



Corporate NO: C436

Report COUNCIL DATE: November 8, 1999_

COUNCIL-IN-COMMITTEE

TO: Mayor & Council **DATE: November 3, 1999**

FROM: General Manager

Parks, Recreation and Culture **FILE: 0100-300**

SUBJECT: Cultural Strategic Plan - Action Plan

RECOMMENDATIONS

That Council:

1. Receive the Cultural Strategic Plan-Action Plan.
2. Receive the completed copies of Surrey's Cultural Strategic Plan 1999 - 2003.
3. Receive the presentation booklet on the Museum & Archives Facility Plan.

BACKGROUND

On May 10, 1999 Council gave approval in principle to the Cultural Strategic Plan 1999-2003. Staff were asked to develop an Implementation Plan; subsequently, the Cultural Strategic Plan has been circulated and discussed with key external stakeholder groups and City staff to review the implementation steps and strategies.

The Cultural Strategic Plan vision states that *"Surrey's Cultural Strategic Plan brings people together through innovative cultural expression and nurtures our natural, cultural and built heritage, traditions and resources. The Plan supports diversity and encourages the development of a unique sense of place."*

The plan addressed the need for the following:

- Strategic Plan for the Arts in Surrey
- Strategic Plan for Heritage in Surrey
- Strategic Plan for Investigating the Development of Cultural Industries in Surrey
- Review & Re-development Plan for the Surrey Arts Centre

- Business Plan for the Surrey Arts Centre Theatre
- Business Plan for the Surrey Art Gallery
- Business Plan for the S.A.C. - Administration
- Exploring the Benefits of Cultural Linkages

The Cultural Strategic Plan also complimented previously completed work including: the Film Industry Master Plan, the Intercultural Inclusivity Task Force Report, the Master Plan for the Museum & Archives, and the Surrey Public Library's Facility Master Plan (1997).

For each component area of the Plan, a Mission Statement and measurable goals were identified. In total, 32 recommendations were outlined under four strategic directions: Community Leadership and Ownership; Cultural Sharing and Skills Development; Effective Communication and Collaboration; and, Human and Financial Resource Development.

DISCUSSION

Staff have strategized around each recommendation and documented the action steps that need to take place in order to achieve the Cultural Strategic Plan goals. Capital and operating budget requirements have been documented for the consideration of Council at the appropriate time. Stakeholders have been identified and some preliminary staff assignments have been documented. The implementation steps have been allocated over a three year period.

The work plan is outlined under seven (7) strategic result areas (SRA's):

- Baseline Cultural Data
- Marketing & Media Relations
- Programs Assessment and Planning
- Community Development and Training
- Community Leadership
- Innovation and Incentives
- Facilities and Infrastructure

The highlights of activities for these S.R.A.'s are outlined in Appendix A. In 1999, a number of activities have already been accomplished or initiated, as listed in Appendix B.

CONCLUSION

The Cultural Strategic Plan planning process has excited the community. The marketing and programming efforts through 1999 have already resulted in significant attendance increases and a positive profile for the City. With the further implementation of the plan as proposed in this report, Surrey and its residents will benefit from cultural sharing, community development, cultural infrastructure and economic impacts. The Cultural Strategic Plan is a living document that will be reviewed annually.

Don Hunter, General Manager

Parks, Recreation and Culture

