

NO: R177

COUNCIL DATE: July 24, 2017

REGULAR COUNCIL

TO: **Mayor & Council** DATE: **July 20, 2017**

FROM: **General Manager, Planning & Development** FILE: **0540-20 (AAC)**
General Manager, Parks, Recreation & Culture
General Manager, Finance

SUBJECT: **Funding Request: Ag Week – Pie in the Plaza**

RECOMMENDATION

It is recommended by the Planning & Development, the Parks, Recreation & Culture, and the Finance Departments that Council:

1. Receive this report as information; and
2. Approve a grant of \$30,000 from the Council Initiatives Fund in support of the 2017 Pie in the Plaza.

PURPOSE

The purpose of this report is to seek funding approval in support of Pie in the Plaza, proposed to be held as a component of Surrey's Ag Week in September 2017.

BACKGROUND

Surrey's Agricultural and Food Security Advisory Committee (AFSAC) has hosted an annual food and agricultural-focused event since 2008, including Flavours of Surrey at Stewart Farm, Flavours of Surrey at Fusion Festival, and more recently, Ag Week which includes Pie in the Plaza. All of these events are in keeping with Surrey's policies that support the promotion and education of food security and agricultural issues within Surrey.

Ag Week was launched in 2016 as a way to be able to directly engage on specific food and agricultural-related topics and move toward reaching goals established in the AFSAC work plan, Surrey's Agricultural Protection and Enhancement Strategy, the Official Community Plan and the Sustainability Charter. It also created an opportunity for City staff from Parks, Planning, Healthy Communities, and the Sustainability Office to jointly engage in agricultural and food awareness.

Ag Week 2016 was comprised of five components:

1. A farm tour open to federal, provincial and local politicians, staff from adjacent municipalities, and staff from the City;
2. A farm tour open to the Metro Vancouver Food Task Force;
3. An agricultural land leasing workshop open to property owners and prospective farmers;
4. A speaker's series focusing on the issues of the dairy industry open to the public; and
5. A fun, family-focused event celebrating food and agricultural at Pie in the Plaza.

DISCUSSION

In 2016, Ag Week replaced Flavours of Surrey as the City's food and agricultural-focused annual event. Ag Week 2016 offered several events that were geared toward targeted groups including federal, provincial and local decision makers, agricultural land property owners, prospective farmers, professionals working in food and agricultural policy around the region, and the general public.

Ag Week 2016 ended with Pie in the Plaza, a fun, family-oriented event, similar to Flavours of Surrey in that it offered participants interactive ways to engage in education about agriculture and food security awareness. Vendors included a petting zoo, seed planting, a mechanical milking cow, roving farm animal mascots, a pie throwing event involving AFSAC members, antique farm equipment, information about Surrey's seed library and other food related events held at Stewart Farm, information about Surrey's agricultural history, fun games providing interactive ways to learn about fish habitat, a food vendor teaching about reducing food waste, and a vendor teaching about soil conditions in Surrey and how that affects crop selection and growth. This event also had a significant draw by having BC's largest blueberry pie – offered in partnership with the John Volken Academy – which provided information about their BioPod program and how they connect their agriculture program to the adjacent grocery store.

Ag Week 2017 is currently being organized and is anticipated to host multiple farm tours and a soils workshop directed at existing farmers helping them learn about reducing soil erosion from their fields and on increasing water quality. This workshop will host speakers within the industry and is intended to provide hands-on, specific adjustments that can be made by farmers to adjust farming practices in a way that saves them money, and also provides for increased environmental protection. Due to budget constraints, Pie in the Plaza is not currently scheduled to take place as part of Ag Week.

Ag Week has a budget that covers the costs for multiple events including the farm tours, speaker's series and workshops, and there was an additional need for funding to cover the cost of hosting Pie in the Plaza in 2016. The initial budget allocation for Ag Week assumed sponsorship support for Pie in the Plaza with the other events being covered from the existing budget. The City was unable to find an overall sponsor for Pie in the Plaza 2016 therefore the cost of that event ended up consuming the majority of the 2016 Ag Week budget thereby reducing the viability of the other planned events. Hosting Pie in the Plaza in 2016 also relied heavily on volunteers and staff time, neither of which is available for the event in 2017 given present workloads with day to day business.

Ag Week is currently supported by a regular budget allocation of \$22,000. In order for Pie in the Plaza to continue, its budget should be sourced separately from Ag Week. In previous years, Council has provided grants from the Council Initiatives Fund to support Flavours of Surrey. It is proposed that in order to continue supporting Pie in the Plaza, an event exclusive to promoting food security and agriculture in Surrey, a grant of \$30,000 be accessed from the Council Initiatives Fund to stage the Pie in the Plaza 2017 event. Appendix "I" provides the status of the Council Initiatives Fund, assuming that Council adopts the recommendations in this report.

Following the event, the success of Pie in the Plaza 2017 will be evaluated and recommendations will be made for future consideration.

OFFICIAL COMMUNITY PLAN CONSIDERATIONS

Surrey's Official Community Plan supports events such as Pie in the Plaza 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.

CITY OBJECTIVES

Pie in the Plaza assists in achieving the objectives of supporting agriculture in the City's Sustainability Charter 2.0 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 action items:

Sustainability Charter: Health & Wellness

- DO11: Community-based and small scale commercial food growing and preparation opportunities are available throughout the city.
- DO12: Residents have a varied and healthy diet
- SD9: Support residents, neighbourhoods and organizations in growing, preserving, preparing and sharing food.
- SD10: Work collaboratively at the neighbourhood level to ensure the dignified access to healthy food for everyone.
- SD11: Promote design and development that incorporates spaces for food growing, at the neighbourhood and site level.

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 \$30,000 from the Council Initiatives Fund in support of the 2017 Pie in the Plaza.

Original signed by
Jean Lamontagne
General Manager,
Planning & Development

Original signed by
Laurie Cavan
General Manager,
Parks, Recreation & Culture

Original signed by
Kam Grewal, CPA
General Manager,
Finance

Appendix "1" – Council Initiatives – Allocations for 2017

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Appendix "I"



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			
Pulling Together Canoe Journey		8,500	
Centre for Child Development Gala of Hope		3,000	
Darpan Extraordinary Achievement Awards		7,500	
Gadhri Memorial Mela		6,000	
Surrey Social Innovation Summit		30,000	
Surrey Poverty Reduction Coalition		25,000	
Ag Week Pie in the Plaza (Proposed)		30,000	
Crescent Beach Concours d' Elegance (Proposed)		2,000	
Allocations for 2017		<u>\$ 204,350</u>	<u>\$ 53,700</u>