

NO: R135

COUNCIL DATE: June 11, 2018

REGULAR COUNCIL

TO: Mayor & Council **DATE: June 4, 2018**

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

SUBJECT: Funding Request: Agriculture Week – Pie in the Plaza

RECOMMENDATION

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

1. Receive this report for information; and
2. Approve funding in the amount of \$30,000 from the Council Initiatives Fund in support of the 2018 Pie in the Plaza event that will be held on September 8.

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 Agriculture Week in September 2018.

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, Agriculture 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.

Agriculture 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, Recreation & Culture, Planning & Development and the Sustainability Office to jointly engage in agricultural and food awareness.

DISCUSSION

In order to create a more concentrated focus on individual components of Agriculture Week, Pie in the Plaza became the focus event for Agriculture Week in 2017. This event is a fun, family-oriented day, similar to Flavours of Surrey, as it offers participants interactive ways to engage in education about agriculture and food security awareness. Vendors include:

- Pony rides;
- Corn maze;
- Seed planting;
- Agricultural displays;
- Face painting;
- Photo booth;
- Information about Surrey's seed library and other food related events held at Stewart Farm;
- Information about Surrey's agricultural history; and
- Fun games providing interactive ways to learn about fish habitat.

The main draw and excitement about this event is BC's largest blueberry pie. The pie is a great way to connect local food with information about agriculture.

Agriculture Week 2018 is currently being organized and will replicate that of 2017 with the main focus put toward the Pie in the Plaza event. A farm tour is anticipated to also be hosted during Agriculture Week 2018 with additional details to be determined later in the year.

Agriculture Week has a budget that covers the costs for the farm tour but is not sufficient to adequately cover the cost of hosting Pie in the Plaza. In 2017, the City approved separate funding for Pie in the Plaza, which was used in conjunction with additional sponsorship support, to host a very successful event in the Central City Plaza.

In order for Pie in the Plaza to continue, its budget should be sourced separately from Agriculture Week. In previous years, Council has provided funding 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, funding in the amount of \$30,000 be accessed from the Council Initiatives Fund to stage the 2018 Pie in the Plaza event.

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.

FUNDING

On July 24, 2017 Council approved corporate report R177; 2017 authorizing funding in the amount of \$30,000 for the 2017 Pie in the Plaza event from the Council Initiatives Fund. Staff have evaluated the request and support funding towards the 2018 event in an amount equal to last year's contribution.

Staff recommend that Council approve funding in the amount of \$30,000 from the Council Initiatives Fund in support of the 2018 Pie in the Plaza event.

Appendix "I" attached to this report documents the balance in the Council Initiatives Fund based on an assumption that Council will approve the recommendations of this report

SUSTAINABILITY CONSIDERATIONS

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. The 2018 Pie in the Plaza event will specifically support the following Desired Outcomes (DO) and Strategic Directions (SD):

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.

CONCLUSION

Based on the above discussion, it is recommended that Council approve funding in the amount of \$30,000 from the Council Initiatives Fund in support of the 2018 Pie in the Plaza event.

Jean Lamontagne
General Manager,
Planning & Development

Laurie Cavan
General Manager,
Parks, Recreation & Culture

Kam Grewal, CPA, CMA
General Manager,
Finance

Appendix "I" – Council Initiatives – Allocations for 2018

APPENDIX "I"



2018 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year			
adjusted for amounts not utilized	600		
2018 Adopted Budget	<u>260,000</u>		\$ 260,600
2018 Sponsor Appreciation Event		10,000	
All Aboard Wanderlust - JustKids Program		2,500	
Young Agrarians Land Matching		10,000	
SFU President's Surrey Gala		5,000	
Foam Free Vaisakhi Initiative		5,000	
Indo-Canadian Dental Association		2,500	
Darpan Extraordinary Achievement Awards		7,000	
Canucks Autism Network (CAN) 2018		5,000	
Youth Helping Youth Society		250	
Canada India Networking Initiative 2018		2,000	
100 Year Journey Gala		6,500	
West Coast Kings Field Hockey Society		3,500	
2018 Surrey Social Innovation Summit		70,000	
Surrey Women's Centre 25th Anniversary		1,000	
Agriculture Week - Pie in the Plaza (Proposed)		30,000	
Crescent Beach Concours d' Elegance (Proposed)		2,000	
Fraser Region Aboriginal Friendship Centre Association (Proposed)		3,500	
Allocations for 2018		<u>\$ 165,750</u>	<u>\$ 94,850</u>