ The bidding municipality must be a member of CCNC,
- ♦ The bid must have the support of City Council or Senior Staff, and
- ♦ There must be a commercial airport within easy reach of the location.

ABOUT THE CREATIVE CITY NETWORK

The Creative City Network of Canada (CCNC) is a national non-profit organization that operates as a knowledge sharing, research, public education, and professional development resource in the field of local cultural policy, planning and practice.

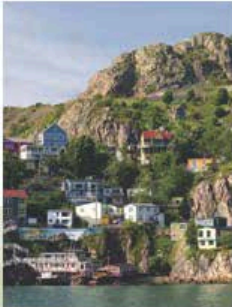
Through its work, the CCNC helps build the capacity of local cultural planning professionals - and by extension local governments - to nurture and support cultural development in their communities. By doing so, the CCNC aims to improve the operating climate and conditions for artists, arts, heritage and cultural organizations across the country, and the quality of life in Canadian communities of all sizes.

FOR MORE INFORMATION:

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STAGE 1: LETTER OF INTENT



St. John's Harbour, NL - 2003 Summit

"It changed me forever and gave my job and what I do within the City an unimaginable boost and profile that will have long-term positive effects - every ounce of energy put out is being paid back ten-fold." -

*Kay Anonsen,
City of St. John's, NL
2003 Host City*

Please submit all the materials by **October 24, 2013** to Jennifer Lord, General Manager: jennifer@creativecity.ca by 5:00 pm Pacific Time.

Only applications received by email will be considered. CCNC will not accept late applications.

1) Letter of Intent

Include the following information in a letter of intent (1-2 pages):

- o Please provide the primary contact information for this application in the following order:
First Name, Last Name, Title
City, Division, Unit
Telephone
Email
Full Mailing Address
Website
Population Size
- o Confirm the municipality is a member of CCNC
- o Confirm there is a commercial airport within easy reach of location
- o Indicate preferred year or years to host: 2015, 2016, 2017, 2018
- o Description of how hosting the Creative City Summit will benefit your municipality
- o Description of the local cultural features or initiatives the municipality would highlight

The Creative City Network of Canada will review Stage 1 Letters of Intent and will inform successful and unsuccessful applicants by **November 25, 2013**.

Successful applicants of Stage 1 will be asked to submit a full application as part of Stage 2 (see details to follow). The deadline for full applications is **January 16, 2014**.

Stage 1: Creative City Summit Host City Evaluation

Factors	Weighting	Sub-Factors	Max. Points
Basic Qualifications	Pass/Fail	Stage 1: Letter of Intent	Pass/Fail
		Stage 1: Municipality is a member of CCNC	Pass/Fail
		Stage 1: Commercial airport within easy reach of location	Pass/Fail



STAGE 2: FULL APPLICATION AND APPLICATION FEE

"The summit helped London's Culture Office raise our city's cultural profile with colleagues from across Canada and it enhanced our local community pride for the value of culture." -
*Robin Armistead,
City of London, ON
2011 Host City*

Please submit all the materials by **January 16, 2014** to Jennifer Lord, General Manager, jennifer@creativecity.ca by 5:00 pm Pacific Time.

Only applications received by email will be considered. CCNC will not accept late applications.

Paid Non-Refundable Application Fee

The non-refundable application fee of **\$80.00** can be made payable by cheque or VISA or MasterCard to: Creative City Network of Canada

* this fee can be added to your Annual Membership Fee if preferred

Full Application

Include the following information in your Application to Host a Creative City Summit:

1) Primary Contact Information

Please confirm the primary contact information for this application in the following order:

- First Name, Last Name, Title
- City, Division, Unit
- Telephone
- Email
- Full Mailing Address
- Website
- Population Size



Quadriga by Max Steidher atop Beaverbrook Art Gallery, Fredericton, NB - 2009 Summit

2) Local Cultural Features

The host municipality is responsible for two core-programming elements: the host city welcome reception and local study tours. These events can be meaningful learning opportunities.

Describe the arts, heritage and cultural venues, places or sites that highlight the local community's history and people, and would create a meaningful learning experience in local cultural development. Tell us about significant cultural initiatives, activities or events that would make the municipality stand out as host city of the Summit. Finally, demonstrate the ability of the host city to develop partnerships with local businesses, cultural organizations and fellow regional CCNC members to promote the Summit.

3) Experience

The role of the local host is to add local flavour to the Creative City Summit and to showcase the host city. The host city is responsible for providing a municipal staff person that will act as the Host Municipality Coordinator. Their role is to participate in the Summit Programming Committee meetings in the 12 months preceding the event, plan the host city welcome reception and program local study tours. In addition, the Host Municipality Coordinator liaises on a regular basis by phone and email with the Creative City Summit Coordinator regarding local logistics, promotion, making suggestions for dining or cultural experiences, etc.

Describe your community's experience hosting and coordinating similar events, working with national organizations, working with the local community and/or attending a previous Creative City Summit.

4) Amenities

Describe the amenities your municipality can offer to help facilitate the logistics of producing a Summit.

