

NO: R151

COUNCIL DATE: July 10, 2017

REGULAR COUNCIL

TO: **Mayor & Council** DATE: **July 6, 2017**

FROM: **General Manager, Planning & Development** FILE: **1850-01**
Acting General Manager, Finance & Technology

SUBJECT: **Funding Request – 2017 Surrey Social Innovation Summit**

RECOMMENDATION

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

1. Receive this report as information; and
2. Approve an allocation of up to \$30,000 from the Council Initiatives Fund in support of the Social Innovation Summit scheduled for November 15, 2017 at Surrey City Hall and as generally described in this report.

INTENT

The purpose of this report is to provide Council with the results of the 2016 Social Innovation Summit, and to provide information regarding the upcoming Social Innovation Summit in November 2017. Additionally, this report serves as a request that \$30,000 from the Council Initiatives Fund be assigned to the 2017 Surrey Social Innovation Summit.

BACKGROUND

As one of Canada’s fastest growing cities, with up to 1,000 new residents every month, Surrey recognizes that collaborative efforts among government, citizens, not-for-profits, and business is key to finding practical and sustainable solutions to many of the issues facing modern cities and local neighbourhoods. Surrey also recognizes that innovation is required to find solutions that will address the root causes of complex social issues such as homelessness, poverty, and immigrant/refugee integration.

Social Innovation

Social innovation is an approach for tackling complex social issues. Rather than managing problems, it focuses on experimenting and testing new ideas and approaches that address the root causes. The goal of social innovation is to create a smart and caring community.

The Vancouver Foundation defines social innovation as “a project, process or program that changes a social system by changing one or more of the following:

- the basic routines (how we act and what we do);
- the flow of resources (money, knowledge, people);
- the authority flows (laws, policies, rules); and
- the beliefs (what we believe is true, right/wrong)

(Adapted from [Westley, Frances & Nino Antadze, \(2010\). Making a Difference. Strategies for Scaling Social Innovation for Greater Impact.](#) The Innovation Journal: The Public Sector Innovation Journal, Vol.15(2), article 2.)

Governments and foundations are increasingly fostering social innovation. Federal government ministries, such as Indigenous and Northern Affairs Canada and Immigrant, Refugees and Citizenship Canada, have designated funding streams for social innovation projects. BC's Ministry of Social Development and Social Innovation appointed the BC Social Innovation Council in 2011 and established BC Partners for Social Impact. The McConnell Foundation and Vancouver Foundation are examples of private foundations that are focusing investments on social innovation.

Surrey Social Innovation Summit

Surrey's Social Innovation Summit (the "Summit") is designed to nurture and build the capacity for social innovation in Surrey. It provides a unique opportunity for government, non-profit, education, and business leaders in Surrey to engage with some of the leading global experts in social innovation, and to profile local champions.

The City hosted Social Innovation Summits in 2015 and 2016. Highlights of 2016's Summit included:

- A Social Innovation Leaders Breakfast Series began to generate excitement leading up to the 2016 Summit. Breakfast sessions were held in May, July, and September 2016, and provided over 100 attendees with an opportunity to learn about successful projects and explore key questions related to social innovation.
- Eleven sessions with over 40 panelists and speakers. Local panelists highlighted solutions happening at home in Surrey, while speakers from across Canada and the US, inspired with innovations from elsewhere.
- Sessions included themes such as financing and investment in social innovation, building and branding better neighbourhoods and cities, how to catalyze social innovation, creativity and place-making that transforms communities, and more.
- The Summit attracted approximately 200 attendees. Participant response was extremely positive, with over 97% indicating they would return in 2017.

DISCUSSION

Building on the success of the first two Summits, the third annual Surrey Social Innovation Summit is scheduled for November 15, 2017 at Surrey City Hall. The theme of the 2017 Summit is "Social and Economic Inclusion: Cities as Solutions."

The Summit planning group is co-chaired by Councillor LeFranc and Stephen Dooley, Executive Director, SFU Surrey Campus, and it includes representatives from local non-profits, Simon Fraser and Kwantlen Polytechnic Universities, Vancity Credit Union, Downtown Surrey BIA, and City staff. The PACE Group has been contracted to provide registration and event management services.

Doug Saunders is confirmed as the Opening Keynote speaker. Mr. Saunders is a Canadian-British author and journalist. He is the author of the award-winning book “Arrival City: The Final Migration and Our Next World,” and he is the International-Affairs columnist for The Globe and Mail. Doug Saunders’ keynote speech theme is “Arrival City: How the Largest Migration in History is Reshaping Surrey and the World.”

