PARKS, RECREATION & CULTURE  
STRATEGIC PLAN 2018 – 2027  
Surrey.ca/PRCplan

Surrey Board of Trade – November 8, 2018
Parks Recreation and Culture Strategic Plan will contribute to Surrey becoming a healthy, green inclusive community, where individuals, culture and the environment thrive.

- Access to green spaces, social spaces, active spaces and cultural spaces support overall emotional health and well-being of citizens.

- Parks, recreation and culture programs and services foster community connectedness, inclusion and resilience.
Residents and arts stakeholders dreamed and shared and the City listened!

Survey responses and in-person participation in open houses and ideas fairs across the City informed the plan.
Who We Heard From

Community Engagement

- 12 Community interviews
- 400+ Attended 7 Idea Fairs
- 4,500+ Completed questionnaires
- 245 Attended 11 Workshops
- 30 @ Student Workshop
- 28,000 e-newsletter subscribers
- 40,000 postcard mailouts
- 100,000+ Facebook views
- 37,000+ Twitter views
- 17,000+ Instagram views

- 19% Cloverdale, 14% Fleetwood, 13% Guildford/Twin Lakes, 12% Newton, 11% North Surrey, 13% South Surrey
- 20% 0-18 years, 16% 19-34 years, 21% 35-64 years, 17% 65+

% of PRC Participants vs % of Surrey Population (Census 2016)

10 Year PRC Strategic Plan
What We Heard

Popular Services & Facilities

CULTURE

- Cultural spaces for children & youth: 678
- More cultural programs & classes: 512
- Cultural (Arts & Heritage) festivals & events: 508
- New major cultural facilities (galleries, venues): 491
- Smaller, local venues for the arts: 464

PARKS

- Walking/cycling trails (off-road): 691
- Natural areas & green spaces: 662
- Picnic areas: 544
- Events in parks: 512
- Playgrounds & spray parks: 402

RECREATION

- Sports, recreation & wellness programs: 601
  - Swimming pools: 301
  - Sport fields: 477
  - Outdoor sport courts: 448
  - Gymnasiums/fitness facilities: 439
The Parks Recreation and Culture 10 Year Plan:

- Provides a blueprint for facility and service decisions over the next 10 years;
- Reflects community values and service delivery expectations;
- Guides investment and priorities for funding and resources for new facilities and services;
- Ensures coordination with Sustainability Charter, Official Community Plan; and
- Anticipates the changing needs and demographics of Surrey.
Plan Framework

Vision
Surrey is a healthy, green, inclusive community, where individuals, culture, and the environment thrive

Mission
We serve our community to improve the quality of life for everyone through exceptional delivery of parks, recreation and culture amenities, programs and services.

Guiding Principles
- Diversity
- Inclusion
- Creativity
- Responsiveness
- Resiliency

Themes (goals)
I. High Quality Parks & Facilities for All
II. An Engaged & Healthy Community
III. A Vibrant & Creative City
IV. Leaders in Environmental Stewardship
V. Effective Management of Resources
CULTURE

Arts Services Objectives
1) Grow the capacity of local artists and art organizations
2) Promote learning and engagement with the arts
3) Support and showcase art and performance
4) Foster community connections through the arts

Heritage Services Objectives
1) Promote and celebrate Surrey’s heritage & cultures
2) Support and showcase heritage & culture across the City
3) Develop partnerships to engage people in Surrey’s heritage
4) Use technology to engage people in Surrey’s heritage

Special Events Objective
1) Host vibrant events & celebrations
CULTURE - HIGHLIGHTS

- Grow the Cultural Grants Program
- Museum of Surrey expansion
- South Surrey Art Gallery & Café
- New community arts centres in Clayton, Grandview & Fleetwood
- Strawberry Hill Farmers Institute Hall
- Interactive Art Museum (IAM)
- Indigenous ceremonies & gatherings will have a venue
- Proposed performing arts centre in Semiahmoo
Surrey Cultural Grant Program
Cultural Grants Program Vision

To support and enhance Surrey’s arts and cultural sector by:

✓ Building organizational capability and sustainability in each of existing and new local cultural organizations;
✓ Investing in community-based cultural activities that promote awareness, access, participation and appreciation of arts and heritage; and,
✓ Encouraging collaborative opportunities and partnerships.
Impacts

- Connect local artists with the community
- Increase opportunities for Surrey’s arts and cultural organizations
- Nurturing a strong and viable arts and cultural sector
- The City Investment stimulates significant community contribution through cash and in-kind sources
Cultural Grants 2019

- 96 grants distributed in 2018
- Council-approved program guideline changes include introduction of an operating stream
- Workshop (35 participants)
- Promo video & website updates
- 109 Expressions of Interest received for 2019, 17 new applicants
- 2019 application deadline: Nov 5
Surrey as a Music City
City of Surrey
Festivals and Major Events

Fusion Festival

Tree Lighting Festival

Surrey International Children’s Festival

Party for the Planet
NAAD Foundation
*Indian Standard Time in Concert - Don’t be late!*

Come Dancing! Live at the Studio
*Derina Harvey Band*
CRS - Youth Fest

Parks - Sounds of Summer
Community Event Hosting Application

The City of Surrey's Event & Event Support Team (FEST) is at your service to provide guidance to make your event a success. Prior to the event being permitted, the FEST committee must review the event application in detail and provide its formal approval.

The FEST Committee requires a minimum of 90 days' notice for an event application. For more complex events that would include road closures or traffic management plans, the FEST Committee requests a minimum 130 days' notice.

Direct inquiries about hosting your event in Surrey to events@surrey.ca or call 604-948-3400.

Email your completed FEST application form to events@surrey.ca or fax it to 604-948-5781.

Special Events Application Checklist

1. Just fill out the FEST application, fill it out entirely.
2. Include the necessary documentation regarding traffic plans if road access is required.
3. Include the necessary documentation regarding security, first aid, and parking.
4. Provide the signed copies of the Hold-Harmless Agreement and Certificate of Insurance.
5. Submit your completed application to the Health Authority's permit process for temporary food service.
6. Include your legal entity or company name with key contact information for individuals organizing the event.
7. Review the City of Surrey building and/or electrical sections requirements to verify if permits are required for staging, lighting, or electrical provision.

FEST Community Events
Mumford and Sons
City of Surrey - Moving Forward

- PRC 10 Year Strategic Plan
  - Spaces and places
  - Funding – Cultural Grants Program
  - Promotion and Audience Development
  - Cultural event friendly rules and regulations – FEST

More of Everything
Everywhere!
PRC Strategic Plan – Full details at www.surrey.ca/PRCplan

Thank You!