Below is a guideline of the basic requirements based on previous experiences. We understand that each municipality is different, therefore if you cannot provide this mix of amenities, describe in detail what alternative(s) you can offer.

Location

Ideally, the meeting space and hotel should accommodate guests, meals and most sessions all in one place. This will allow delegates the opportunity to network and hold impromptu meetings. The meeting space and high-quality hotel should be centrally located and there should be other amenities and services nearby (including restaurants and business centre), as well as proximity to the airport and other transportation services.

Registration Area

Require space outside the main ballroom or in the main lobby area away from the main traffic of the hotel for the registration area.



Joe Fafard Studio Tour, Regina, SK -
2004 Summit

Main Meeting Space

Require one large space that can hold between 150 to 250 people with room for technical requirements i.e. projectors, screens, translation booths (if required), recording equipment, stage, head table and podium.

Breakout Spaces

Require approximately three spaces that can hold between 50 to 75 people with room for technical requirements i.e. projectors, screens, translation booths (if required), recording equipment, stage, head table and podium.

Other Meeting Space

One small meeting room for storage and board meetings

Technical/Audio Visual

Require a production company to provide all technical requirements and to assist with set-up and troubleshooting throughout the event. Equipment requirements may include:

- ♦ Stand up microphones/podiums
- ♦ Wireless microphones (could be up to 10 at one time)
- ♦ Projector/cables/remotes
- ♦ Large screens (up to 3)
- ♦ Head sets
- ♦ TV/DVD units
- ♦ Computers, laptops and Internet connections
- ♦ Digital recording hardware and software for all sessions
- ♦ Easels and flipcharts
- ♦ Recording equipment

Meals

Meeting spaces must be able to accommodate between 150 to 250 people for both served and buffet style meals. Outside venues may be used for some meals (CCNC may choose to not host three meals per day at the hotel). The venue must be able to accommodate those with allergies or special dietary requirements. The CCNC will have exclusive use of the venues used for meals, and will not be open to the public at the same time.

Hotel and Guest Room Requirements

150 single guest rooms x 3 nights (average) = 450 room nights

2 guest rooms for staff x 5 nights (average) = 10 room nights

3 guest rooms for VIPs x 2 nights (average) = 6 room nights

Rates should be from \$89-\$179, if possible, to suit municipal government budgets.

90-95% of the guest rooms should be non-smoking.

Describe the local amenities and address all the areas discussed above including:

Location, registration area, main meeting space, breakout spaces, other meeting spaces, technical and audiovisual amenities, meals, hotel, and guest room requirements.



Arts Court Study Tour, Ottawa, ON – 2013 Summit

5) **Host City Contribution**

The CCNC will contribute revenues through delegate registration fees and sponsorship opportunities which will go towards the delivery of the Summit.

The host city will commit to a host fee to at least the amount proposed in their bid.

In the event that the Summit runs a deficit, CCNC will pay 100% of the associated costs. In the event that the Summit runs a surplus, CCNC will receive 100% of the associated revenues.

The CCNC is financially responsible for the overall delivery of the Summit including but not limited to promotion, pre-Summit site visit, all contracts with vendors, speaker and hotels, delegate registration, catering, programming coordination including audio visual, and any additional administrative aspects of the Summit coordination including Summit evaluation and vendor follow-up post Summit. All contracts entered into for the provision of services will be with the CCNC. The host city is not responsible for any financial losses due to the Summit. CCNC has final authority on all financial decisions related to the Summit. While it is CCNC's goal to generate a surplus to offset operating costs, the organization aims to serve its members with a successful Summit.

The host city organizes the welcome reception and local study tours at their expense. The host city should also provide a staff person, in-kind, that will be the primary contact for the CCNC staff and serve on the Creative City Summit Programming Committee as the Host Municipality Coordinator. In addition, host cities may want to fund artistic animation for the Summit that highlight the local cultural community during breaks, evening events, etc.

Translation (simultaneous and of printed materials) will not be covered by the CCNC. If a host municipality requires translation, they will need to cover the cost of this.

Municipalities are encouraged to form partnerships with neighbouring or regional municipalities, academic, business, not-for-profit organizations and provincial agencies, to leverage resources towards the Creative City Summit.

Please complete **Table 1: Host City Contribution** as part of the Host Municipality Key Responsibility Checklist.

6) **Timing**

The Summit will take place between October 1st and November 30th over a maximum of 2.5 days including all evening events such as welcome receptions and daytime summit programs. Bidding municipalities may apply for one year, multiple years or all four years.

Please indicate your preference and proposed dates in **Table 2: Timing** as part of the Host Municipality Key Responsibility Checklist.

7) **Letter of Support**

Include a letter of support from City Council, Office of the Mayor or senior staff with signing authority.

8) **Additional Materials**

Additional materials such as photos or videos are not required, but are encouraged. Ensure that all materials are available digitally through your application, or on the Internet. Hard copies will not be accepted or reviewed.



Rhino by Artist Tom Brenner, Museum London, CN – 2011 Summit

Additional Information

Creative City Summit Programming Committee

The primary role of the Creative City Summit Programming Committee is to develop the Summit content that will attract delegates from across Canada from communities of different sizes, encourage professional development and excellence in the practice, and support the CCNC mission.