The program for the 2017 Social Innovation Summit is not yet finalized. Session themes that are being explored include:

- Building for Inclusion;
- Place-making with People in Mind;
- Social Procurement;
- Accessing the Economy (hiring persons with barriers to employment);
- Safe and Inclusive Cities;
- Every Voice Matters (public participation);
- Racism, Discrimination and a Diverse Community;
- Indigenous and Vulnerable Youth; and
- Learning and Leading Social Innovation.

The Summit sponsorship package is attached as Appendix “I.”

Budget

A draft budget has been prepared which indicates that the event will cost approximately \$90,000.

Social Innovation Summit - Cost Breakdown	
Venue Rental	(In-kind contribution by City of Surrey)
City of Surrey Staff Time	(In-kind)
Marketing and Promotion	\$8,000
Registration and Event Management	\$38,000
Food and Refreshments	\$8,000
Speaker Fees and Honoraria	\$23,000
Supplies and Materials	\$13,000
Total	\$90,000

It is estimated that revenues from sponsorships and registrations will amount to approximately \$60,000. It is proposed that Council approve an allocation from the Council Initiatives Fund of up to \$30,000 in support of the 2017 Surrey Social Innovation Summit (Appendix “II”).

SUSTAINABILITY CONSIDERATIONS

The 2017 Surrey Social Innovation Summit supports Desired Outcomes (DO) identified in the Sustainability Charter 2.0; specifically:

- Social Infrastructure and Innovation DO24: Surrey has a strong social infrastructure that supports the needs of its diverse and growing population; and
- Social Infrastructure and Innovation DO25: Surrey has a culture of collaboration and innovation to solve complex social problems.

CONCLUSION

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

1. Receive this report as information; and
2. Approve an allocation of up to \$30,000 from the Council Initiatives Fund in support of the 2017 Surrey Social Innovation Summit, scheduled for November 15, 2017 at Surrey City Hall and as generally described in this report.

Original signed by
Jean Lamontagne
General Manager,
Planning & Development

Original signed by
Kam Grewal, CPA
Acting General Manager,
Finance & Technology

AM/ss

Appendix "I" - 2017 Surrey Social Innovation Summit: Sponsorship Package
Appendix "II" - 2017 Financial Plan: Council Initiatives



SURREY
SOCIAL INNOVATION
SUMMIT 2017

Wednesday, November 15, 2017
Surrey City Hall

**Social and Economic Inclusion:
Cities as Solutions**

SPONSORSHIP OPPORTUNITIES

— THE CITY OF SURREY

With a population of more than 500,000, and growing by 1,000 new residents every month, Surrey ranks among Canada's fastest growing and most progressive communities. Committed to putting social innovation to work to help build an even better community, Surrey is pleased to host the annual Surrey Social Innovation Summit as a means of bringing new ideas and voices to bear on issues facing our city and other communities across the region, province and country.



Your Participation is Key to Writing the Next Chapter in the Surrey Success Story

These are busy times in Surrey as we continue to grow at a rate that is almost double the provincial and national average. That growth provides tremendous opportunities, as well as some inherent challenges, particularly when it comes to putting new ideas to work on the social issues facing us today and tomorrow.

This year's Surrey Social Innovation Summit builds on the success and depth of our first two Summits, and puts particular emphasis on the realities of designing, implementing and evaluating social innovation solutions in the context of a dynamic, diverse and changing community.

The 2017 agenda includes a number of complementary topics that recognize the importance of being a city that welcomes all, and works to be inclusive at every level. As a result, we look forward to your participation as we work together to write the next exciting chapter in our city's incredible story.

Mayor Linda Hepner
City of Surrey



It's About Stepping Up to Build an Even Brighter Future for Our Hard-Working Community

As we prepare for our third annual Surrey Social Innovation Summit, I am mindful of the important and strategic work ahead of us as a growing and diverse community. At the same time, I am grateful to all those innovative and caring community leaders who have already stepped up to help build an even brighter future for this remarkable and hard-working community.

By any measure, we are a unique and diversified city, and it shows in our willingness to build a future where all of our residents feel valued and included.

Social innovation is more than a catchphrase in Surrey. It is chance for all of us, including our community, business and political leaders, to reach beyond traditional approaches that have often been found wanting when it comes to solving persistent social issues.

Consequently, your active participation and ongoing support are absolutely critical to the overall success of our growing city with its diverse neighbourhoods.

