

NO: **R107**

COUNCIL DATE: **May 30, 2011**

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **May 27, 2011**

FROM: **General Manager, Parks, Recreation and Culture**

FILE: **8200/20-S**

SUBJECT: **Stanley Cup Playoff Celebrations in Surrey City Centre**

RECOMMENDATION

The Parks, Recreation & Culture Department recommends that Council receive this report as information.

INTENT

The purpose of this report is to provide information about activities that are being planned in Surrey City Centre around “final series” NHL playoff games as the Vancouver Canucks continue their quest for the Stanley Cup.

DISCUSSION

Building on the excitement of the Vancouver Canucks in the Stanley Cup Playoffs, community focused celebrations are being planned for game nights at the Central City Plaza. The event theme will be – “Experience the Stanley Cup Playoffs at Surrey’s Live Site!”. A free, family-friendly event will be hosted at the Central City Plaza on each evening on which there is a playoff game starting on Wednesday, June 1st and continuing through the games scheduled for June 4th, 6th, 8th, 10th, 13th & 15th or until there is a winner in the series. The event site will open one hour before game time on the evening each game.

Planned activities include:

- Live hockey feed on a large LED TV screen (similar to the Olympic Celebration Site);
- Pre-game entertainment including a DJ;
- Face painting and other children’s activities; and
- Roving performers.

Staff is working on the event with a number of community partners including Blackwood Partners, Central City Brew Pub and the Surrey Downtown BIA. Media partners include RedFM, CFOX and Virgin Radio. Staff is continuing to canvass the community for other partners who want to play a part in celebration activities.

Surrey’s Live Site for the Stanley Cup Playoffs will be promoted through the City’s website, print ads, posters, radio ads and social media sites such as Facebook and Twitter.

Funding:

The event will be funded from within the existing approved 2011 budget allocations.

SUSTAINABILITY CONSIDERATIONS

Surrey's Live Site for the Stanley Cup playoffs will assist in achieving the following goals contained in the City's Sustainability Charter;

- Socio-Cultural Goal #12: *Establishing a range of local cultural and entertainment opportunities throughout the City; and*
- SC13 – *“Promote a variety of opportunities for community celebration and gathering through local and city-wide events and festivals.”*

Laurie Cavan
General Manager,
Parks, Recreation and Culture

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