

NO: F017

COUNCIL DATE: **June 9, 2014**

FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **June 4, 2014**

FROM: **General Manager, Parks, Recreation and Culture** FILE: **1850-01**

SUBJECT: **2014 Culture Days Provincial Launch September 25th – Request for Support**

RECOMMENDATION

The Parks, Recreation and Culture and the Finance and Technology Departments recommend that the Finance Committee recommend that Council approve from the Council Initiatives Fund an amount of \$10,000 to assist in supporting the Culture Days Provincial Launch in Surrey as generally described in this report.

INTENT

The purpose of this report is to provide Council with background information on the Canada wide celebration of Culture Days and to obtain Council approval for one time funding in 2014 to support the components of the Provincial launch being held in Surrey on Thursday, September 25, 2014.

BACKGROUND

At its Council in Committee meeting on September 9, 2013, Council received a staff presentation regarding the annual nation-wide celebration of Culture Days. This presentation was also attended by Lucille Pacey, Chair of the BC Culture Days Task Force who requested that Surrey host the official 2014 Provincial launch for Culture Days; this proposal was received favorably by members of Council present.

Culture Days was created in response to the growing recognition that a vibrant arts and cultural sector contributes directly to a healthy community and economy. Culture Days is a national movement from coast to coast to raise the awareness, accessibility, participation and engagement of Canadians in the arts and cultural life of their communities. This celebration culminates each year in the last week of September with a weekend of free, participatory activities for the public. In 2014, Culture Days will be celebrated on September 26 – 28.

In 2007, inspired by the success and impact of Quebec's Journées de la culture weekend, leaders of Canada's largest arts organizations, as participants in the Canadian Arts Summit, commissioned a study to assess the viability of launching an annual, cross-country celebration of arts and culture. Conceived as a citizen-focused volunteer initiative, Culture Days was also seen as a timely Canadian initiative in the global context responding directly to issues addressed by the UNESCO Convention for the Protection and Promotion of the Diversity of Cultural Expressions, of which Canada is a founding member.

Initiated by the Canadian Arts Summit, Culture Days was endorsed and supported from its early beginnings by the Canada Council for the Arts, Culture pour tous and The Banff Centre. Since its official launch in 2010, Culture Days has generated enthusiastic interest, participation and support from a rapidly growing network of artists, organizations, municipalities, as well as the private and public sector and media across the country. Culture Days aims to:

- FOSTER appreciation and support of the artistic and cultural life that is lived, created and expressed across the country in urban, suburban and rural areas alike;
- PROMOTE direct interaction between creators and citizens, as a key to increasing understanding and appreciation of art and culture; and
- AFFIRM that every citizen is the guardian of the cultural life of his or her community. Organizers of Culture Days believe that every individual — regardless of age, location or experience — has the right to access and participate actively in arts and culture. Culture Days also believes that the arts and cultural sector makes a vital contribution to the economic and social development of Canada and contributes to the overall health of the country.

In 2012, sixty-one (61) communities in British Columbia participated in Culture Days including Surrey; there were four-hundred and three (403) activities offered and this was a ninety-five (95) percent increase over the previous year. In 2013, activity registrations continued to grow with five hundred and thirty-two (532) activities offered throughout the province, a thirty-two (32) percent increase.

DISCUSSION

Surrey's Cultural Plan includes six (6) enhancement goals; Goal E "Enhancing the Economy" recognizes that municipalities that adopt culture as an industry have gained positive economic benefits for their communities. Surrey's Cultural Plan recommends that we develop a cultural marketing plan (recently completed) and that we celebrate Culture Days to advance our work in this area.

Previous Culture Days Provincial launch events have been successfully hosted at the CBC Vancouver Headquarters (2010), Roundhouse Community Arts & Recreation Centre (2011), Vancouver East Cultural Centre (2012) and the Arts Club on Granville Island (2013). These launch events provide host communities with an opportunity to showcase their local artists to a regional audience and promote current cultural initiatives. Staff will work with the BC Culture Days Task Force and members of Surrey's Culture Development Advisory Committee to plan the event to maximize community participation and media exposure.

Funding Request

The Council Initiatives fund is requested to provide support for the promotion and production of a successful launch event. The event will showcase a variety of local talent, host cultural partners from across the region and welcome the community to celebrate the kick-off of Culture Days in Surrey and across the Province. Promotion of the event will utilize various communication channels including transit shelter ads, electronic message boards, newspaper ads, websites, social media and press releases. City staff will also coordinate efforts with the BC Culture Days media and corporate sponsors.

The event will be held at Surrey City Hall, utilizing the Council Chambers – Centre Stage, City Room and the Plaza. The Library will also be engaged in the planning and hosting of the event.

Status of Council Initiatives Fund

Appendix “I” attached to this report provides information on the status of the Council Initiatives Fund on an assumption that Council will adopt the recommendation of this report.

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 provision of financial support for the launch of 2014 Culture Days being held in Surrey will promote the socio-cultural objectives of the City’s Sustainability Charter; more particularly the following Charter goals and action items:

- Goal SC4: Supporting Cultural Awareness in the Community;
- Goal SC5: Supporting the Plan for the Social Well Being of Surrey Residents; and
- Goal SC6: Accessible and Appropriately located Services within the City.

CONCLUSION

Based on the above discussion, the Parks, Recreation and Culture and the Finance and Technology Departments recommend that the Finance Committee recommend that Council approve from the Council Initiatives Fund an amount of \$10,000 to assist in supporting the Culture Days Provincial Launch in Surrey as generally described in this report.

Laurie Cavan
General Manager,
Parks, Recreation and Culture

Vivienne Wilke, CGA
General Manager,
Finance and Technology

Appendix I: Summary of Council Initiatives Fund



**2014 FINANCIAL PLAN
COUNCIL INITIATIVES**

Description	Amount	Allocation to date
Carried Forward from Prior Year	103,026	
2014 Approved Budget	<u>250,000</u>	
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 2 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
Canada Cup Field Hockey Event		2,500
Francophone Games		1,500
Innovation Boulevard		46,500
Culture Days (Proposed)		10,000
Allocations for 2014		<u>\$ 195,250</u>