Councillor Vera LeFranc
Chair, Surrey Social Innovation Summit

SPONSORSHIP OPPORTUNITIES

Presenting | \$25,000

- Speaking opportunity to open the Innovation Summit
- 10 tickets to the Summit
- Prominent logo placement in all Summit publications, programs and signage
- Logo and company profile on Sponsor section of the Summit website
- Hyperlink from the Summit website

Panel Session | \$10,000

- Opportunity to open or close a Panel Session
- 6 tickets to the Summit
- Logo in all Summit publications, programs and signage
- Logo and company profile on Sponsor section of the Summit website
- Hyperlink from the Summit website

Breakfast Reception | \$10,000

(only one available)

- 6 tickets to the Summit
- Prominent signage placement in reception area
- Logo in all Summit publications, programs and signage
- Logo and company profile on Sponsor section of the Summit website
- Hyperlink from the Summit website

Luncheon Reception | \$10,000

(only one available)

- 6 tickets to the Summit
- Prominent signage placement in reception area
- Logo in all Summit publications, programs and signage
- Logo and company profile on Sponsor section of the Summit website
- Hyperlink from the Summit website

Community | \$5,000

- 4 tickets to the Summit
- Logo in all Summit publications, programs and signage
- Logo on Sponsor section of the Summit website
- Hyperlink from the Summit website

—○ ABOUT THE SUMMIT

Social and Economic Inclusion: Cities as Solutions

Opening Keynote:

ARRIVAL CITY: HOW THE LARGEST MIGRATION IN HISTORY IS RESHAPING SURREY AND THE WORLD

- Doug Saunders, *International Affairs Columnist, Globe and Mail*

Summit Sessions Include:

BUILDING FOR INCLUSION:

The prosperous city, the inclusive city, the green city and the low-carbon city are the same place, and everyone can help build it.

PLACEMAKING WITH PEOPLE IN MIND:

Real community-based participation that reimagines and reinvents public spaces.

SOCIAL PROCUREMENT:

Putting public procurement to work for economic, workforce, and social development outcomes.

ACCESSING THE ECONOMY:

Hiring and including those with barriers to employment.

SAFE AND INCLUSIVE CITIES:

Innovative cities and solutions that ensure no one is left behind.

EVERY VOICE MATTERS:

Public participation and engaging marginalized populations.

RACISM, DISCRIMINATION AND A DIVERSE COMMUNITY:

The reality, the results and the road to real equality.

INDIGENOUS AND VULNERABLE YOUTH:

Who's future is it, and how to shape it for the better.

LEARNING AND LEADING SOCIAL INNOVATION:

From drawing board to reality using case studies, coaching and how-to workshops.

Summit Speakers, Presenters and Panelists Include:

- Doug Saunders, *International-Affairs Columnist, The Globe and Mail*
- Duncan McCue, *Journalist, Host of CBC Cross Country Checkup*
- Mark Lakeman, *Co-Founder, City Repair Project*
- Shayne Ramsay, *CEO, BC Housing*
- Larry Buerglund, *Author, Good Planets are Hard to Buy*
- Marcia Nozick, *CEO, Embers*
- Susanna Haas Lynons, *Civic Participation Specialist, AmericaSpeaks*
- Ali "Knowmadic" Ahmed, *Poet, Writer, Actor, Entertainer, Community Leader*
- David Cameron, *Executive Director, Youth Entrepreneur Leadership Launched*

CONTACT INFORMATION

For Surrey Social Innovation Summit sponsorship benefits and information, please contact:

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Appendix "II"



2017 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	8,000		
2017 Adopted Budget	<u>250,000</u>		\$ 258,000
My Neighbourhood, My futures Initiative (year 5 of 5)		40,000	
Surrey Poet Laureate (Year 3 of 3)		10,000	
C ₂ U Expo		20,000	
Indo-Canadian Dental Association Gala		2,500	
100th Anniversary of Vimy Ridge Battle		2,000	
The Debaters		350	
Volunteer Cancer Drivers Society		3,500	
Fraser Region Aboriginal Friendship Centre Association		3,500	
Surrey Hospice Society		2,500	
100 Year Journey		6,000	
West Coast Centre for Learning		2,000	
Surrey Urban Aboriginal Strategy		25,000	
Pulling Together Canoe Journey		8,500	
Centre for Child Development Gala of Hope		3,000	
Darpan Extraordinary Achievement Awards		7,500	
Gadhri Memorial Mela (Proposed)		6,000	
Surrey Social Innovation Summit (Proposed)		30,000	
Surrey Poverty Reduction Coalition (Proposed)		25,000	
Allocations for 2017		<u>\$ 197,350</u>	<u>\$ 60,700</u>