

NO: **F008**

COUNCIL DATE: **MARCH 31, 2014**

---

## FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **March 10, 2014**

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

FILE: **8200-01**  
XC:

SUBJECT: **Doors Open 2014 Expansion to Cloverdale – Saturday June 21**

---

## RECOMMENDATION

The Parks, Recreation and Culture Department and the Finance and Technology Department recommend that the Finance Committee recommend that Council approve funding in the amount of \$15,000 from the Council Initiatives Fund to support the expansion of Doors Open 2014 Event into Cloverdale as generally described in this report.

## INTENT

The purpose of this report is to request \$15,000 from Council Initiative Fund to expand the 3rd annual Doors Open Event to:

- 1) feature approximately 20 additional sites in the Cloverdale area with a focus on heritage and downtown Cloverdale; and
- 2) increase the free hop-on hop-off transportation from 3 buses to 6 buses making transportation from site to site easier and the event more accessible.

The status of the Council Initiative Fund is attached as Appendix A.

## BACKGROUND

The 2013 Doors Open event featured 28 sites in the City Centre, Bear Creek and Newton area. Attendance numbers more than doubled from 2012 to 2013 from 2,900 to 7,200. The Doors Open concept originates in France where the first Doors Open event (La Journée Portes Ouvertes) took place in 1984. Since then, communities around the globe, including many Canadian cities have adopted the idea.

The goals of Doors Open Surrey are to:

- increase the public's awareness and enjoyment of Surrey's art, culture, places of worship, heritage, unique food venues and civic facilities;
- engage families and newcomers to Surrey;
- make Surrey more welcoming and inclusive;
- build partnerships with participating Doors Open sites and community organizations;
- and
- foster collaboration between Doors Open sites and community organizations.

A Doors Open Advisory Committee was established in 2012 to oversee preparations for the event. The Committee is chaired by Councillor Judy Villeneuve. With many new venues including those in Cloverdale, there has been a corresponding number of new community partnerships established and new members joining the planning committee including the Cloverdale BIA, Cloverdale Chamber of Commerce, SFU Surrey, Kwantlen Polytechnic University and Tourism Surrey.

The City's Volunteer Resources staff team recruits approximately 100 Doors Open Volunteer Ambassadors to assist with the event. These volunteers greet and welcome attendees at event venues, help attendees navigate between the various event sites and track event attendance.

To enhance mobility for event patrons, 6 free hop-on hop-off trolleys and buses will be rented from the Vancouver Trolley Company to circulate between the event sites during the event.

To provide engaging opportunities, increase excitement and maximize resources, the 18<sup>th</sup> Newton Community Festival and Park Palooza will be featured during Doors Open.

The Marketing Section will create a marketing campaign to build awareness and excitement in the lead up to the event. The primary market and messaging will focus on newcomers and families.

Currently, \$50,000 is allocated in the 2014 operating budget for the Doors Open Event, this is the same level of funding as received in 2012 and 2013. To support the expansion of proposed venues, an additional \$15,000 is required for marketing and signage for hop-on/hop-off trolleys, volunteer recruitment and supervision, community engagement and venue support.

## **DISCUSSION**

2014 Doors Open is planned for Saturday June 21, from 11 am-4 pm. With the proposed addition of the Cloverdale town centre sites, expansion of the free hop-on hop-off trolleys and more support from local media partners the Doors Open Advisory Committee is confident that participation rates will increase as the event gains in popularity. The tentative number of sites for the 2014 event is 48 representing a significant increase from the 28 sites featured in 2013.

The list of sites for 2014 that are being explored are listed in four categories: Places of Worship; Family Friendly; Arts and Green Space; and Heritage. (Locations in Cloverdale are bolded.)

