

NO: R214

COUNCIL DATE: November 8, 2021

REGULAR COUNCIL

TO: Mayor & Council **DATE: November 4, 2021**

FROM: General Manager, Parks, Recreation & Culture **FILE: 1855-01**

SUBJECT: Surrey Virtual Sport Hall of Fame

RECOMMENDATION

The Parks, Recreation & Culture Department recommend that Council:

1. Receive this report for information; and
2. Endorse the virtual model for a Surrey Sports Hall of Fame as generally described in this report.

INTENT

The intent of this report is to obtain Council endorsement to undertake the development of a virtual model for a Surrey Sports Hall of Fame: a highly accessible, and best practice contemporary venue to honour Surrey residents for their outstanding contribution to, or achievement in sport.

BACKGROUND

In September 2019, the Parks, Recreation & Culture Committee (“PRCC”) directed staff to undertake preliminary research on sports hall of fame models across the country.

The PRCC shared some considerations for developing a Sports Hall of Fame in Surrey including:

- Surrey hosts many large sporting events and has an active sporting community but does not currently host a Sports Hall of Fame: a dedicated place to recognize the achievement of athletes, as well as volunteers, coaches, and others for their contributions;
- BC municipalities support a range of forms and different operating models for Sports Hall of Fame, yet there is not a single best practice model;
- Once established, honouring those from the City for their outstanding contribution or achievement in sport will be an ongoing commitment; and
- A Sports Hall of Fame is an opportunity to inspire future generations, to provide information about current honourees, and preserve information on past honourees.

DISCUSSION

Staff consulted with the BC Council of Sports Hall Halls (operating as the Council of Halls), the BC Sports Hall of Fame and other sport-specific or municipal/regional Sports Halls, Museums and Galleries operating in British Columbia. Staff research included discussions with Jason Beck, Director, and curator of the BC Sports Hall of Fame and the Manager of Museums and Heritage Services in New Westminster regarding the National Lacrosse Hall of Fame in the Anvil Centre. Research was also conducted to assess the form and effectiveness of models in other cities including Burnaby, Kamloops, Richmond, Delta, Coquitlam, Penticton (BC Hockey Hall of Fame) and Victoria to understand their facility's cost of maintenance, visitor activity and benefits. Venue options that were researched included a hall, a wall, a museum, and the virtual venue options.

Surrey's sports history and achievement is currently recognized by exhibition display cases featuring sports related artifacts, presented in the Museum of Surrey. This display case changes over time, to feature different materials related to different curated stories. As more content is acquired by the City's heritage collection and archive collection, different exhibits and stories will be presented. Rich digital content (video, photographs, documents etc.) can supplement the artifacts displayed, using screens.

Model for a Virtual Sports Hall of Fame

A Virtual Sports Hall of Fame model has been identified as offering the broadest spectrum of benefits for Surrey: accessibility, depth and breadth of content, and efficiency and effectiveness.

A Virtual Hall of Fame provides all the benefits of a real-world museum without the limitations. Exhibitions can include photos of individuals and teams, sports documentation as well as information. Exhibitions can include audio recordings, video recordings as well as other content added over time such as digital documents, images of trophies, uniforms, medals, news articles and other information related to sports.

A Virtual Hall of Fame is highly accessible and free. It can be accessed anytime, anywhere in the world. Like many websites, it can have the ability to be translated into various languages on demand. It can also be designed to be accessed by those with visual or hearing impairments. Unlike a physical museum, those wishing to view its exhibits do not have to drive to a physical location, nor restricted to when they can visit.

The content a Virtual Hall of Fame can host is almost limitless. Unlike some models in BC, which are limited to just a name, or a name with a photo of the year's honorees, a Virtual Hall of Fame can share interviews with those individuals, videos of them in action, or recordings of those who know them, or who have stories about the achievements of the honorees. This richer content is more inspiring.

