

NO: R113

COUNCIL DATE: **JUNE 15, 2015**

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## REGULAR COUNCIL

**TO: Mayor & Council** **DATE: June 9, 2015**

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

**SUBJECT: Simon Fraser University (SFU) Central City Student Community Engagement Competition and Grand Award**

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## RECOMMENDATION

The Parks, Recreation & Culture Department and the Finance & Technology Department recommend that Council:

1. Receive this report as information; and
2. Approve a project award for \$2,000 for a City of Surrey Placemaking Project in Partnership with SFU Surrey and Blackwood Partners as part of the SFU Central City Student Community Engagement Competition.

## BACKGROUND

The SFU Surrey Central City Student Community Engagement Competition is a collaborative initiative involving Blackwood Partners Management Corporation, Central City, City of Surrey and Simon Fraser University's Surrey campus. The competition, which will initially be held once each year from 2015 to 2018, is designed to encourage community student engagement through innovation.

Through this competition, Blackwood Partners, the City of Surrey and Simon Fraser University hope to:

- recognize, celebrate, and champion community student engagement and spirit;
- assist in the rejuvenation, development and success of Surrey City Centre;
- facilitate student participation in experiential learning opportunities through community service and partnership; and
- attract students from a variety of disciplines who are enthusiastic about socio-economic entrepreneurship, innovation and community building.

## DISCUSSION

Blackwood Partners has provided funds to create two project awards, a Grand Award and an Engagement Award. The City of Surrey has been asked by SFU to provide funds to create one award for projects that focus on Placemaking (i.e. creating something physical in a public space).

The award categories are as follows:

- \$3,000 Grand Award (all finalist projects from the two categories below are considered) - **Blackwood Award**
- \$2,000 Engagement Award - **Blackwood Award**
- \$2,000 Placemaking Project Award - **City of Surrey Award**

These prizes will be allocated to the students that come up with the most innovative ideas to engage the Surrey Centre neighbourhood. The prizes are earmarked to assist the winning student/team in the implementation of their idea. Teams can consist of 1-5 students, the majority of which must be enrolled at Simon Fraser University.

The competition is designed to encourage community student engagement through innovation. Proposals should contain elements of socio-economic entrepreneurship, innovation and community building while including avenues to recognize, celebrate and champion diversity, community service and partnership. Submissions should be:

- compelling, unique and innovative;
- show how they will clearly make a positive difference when implemented; and
- are focused and feasible.

### **Specific Criteria for the City of Surrey's Placemaking Project Award**

Projects should:

- be designed for the outdoors in a physical space on City property;
- physically improve the appearance of the City;
- benefit the community and encourage community participation and engagement;
- be aesthetically pleasing, fun and appeal to all ages;
- be safe for public outdoor use, meet all code requirements, be universally accessible;
- be designed with sustainability in mind using recycled, reclaimed and/or renewable materials; and
- have a clear, realistic and detailed budget outlining how the project award will be spent.

Teams will be assessed according to their idea's degree of innovation and uniqueness, and its community, commercial and socioeconomic significance. The submission deadline is August 14, 2015. Once detailed proposals are reviewed, shortlisted teams will be invited to make a formal presentation to a panel of judges in late August, 2015. The panel of five judges is comprised of faculty, students, city staff, community members, alumni and business leaders. Formal presentations will be held at the end of September, 2015 and the winning students/teams will be recognized at SFU's annual President's Gala in November 2015. Winners of the Placemaking Project Award will receive guidance and assistance from staff at the City of Surrey to implement their idea.

## **Funding**

The funding for this award would be drawn from the City Beautification budget.

## **SUSTAINABILITY CONSIDERATIONS**

The Central City Student Community Engagement Competition meets the goals of the City's Sustainability Charter by encouraging social connections, volunteerism, community ownership and citizen engagement, in accordance with the Sustainability Charter Goals SC 6, 7, 8 and 13.

## **CONCLUSION**

Based on the above discussion, it is recommended that Council approve a project award for \$2,000 for a Placemaking Project in Partnership with SFU Surrey and Blackwood Partners as part of the SFU Central City Student Community Engagement Competition.

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