

NO: R007

COUNCIL DATE: January 30, 2023

REGULAR COUNCIL

TO: **Mayor & Council** DATE: **January 25, 2023**

FROM: **General Manager, Parks, Recreation & Culture** FILE: **0250-07**

SUBJECT: **Application to BC's Destination Development Funding Program**

RECOMMENDATION

The Parks, Recreation & Culture Department recommend that Council:

1. Receive this report for information; and
2. Endorse the application for grant funding for the Cloverdale Agriplex Rejuvenation Project for \$1,000,000 under the Province of British Columbia's ("BC's") Destination Development Funding Program.

INTENT

The purpose of this report is to obtain Council's endorsement for a grant funding application in support of revitalization of the multi-use Agriplex at the Cloverdale Fairgrounds including leveling the floor and adding universal design elements to allow for increased viability and accessibility for hosting.

BACKGROUND

In late 2022, BC launched the BC Destination Development Fund Grant Program (the "Program"), aimed at investing in projects that foster distinct and globally competitive destinations, strengthen a year-round visitor economy, increase community vibrancy and resident support for tourism, and support sustainability, accessibility and inclusion. The Program will award grants across two streams. Stream 1: Activate funds up to \$1,000,000 per project and Stream 2: Elevate funds up to \$500,000 per project.

DISCUSSION

On December 6, 2022, staff responded to the Program's initial call for project proposals. On January 4, 2023, City staff were notified that the Cloverdale Agriplex Rejuvenation Project (the "Project") was selected to proceed to Stage 2; submission of a full application by deadline of February 9, 2023.

A Council Resolution in support of the Project is a requirement of the Program.

Cloverdale Agriplex Rejuvenation Project

This unique venue is unlike other facilities in the Metro Vancouver region, as it was established in 1938 and hosts the second largest rodeo in Canada, which was first held in 1945. Currently, the Cloverdale Agriplex does not meet the requirements for the majority of event opportunities due to an unlevelled floor. As a result, it is not able to host trade shows, sports tournaments, and other tourism and economic-driving events. This Project envisions re-leveling the floor of the building and enhancing the parking lot at the Agriplex and entrances to be fully accessible. Project goals include incorporating universal design accessibility to align with other capital investments in Surrey and allow for the multi-use venue to meet the majority of standards bringing vibrancy and attracting more events to this venue. These renovations will strengthen the multi-use approach of the venue, allowing community groups and local sporting organizations to use the space in various ways including multi-day sporting tournaments that promote overnight hotel stays.

Next Steps

Upon Council approval of this report, staff will submit an application in support of the Project by February 9, 2023. Funding decisions are expected to be communicated in March 2023. The Project must be completed within two years or by March 31, 2025. 90% of Program funding will be issued upon grant application approval and the remaining 10% will be released after the final report is submitted to the Province of BC.

FUNDING

The funding request of \$1,000,000 will fully fund costs for these upgrades.

SUSTAINABILITY CONSIDERATIONS

Program funding in support of the Project will support the City's Sustainability Charter 2.0. In particular, the Project supports the Sustainability Charter 2.0 themes of Built Environment and Neighbourhoods, Public Safety, and Infrastructure. Specifically, the Project support the following Desired Outcomes ("DOs") and Strategic Direction ("SD"):

- Neighbourhoods and Urban Design DO2: Surrey is well-connected within the city and to the rest of the region by fast and efficient public transit and active all-ages-and-abilities transportation infrastructure;
- All Infrastructure DO5: Public art and heritage are integrated into Surrey's infrastructure;
- Built Environment and Neighbourhoods DO4: Surrey's neighbourhoods are safe, accessible, well-connected, walkable and bike friendly; and
- Infrastructure SD11: Ensure the delivery of safe and accessible infrastructure, programs, and education to support walking, cycling and transit for all residents.

CONCLUSION

The Parks, Recreation & Culture Department recommends that Council endorse the grant application seeking support for \$1,000,000 funding to renovate the Cloverdale Agriplex. Renovating the Cloverdale Agriplex will bring additional hosting opportunities to Surrey and will

expand its competitiveness in the event hosting destinations sector, making the City of Surrey a top choice for local groups and sporting organizations. Renovating this space will be an opportunity to develop and grow new and existing festivals and events at the Cloverdale Fairgrounds and offer new experiences that will attract both locals and visitors, positively contributing to Surrey's economy.

Laurie Cavan
General Manager,
Parks, Recreation & Culture

[https://surreybc.sharepoint.com/sites/prcadmistration/corporate reports regular/2023/destination development fund grant application.docx](https://surreybc.sharepoint.com/sites/prcadmistration/corporate%20reports%20regular/2023/destination%20development%20fund%20grant%20application.docx) 1/25/23 12:13 PM