

NO: R126

COUNCIL DATE: May 30, 2016

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## REGULAR COUNCIL

**TO: Mayor & Council** **DATE: May 25, 2016**

**FROM: General Manager, Parks, Recreation and Culture** **FILE: 8140-01**  
**General Manager, Finance and Technology**

**SUBJECT: BC Artscape – Community Cultural Hub Proposal**

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## RECOMMENDATION

The Parks, Recreation and Culture Department and the Finance and Technology Department recommend that Council receive this report as information.

## INTENT

The purpose of this report is to provide information regarding the plan for City staff to engage BC Artscape to explore opportunities for establishing a Community Cultural Hub in Surrey.

## BACKGROUND

Artscape Toronto is a not-for-profit urban development organization. Established in 1986, Artscape has been recognized as an international leader in creative place-making, developing a number of projects that harness the power of art, culture and creativity to catalyze community growth, change and transformation. BC Artscape is a west coast affiliate organization of Artscape, established in 2014 to support and nurture creative urban development in BC communities.

Artscape's expertise is in the development of Community Cultural Hub. A Community Cultural Hub is a multi-functional creative space housed in a single building or a cluster of buildings that serves as a catalyst for positive urban renewal and community change.

The City of Surrey will engage BC Artscape through a single source contract to explore a Community Cultural Hub opportunity for Surrey. The project will take place over a two (2) year period. The scope will include intensive community engagement and comprehensive assessment of cultural development opportunities. The outcome of the project will be to establish a clear vision and plan for establishing a Community Cultural Hub in Surrey.

## DISCUSSION

Artscape is recognized internationally as a leader in creative place-making. Collectively, Artscape and BC Artscape leverage 30 years of experience and methodologies to support their work in Surrey. They offer a unique combination of expertise in community cultural development, community engagement, urban planning and project management. Furthermore, Artscape and BC Artscape have demonstrated success in securing support from all levels of government and

local businesses, establishing sustainable models that support cultural industries and generate positive cultural, economic, social and environmental outcomes.

This work will build upon the City's current community cultural development initiatives in City Centre and Newton. The development of a Cultural Hub will serve to strengthen community connections, establish new partnerships, and advance Council's vision of a Cultural Corridor along King George Boulevard. This would support the vision of Surrey's Cultural Plan to enhance urbanization to achieve a dynamic, sustainable and socially cohesive City with an enviable quality of life, and will bring real economic benefit to the local creative sectors.

### Funding

The project will take place over a two (2) year period at a total cost of \$157,500 (including GST). Funding to initiate the project in 2016 (\$25,000) will be sourced from the Parks, Recreation and Culture operating budget; the balance of the project (\$132,500) will be funded through the 2017 budget process.

### **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 Program assists in achieving the socio-cultural objectives in the City's Sustainability Charter through:

- SC4: promotion of arts and heritage in Surrey (Cultural Awareness in the Community);
- SC5: the encouragement of citizen engagement with City planning activities to build community capacity (Plan for the Social Well Being of Surrey Residents);
- SC6: the provision of a range of accessible and affordable cultural services and support for local service organizations, in the non-profit sector for actions that are within the City's mandated responsibilities (Accessible and Appropriately Located Services within the City); and
- SC8: education and awareness building initiatives that encourage all sectors of the City to assist in building sustainable cultural components in Surrey and promotion of arts and heritage in Surrey (Municipal Outreach, Public Education and Awareness).

The Charter recognizes that cultural activities are central to generating the energy and ambiance that are the hallmark of a vibrant city.

## CONCLUSION

A Community Cultural Hub will harness the momentum currently building in Surrey around the development of a creative economy. The proposal received from BC Artscape is aligned with recommendations outlined in Surrey's Cultural Plan identifying the need to support decentralized and community-driven arts opportunities, and with Council's vision of establishing a Cultural Corridor. A Community Cultural Hub will build community capacity, further a sense of place, connect residents, foster creativity, support artists and build economic value.

Laurie Cavan  
General Manager  
Parks, Recreation and Culture

Vivienne Wilke, CPA, CGA  
General Manager  
Finance and Technology