

NO: F009

COUNCIL DATE: **MARCH 31, 2014**

FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **March 31, 2014**

FROM: **General Manager, Planning and Development
General Manager, Finance & Technology**

FILE: **0540-20 AFSAC**

SUBJECT: **Flavours of Surrey Event as Part of the 2014 Fusion Festival**

RECOMMENDATION

The Planning and Development Department and the Finance & Technology Department recommend that Council:

1. Receive this report as information; and
2. Approve a grant of \$22,000 from the Council Initiatives Fund in support of the 2014 Flavours of Surrey event that will be a component of the 2014 Fusion Festival.

PURPOSE

The purpose of this report is to seek approval for funding in support of the Flavours of Surrey event that is to be a component of the Surrey Fusion Festival, scheduled for July 19 and 20, 2014 in Holland Park.

BACKGROUND

Since 2008, Surrey's Agricultural and Food Security Advisory Committee (AFSAC) has hosted an annual Flavours of Surrey event. The event focuses on raising public awareness of agriculture in Surrey as well as locally grown and produced food. In early years, the event provided food-tasting designed to promote Surrey restaurants and to build public knowledge about food that is grown locally.

In 2011, Flavours of Surrey partnered with Surrey's Fusion Festival exposing it to a significantly larger audience of approximately 50,000 over the course of the two-day Festival. The goal of promoting Surrey's agricultural industry was clearly very successful.

For the past three years, Flavours of Surrey has included a celebrity chef stage with food tasting, interactive children's activities (including local farm animals), displays and booths providing information about Surrey's agricultural sector, seed planting, heritage displays and a straw maze. A farmer's market was also included at which the public could purchase locally grown agricultural products.

The Flavours of Surrey event is consistent with Surrey's agricultural policies, including those found in Surrey's Agricultural Plan, Surrey's Agriculture Protection and Enhancement Strategy and the draft Official Community Plan. The Sustainability Charter and Economic Development Strategy also reference the importance of supporting local agriculture.

The AFSAC supports the inclusion of the Flavours of Surrey event as a showcase component of the 2014 Fusion Festival.

DISCUSSION

Flavours of Surrey promotes local agriculture in a family-oriented, interactive, educational and entertaining environment. Collaborating with Fusion Festival opened Flavours of Surrey to a large audience and showcases Surrey-grown and/or produced food to residents who do not normally connect with Surrey's agricultural industry on a regular basis.

In 2013, Flavours of Surrey offered family-oriented, interactive displays with a dairy cow exhibit, seed planting, a roaming farmer mascot, a straw maze, a celebrity chef stage and a heritage awareness tent. An Agricultural Awareness booth provided a prize draw of local agricultural products as part of a trivia game and gave away paper grocery bags, Farm Fresh Guides, local growing season information and cherry tomato samples.

Local farmers sold freshly-picked berries and vegetable produce and farmers were available to interact with those interested in learning more about the farming industry in Surrey. Overall, the goal of promoting Surrey's agricultural industry was a resounding success.

The 2014 Event

The AFSAC supports continuing with Flavours of Surrey as part of Fusion Festival in 2014. It is anticipated the 2014 event will run in a similar format to that of 2013 with small adjustments made to ensure Flavours remains successful and relevant and to ensure the vendors chosen for Flavours are able to operate successfully in the Fusion Festival format.

A majority of the effort for 2014 will be put into reaching out to local farmers, agricultural vendors and food processors to offer Flavours' participants access to a wide-range of local agricultural products. Connecting the food sold by local farmers with that prepared by the celebrity chefs remains a focus of the event.

Financial Support

In 2013, Council provide a \$22,000 grant from the Council Initiatives Fund to support the Flavours of Surrey component of the Fusion Festival. A similar amount is being proposed from the Council Initiatives Fund for staging the 2014 event.

In future years an annual budget allocation for the Flavours of Surrey component will be incorporated into the Fusion Festival budget rather than making requests of Council by way of separate reports such as this one.

Status of the Council Initiatives Fund

Appendix "A", attached to this report, provides the status of the Council Initiatives Fund, assuming that Council adopts the recommendations in this report.

OFFICIAL COMMUNITY PLAN CONSIDERATIONS

Surrey's draft Official Community Plan supports events such as Flavours of Surrey as a way of connecting agricultural issues to the general public. Policies supporting this type of event include:

- **E3.16** – Support public awareness programs and events to highlight the importance of agriculture to Surrey's economy. Showcase local producers and increase public awareness of farming practices.
- **E3.28** – Raise public awareness and promote and celebrate local agriculture in Surrey through initiatives such as farm tours, media materials, community events, and by encouraging partnerships with producer associations and grocery stores to promote local farm products.

SUSTAINABILITY AND AGRICULTURAL CONSIDERATIONS

Flavours of Surrey assists in achieving the objectives of supporting agriculture the City's Sustainability Charter and in the City's Agriculture Protection and Enhancement Strategy related to supporting local agricultural and creating linkages between the agriculture industry and Surrey's urban population, including the following action items:

Sustainability Charter

- **SC14** – Support food security
- **EC12** – Enhance and promote Surrey's agricultural land base
- **EN14** – Public education and sharing of information

Agriculture Strategy

- **4.3** – Support community events promoting and celebrating local agriculture such as Flavours of Surrey event, the Blueberry Festival, the Cloverdale Rodeo, Party for the Planet, and others.

CONCLUSION

Based on the above discussion it is recommended that Council approve a grant of \$22,000 from the Council Initiatives Fund in support of the 2014 Flavours of Surrey event that will be a component of the 2014 Fusion Festival.

Original signed by
Jean Lamontagne
General Manager,
Planning and Development

Original signed by
Vivienne Wilke
General Manager,
Finance & Technology

CS/da/saw

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		
2014 Approved Budget	<u>250,000</u>		\$ 353,026
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	
Flavours of Surrey		22,000	
Allocations for 2014		<u>\$ 134,750</u>	<u>\$ 218,276</u>