The main task of the Summit Programming Committee is to work within the budget approved by the CCNC Board to develop the overall theme and summit content. The Committee will research presenters, panellists, session facilitators, select the Keynote presentations and peer-to-peer presentations, work with the CCNC Board to ensure there is time for the Annual General Meeting and support the host city in the development of the welcome reception and local study tours.

The Summit Programming Committee is chaired by a member of the CCNC Board from a different province than the host city. The Committee includes, at minimum, the Host City Municipal Coordinator, the CCNC staff, and at least one other CCNC Board member. The Summit Programming Committee meets approximately once a month by telephone, starting 12 months from the Summit date and concludes approximately one month after the Summit to complete wrap up and evaluation.

Summit Schedule Template

	Day 1	Day 2	Day 3
Pre-Morning	Registration and Continental Breakfast	Registration and Continental Breakfast	CCNC AGM/ Registration and Continental Breakfast
Morning		Summit Programs including Keynote Speakers and Peer-to-Peer presentations	Summit Programs including Keynote Speakers and Peer-to-Peer presentations
Lunch		Delegate Lunch	Delegate Lunch
Afternoon	Pre-Summit Round Table Discussion	Summit Programs including Study Tours and Peer-to-Peer presentations	Summit Programs including Study Tours and Peer-to-Peer presentations
Evening	Registration		
	Host City Welcome Reception	Local Cultural Activity or Free Evening	



Esplanade Square, Victoria, BC – 2012 Summit

"Hosting the Creative City Summit provided us with a unique opportunity to forge new relationships, unearth new information about our local history and cultural community and overall feel an enormous sense of pride in our city" -
*Nichola Reddington,
 City of Victoria, BC
 2012 Host City*

Host Municipality Key Responsibility Checklist

- ♦ Participate in the Summit Programming Committee
- ♦ Liaise with the CCNC staff during the site visit and regularly by phone and email
- ♦ Sign the Host City-CCNC Summit Letter of Agreement
- ♦ Provide information on meeting venue, hotel, cultural attractions, restaurants and travel information including taxis for the Creative City Summit website, promotions and delegate kits
- ♦ Help find local suppliers and arrange any special events or venues
- ♦ Organize the host city welcome reception
- ♦ Design and organize the study tours
- ♦ Procure gifts for Creative City Summit presenters – can be in-kind
- ♦ Choose performers for artistic animation (if required)
- ♦ Make suggestions for local speakers and panel participants
- ♦ Generate buzz in the local community about the Summit
- ♦ Identify local sponsors or regional supporters

Table 1: Host City Contribution

Items	Expenses/Revenue
	Expenses
Host City Welcome Reception for 150-250 people	
Local Study Tours for 150-250 people	
Host Municipality Coordinator (in-kind)	
Local Artistic Animation	
Translation – Optional	
Total	
	Revenue
Source 1	
Source 2	
Host Municipality Coordinator (in-kind)	
Total	

Table 2: Timing

	2015	2016	2017	2018
Proposed Dates				
Dates must be between October 1st and November 30th of that year.				
Indicate with an "X" if not applying for this year.				

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Stage 2: Creative City Summit Host City Evaluation

Factors	Weighting	Sub-Factors	Max. Points
Local Cultural Features	30%	Good selection of arts, heritage and cultural venues, places or sites that highlight the local community's history and people, and would create a meaningful learning experience in local cultural development	10
		Significant cultural initiatives, activities or events which make the municipality stand out as host city of the Summit	10
		Demonstrate ability to develop partnerships with local businesses, cultural organizations and fellow regional CCNC member to promote the Summit	10
Experience	5%	Experience hosting and coordinating similar events, working with national organizations, working with the local community and/or attending a previous Creative City Summit	5
Amenities	20%	Meeting rooms for approximately 150-250 people, with breakout room options and audio visual capabilities	10
		High quality hotel that offers rooms at an affordable rate, between \$89.00 and \$179.00 a night	10
Host City Contribution	40%	Cover the costs of a host city welcome reception for 150-250 people	15
		Cover the cost of local study tours for 150-250 people	15
		Contribute in-kind staff time for the Host City Municipal Coordinator over a 12 month planning period	5
		Cover the cost of local artistic animation	5
		If simultaneous translation and/or translation of printed materials are required, include the estimated cost and demonstration of ability to pay for this service. This expense is optional. Unfortunately, CCNC does not have funds available to cover the cost of simultaneous translation and/or translation of printed material at this time.	Pass/ Fail
		Completed Table 1: Host City Contribution	Pass/Fail
Timing		Completed Table 2: Timing	Pass/Fail
Letter of Support		Letter of support from City Council, Office of the Mayor or Senior staff with signing authority	Pass/ Fail
General	5%	Quality of overall bid package including any photos, videos or other materials submitted by email. All materials must be available electronically.	5
		Stage 2: Paid Non-Refundable Application Fee of \$80.00	Pass/Fail
Total			100

Other Considerations: In its final selection, the Creative City Network of Canada will take into consideration variation in host city community size and geographical representation.