### ***Places of worship:***

- Bear Creek Community Church
- Brookside Sikh Gurdwara
- Guru Nanak Sikh Gurdwara
- Laxmi Narayan Temple
- Vishwa Nirmala Educational Society
- Spiritual Assembly of the Bahá'ís of Surrey
- St. Andrew's Presbyterian Church
- Surrey Jamia Masjid
- **Pacific Community Church**
- **Cloverdale United Church**

- **Christ Church and Cemetery**
- **Cloverdale Hazelmere Church**
- **Tzu Chi Foundation (Buddhist Non-profit)**
- **Cloverdale Sikh Temple**

*Family Friendly:*

- Bear Creek Park Train
- Chuck Bailey Recreation Centre
- Surrey City Hall
- City Centre Library
- Newton Library
- Newton Recreation Centre
- RCMP District 1 Office (City Centre/Whalley)
- RCMP District 3 Office (Newton)
- **RCMP District 4 (Cloverdale)**
- Surrey Fire Hall #8
- Surrey Nature Centre
- Newton Seniors Centre
- North Surrey Recreation Centre
- Simon Fraser University
- Surrey Martial Arts
- **Cloverdale Fairgrounds**
- **Cloverdale BIA & "Trailer Show & Shine and downtown buskers festival"**
- **Kwantlen Polytechnic University Cloverdale**
- **Fraser Downs Racetrack**
- **Cloverdale Library**
- **Cloverdale Recreation Centre**

*Art and Green Spaces*

- Newton Cultural Centre
- Public Art Walking Tour (City Centre) led by City of Surrey's Public Art
- Artisans at City Hall in the Atrium with Arts Council of Surrey
- **Artisans in Hawthorne Square with Arts Council of Surrey**
- **Cloverdale Athletic Park- Park Palooza**

*Heritage*

- Round Up Café
- St. Helen's Anglican Church
- Ukrainian Orthodox Church of St. Mary
- **BC Vintage Truck Museum**
- **Fraser Valley Heritage Railway (Cloverdale to Sullivan)**
- **Surrey Museum**
- **Fire Hall Number 8**
- **Heritage re-enactment actors roving**
- **Downtown Cloverdale Walking Tour**

- **Surrey Archives**
- **Cloverdale Legion**

### ***Unique Venues***

Central City Brewers and Distillers

### **SUSTAINABILITY CONSIDERATIONS**

*Doors Open Surrey* assists in achieving the objectives of the City's Sustainability Charter; more particularly Socio-Cultural action items SC4, SC5, SC12 and SC10, by encouraging cultural awareness in the community, by providing ethnic and culturally appropriate services, opportunities and programs, by facilitating volunteerism and by educating the public about the City's history and cultural diversity.

### **CONCLUSION**

Doors Open creates an opportunity to connect residents and visitors with local businesses, heritage sites, arts and green spaces, places of worship and family friendly activities. In 2014, it is proposed to expand the Doors Open event to include an additional 20 sites in Cloverdale. To support the expansion, an additional \$15,000 is required to cover the associated costs. It is recommended that Council approve \$15,000 from Council Initiative Funding to support the expansion of the Doors Open Event to Cloverdale in 2014 as generally described in this report.

Laurie Cavan  
General Manager  
Parks, Recreation and Culture

Vivienne Wilke, CGA  
General Manager  
Finance and Technology

### **Attachment:**

Appendix "A": Status of the Council Initiatives Fund



**2014 FINANCIAL PLAN  
COUNCIL INITIATIVES**

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	103,026		
<b>2014 Approved Budget</b>	<u>250,000</u>		<b>\$ 353,026</b>
City of Bhangra Festival (Year 3 of 3)		15,000	
Break the Silence on Violence against Women (year 2 of 2)		5,000	
My Neighbourhood, My futures Initiative (year 1 of 5)		40,000	
Surrey Steps Up: Youth Engagement Guest Speaker		5,000	
BC Championship Female Hockey Association		3,250	
Surrey Fire Fighters' Historical Society		12,500	
Optimist Junior International Curling U-18 Championships		4,500	
Surrey Fire Fighters Charitable Society Walk, Run & Roll Event		5,000	
SASSY Awards		7,500	
Doors Open Expansion		15,000	
<b>Allocations for 2014</b>		<u><b>\$ 112,750</b></u>	<u><b>\$ 240,276</b></u>