

NO: R037

COUNCIL DATE: February 28, 2011

REGULAR COUNCIL

TO: Mayor & Council **DATE: February 28, 2011**

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

SUBJECT: 2011 Flavours of Surrey Event

RECOMMENDATION

The Planning and Development Department and Parks, Recreation & Culture Department recommend that Council:

1. Receive this report as information; and
2. Approve a grant of \$15,000 from the Council Initiatives Fund in support of the 2011 Flavours of Surrey event that will be a part of the Fusion Festival in July.

PURPOSE

The purpose of this report is to:

- respond to Council's request that consideration be given to looking into different opportunities to augment the profile of and expand attendance at the Flavours of Surrey event; and
- seek Council approval for funding to support the 2011 Flavours of Surrey event that is to be held as part of the Surrey Fusion Festival scheduled for July 16 and 17, 2011 in Holland Park.

BACKGROUND

Since 2008, Surrey's Agricultural Advisory Committee ("AAC") has hosted an annual Flavours of Surrey event at the Historic Stewart Farm. The event has focussed on raising public awareness of foods grown and/or produced in Surrey.

Past events included a food-tasting venue designed to promote Surrey restaurants and showcasing dishes that use ingredients grown at local Surrey farms. The adult food tasting ticket also included beer tasting provided by a local brewing company and wine tasting from Surrey's only winery. There was also live entertainment involving local musicians, interactive children's activities, local farm animals, displays providing facts about Surrey's agricultural sector, seed planting, farm equipment displays and heritage tours and displays. A farmer's market was added in 2009 as a way to provide links between the public and local food sources. Overall, the Flavours of Surrey event provides a family-oriented, interactive, educational and entertaining environment

to showcase locally grown food and local businesses. The event has been viewed as successful, although attendance is more limited in comparison to other public events held in Surrey.

The Flavours of Surrey event is consistent with Surrey's agricultural policies. The Surrey Agricultural Plan (1999) outlines goals for the enhancement of local demand for local agricultural products by helping to re-establish the links between local residents and local agriculture. The goal of promoting Surrey's agriculture and related businesses is also reinforced through objectives set out in the City's Sustainability Charter, Economic Development Strategy and in the Official Community Plan.

At its Regular Meeting on May 3, 2010, Council considered Corporate Report No. R094 entitled "2010 Flavours of Surrey Event" and approved the recommendations of the report that supported the continuation of the Flavours of Surrey event in 2010. At that same meeting, Council requested that consideration be given to looking into different opportunities to augment the profile of, and expand attendance at, the Flavours of Surrey event.

DISCUSSION

The AAC has considered ways to improve and build on the past years' successes of Flavours of Surrey. Based on such consideration, the AAC and the organizing committee hold the view that the event should continue to offer the food-tasting venue, live entertainment, children's activities, a farmer's market and inter-active educational displays that promote and build understanding about the agricultural sector. To improve the event and increase attendance, the AAC supports including the Flavours of Surrey event as a showcase component of Surrey's annual Fusion Festival which is attended by more than 50,000 visitors annually.

The Fusion Festival is Surrey's largest two-day multicultural festival that has typically generated strong attendance, with patrons experiencing 25 +/- international pavilions as well as stage entertainment that include musical and performing arts. The Fusion Festival is held in Holland Park, a premiere urban park in Surrey and is centrally located within the City Centre, with easy access to public transportation. The Fusion Festival has its own website and would offer an unprecedented draw of people to Flavours of Surrey which is, not possible at its current location, the Historic Stewart Farm.

Financial Support

In past years, Council has provided a grant of \$15,000 from the Council Initiatives Fund to support the Flavours of Surrey event. Assistance has also been secured from event sponsors (cash and in-kind support). It is recommended that the same budgetary support of \$15,000 from the Council Initiatives Fund be approved for the 2011 Flavours of Surrey event to assist in ensuring its success at its new location.

CONCLUSION

Based on the above discussion, it is recommended that Council approve a grant of \$15,000 from the Council Initiatives Fund in support of the 2011 Flavours of Surrey event that will be a part of the Fusion Festival in July.

Original signed by
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