A Virtual Hall of Fame can present not only information on the current honorees, but also archive and make accessible this information every year, thereby maintaining a record of achievement of Surrey's sports community. The digital content collected and generated through the Sports Hall of Fame initiative, can easily be shared with others. For example, content can be included in exhibits in the Museum of Surrey, or shared with other museums, such as the BC Hockey Hall of Fame in Kelowna or can be featured in newscasts.

The proposed model also allows for the highlight of amateur sport associations within the City. Such honours would focus on local athletes, leaders, and teams who have excelled at a local, national, or international level, bringing fame and honour to the City. Such highlights can build civic pride and volunteerism, supporting future sport activities in the City.

Those accessing the Virtual Hall of Fame can personalize their visiting experience. When they access the Virtual Hall of Fame, they connect with its archive and can search for information that interests them, or using the navigation tools, discover new educational information or special interest stories about Sports in Surrey.

Examples of website that serve as model virtual sports hall of fame include the Canada's Sports Hall of Fame and <https://www.sportshall.ca/?lang=EN> and the BC Sports Hall of Fame <https://bcsportshall.com/>.

In addition to being available from home, kiosks offer an option for in-facility experience. Large interactive screens could be installed in key recreation centres which host major competitions, for those attending games or practices.

The virtual hall of fame model will be complemented by the ongoing acquisition of Surrey sports memorabilia and artifacts to be held in the Archives and Heritage collections of the City and presentations in changing exhibitions with different themes and stories at the Museum of Surrey and at the Surrey Archives.

Next Steps

Subject to Council approval of the recommendations of this report, staff propose undertaking the following actions:

- Form a focus group comprised of staff from the Parks, Recreation & Culture Department, a member of the Parks, Recreation and Culture Committee and potentially community members who have background and/or experience in Surrey sports and to ensure the focus group reflects accessibility and diversity of sports. Members may include coaches, sports historians, sports writers, or other leaders in sport;
- Facilitate the focus group discussion related to:
 - Recommendations and feedback from a public engagement process;
 - Framework recommendations regarding the primary content to be featured in the virtual Surrey Sports Hall of Fame;
 - Review a proposed acquisitions plan for collecting relevant sports artifacts; and
 - Contribute to a master list of all those Surrey based athletes, coaches, builders, pioneers, media, and teams inducted by local/regional/provincial/national or sport-specific Halls of Fame;
- Create a preliminary plan to induct the first honorees as part of the Surrey Civic Distinction Awards Program; and
- Prepare a report back to Council on the outcome and recommendations from these initiatives.

Funding

Initial development of the framework for a SVHOF can be completed in 2022; funding is available in the 2022 Parks, Recreation and Culture Operating Budget.

The total estimated one-time cost to establish a SVHOF is estimated to cost \$400,000; a budget for the ongoing operating costs will also be required and subsequently developed. A new funding request will be brought forward in 2022 for Council's consideration in the City's Five - Year Financial Plan (2023-2027).

SUSTAINABILITY CONSIDERATIONS

The work of this Program supports the objectives of the City's Sustainability Charter 2.0. This work relates to Sustainability Charter 2.0 themes of Inclusion and Economic Prosperity & Livelihoods. Specifically, this Program supports the following Strategic Direction ("SD") and Desired Outcomes ("DO"):

- Community Pride and Engagement SD18: Celebrate and build upon what makes us proud of our community;
- Community Pride and Engagement DO22: There is a high rate of volunteerism among people of all ages and abilities;
- Community Pride and Engagement DO23: Numerous active local clubs, groups and agencies contribute to the community's well-being; and
- Economy DO12: The City is a destination for visitors, which generates tourism revenue.

CONCLUSION

Based on the discussion above, the Parks, Recreation & Culture Department recommends that Council approve the recommendation to develop a Virtual Surrey Sports Hall of Fame as generally described in this report. This includes proposed next steps regarding research and public engagement as well as a funding request to support this project to be brought forward in 2022 for consideration in the City's Five-Year Capital Plan

Laurie Cavan
General Manager
Parks, Recreation & Culture