



Corporate NO: C010

Report COUNCIL DATE: July 24, 2000

COUNCIL-IN-COMMITTEE

TO: Mayor & Council **DATE: July 12, 2000**

FROM: Manager, Economic Development Office **FILE:**

SUBJECT: Tourism Action Plan Initiative Major Event Development

RECOMMENDATION

That the information be received and that Council provide funding up to a maximum of \$10,000 from 2000 Council Initiatives to complete a feasibility analysis and program details for a Cultural and Trade Festival in Surrey in 2002.

BACKGROUND

Council adopted the Tourism Action Plan in March of this year. One of the year 2000 goals under the umbrella of that Plan was to “pursue a major event and explore organizing a multi-cultural festival”.

To that end the Tourism Advisory Committee heard a presentation from a Mr. Stuart Backerman of Backerman Enterprises Ltd. regarding the organization of a “World Art & Trade Festival”. The Tourism Advisory Committee subsequently endorsed in principle Mr. Backerman's event outline and recommended that a presentation be made to full Council. Mr. Backerman has been approved as a delegation to appear before Council with his event outline on July 24.

The Art & Trade Festival would celebrate Surrey's cultural make-up of ethnic communities including Hong Kong, China, Japan, Korea, Pakistan, Thailand, India, Malaysia, Britain, Germany, Ireland, Greece, etc., or global *culture*. It would have an equally strong emphasis on *trade* initiatives. With the City's and the city's businesses' growing involvement with many countries around the globe, reflecting trade and tourism, the annual festival would act as a fulcrum to build on socioeconomic opportunities and cooperation. Through a carefully selected and organized program, the business profile of the Surrey's corporate community can be expanded at the same time as the appreciation and significance of cultural celebration.

Preliminary discussions with Kwantlen University College indicates strong support for this initiative and for the partnering opportunities the trade aspect of the festival might offer to many of Kwantlen's students (Fashion Design, Interior Design, Technical Programs).

If Council is interested in pursuing this Festival and Trade initiative, the next steps would include:

- solidify local support for the initiative through meetings with community groups, arts and cultural organizations, educational institutions and local businesses;
- approach and gauge the interest of potential national or international corporate sponsors, (including the development of a marketing kit);
- develop funding commitments from Provincial and Federal programs (Using the cultural and the trade bazaar components of the event, funding can be sought from various levels of government responsible for arts and culture as well as industry, trade and commerce.)
- provide a detailed report on initiatives and outcomes, including detailed program outline by the end of January 2001. *It is critical that this analysis incorporate the self-sustainability of this kind of event and the identification of a stakeholder or group of stakeholders outside of the City of Surrey who will champion the event so that it is not a program run by the City of Surrey.*

If Council endorses the Art & Trade Festival in principle, it is recommended that Mr. Backerman be engaged to complete the feasibility plan and further develop the marketing materials and program parameters. It is expected that this process and analysis will cost approximately \$10,000 and the city would enter into a personal services contract with Mr. Backerman not to exceed that amount. The Terms of Reference of such personal services contract would encompass the details of steps outlined above. The Council initiative fund currently has \$25,353 remaining, from which the \$10,000 would be drawn.

Linda Hepner

Manager, Economic Development Office

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attach.