

NO: **F010**

COUNCIL DATE: **March 11, 2013**

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## FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **March 11, 2013**

FROM: **General Manager, Planning and Development  
General Manager, Finance & Technology**

FILE: **0540-20 AAC**

SUBJECT: **Flavours of Surrey Event as part of the 2013 Fusion Festival**

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## RECOMMENDATION

The Planning and Development Department and the Finance and Technology Department recommend that Council:

1. Receive this report as information; and
2. Approve a grant of \$22,000 from the Council Initiatives Fund in support of the 2013 Flavours of Surrey event that will be a component of the 2013 Fusion Festival that is being held in July.

## PURPOSE

The purpose of this report is to seek approval for funding in support of the Flavours of Surrey event that is to be a component of the Surrey Fusion Festival, which is being held on July 20 and 21, 2013 in Holland Park.

## BACKGROUND

Since 2008, Surrey's Agricultural and Food Security Advisory Committee ("AFSAC") has hosted an annual Flavours of Surrey event. The event focuses on raising public awareness of foods grown and/or produced in Surrey. In past years, the event provided food-tasting designed to promote Surrey restaurants and to build public knowledge about food that is grown locally.

In 2011, Flavours of Surrey joined with Surrey's Fusion Festival exposing it to a significantly larger audience of approximately 50,000 over the course of the two-day Festival. The goal of promoting Surrey's agricultural industry was clearly very successful.

The Flavours of Surrey event in 2012, which was also a component of the Fusion Festival, included a food-tasting venue, a celebrity chef stage, interactive children's activities (including local farm animals), displays providing facts about Surrey's agricultural sector, seed planting and heritage displays. A farmer's market was also included at which the public could purchase food grown locally.

The Flavours of Surrey event is consistent with Surrey's agricultural policies. The Surrey Agricultural Plan (1999) includes a goal related to enhancing local demand for locally grown agricultural products by establishing links between local residents and local agriculture. The City's Sustainability Charter, Economic Development Strategy and Official Community Plan all reference the need to support local agriculture.

The AFSAC supports the inclusion of the Flavours of Surrey event as a showcase component of Surrey's 2013 Fusion Festival.

## **DISCUSSION**

The Flavours of Surrey event promotes local agriculture in a family-oriented, interactive, educational and entertaining environment. Collaborating with the Fusion Festival opens Flavours of Surrey to a large audience and showcases Surrey-grown and/or produced food to residents who do not normally connect with Surrey's agriculture industry on a regular basis.

In 2012, the Flavours of Surrey component at Fusion Festival offered family-oriented interactive displays with a milk cow, seed planting, a farmer mascot, free samples of local vegetables, a straw maze, a celebrity chef stage and a heritage awareness tent. It also included an Agriculture Awareness booth and a trivia game with two grand prizes comprised of local agricultural products. The goal of promoting Surrey's agricultural industry was a resounding success, including the celebrity chef stage, which continues to be a highlight of the weekend.

The AFSAC is keen to continue the Flavours of Surrey event as part of the 2013 Fusion Festival.

### **The 2013 Event**

The 2013 Flavours event will include small adjustments in comparison to 2012 in relation to the schedule and vendor participation, advertising for the Farmer's Market component, and the layout and location of booths.

The changes include:

- replacing food vendors with products sold by food producers to create a food market;
- increased interactive agricultural displays for children;
- introduction of advertising for the Surrey Farmer's Market component;
- increasing signage and marketing specific to the Flavours of Surrey component of the Fusion Festival; and
- better connections between the farmers' produce being sold at the event and the food that is prepared on the celebrity cooking stage.

### **Financial Support**

In 2012, Council provided a grant of \$22,000 from the Council Initiatives Fund to support the Flavours of Surrey component of the Fusion Festival. A similar amount is being proposed from the Council Initiatives Fund for staging the event in 2013 as a component of the Fusion Festival.

In future years an annual budget allocation for the Flavours of Surrey component will be incorporated into the Fusion Festival budget rather than making requests of Council by way of separate reports such as this one.

## Status of the Council Initiatives Fund

Appendix "A", attached to this report, provides the status of the Council Initiatives Fund assuming that Council adopts the recommendations of this report.

## SUSTAINABILITY CONSIDERATIONS

The Flavours of Surrey event assists in achieving the objectives of the City's Sustainability Charter related to supporting local agriculture and creating linkages between the agriculture industry and Surrey's urban population, including action items:

- SC14: Support food security;
- EC12: Enhance and promote Surrey's agricultural land base; and
- EN 14: Public education and sharing of information.

## CONCLUSION

Based on the above discussion, it is recommended that Council approve a grant of \$22,000 from the Council Initiatives Fund in support of the 2013 Flavours of Surrey event that will be a component of the Surrey Fusion Festival at Holland Park in July.

*Original signed by*  
Jean Lamontagne  
General Manager  
Planning and Development

*Original signed by*  
Vivienne Wilke  
General Manager  
Finance and Technology

CS/kms/saw

Attachment:

Appendix "A" – Status of the Council Initiatives Fund



## 2013 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Amount	Allocation	
		to date	Remaining
Carried Forward from Prior Year	253,126		
<b>2013 Approved Budget</b>	<u>250,000</u>		<b>\$ 503,126</b>
Arts Umbrella Surrey (3rd year of 3-year program)	25,000		
2013 Women's BC OPEN Water Polo Tournament	5,000		
Comedy Courage Sponsorship	5,000		
Surrey Community Summit	25,000		
Sponsorship Appreciation Event	10,000		
Clayton Heights Enhanced Programming	85,000		
Cloverdale Skating Club	5,000		
Early Childhood Development (ECD) Smarter Cities Funding	50,000		
2013 Flavours of Surrey Event	22,000		
<b>Allocations for 2013</b>		<u><b>\$ 232,000</b></u>	<u><b>\$ 271,126</b></u>