



CITY OF VANCOUVER

ADMINISTRATIVE REPORT

Report Date: April 9, 2007
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TO: Vancouver City Council

FROM: General Manager, Olympic and Paralympic Operations Office and Managing Director, Cultural Services

SUBJECT: Award of Contract for RFP #PS07025 - 2010 Winter Games Professional Services for Live Site Concept(s)

RECOMMENDATION

- A. That Council authorize the City to enter into a contract with Fireworks Professional Ltd (Fireworks), in form and on terms and conditions satisfactory to the Director of Legal Services, for the development of a comprehensive Vancouver 2010 Winter Games "Live Site" plan, at a cost of \$91,960 plus GST; source of funds to come from within the existing Olympic and Paralympic Operations 2007 Operating Budget.
- B. That the Director of Legal Services be authorized to execute on the City's behalf the contract referred to in Recommendation A.
- C. That no legal rights or obligations will be created by Council's adoption of Recommendation A until such legal documents are executed and delivered by the Director of Legal Services.

GENERAL MANAGER'S COMMENTS

The General Manager, Olympic and Paralympic Operations Office and the Managing Director, Cultural Services RECOMMEND A, B and C.

COUNCIL POLICY

Consultant agreements exceeding \$30,000 require Council authorization.

PURPOSE

The purpose of this report is to seek Council approval to engage Fireworks Professional Ltd (Fireworks) to conduct consulting services for the development of a comprehensive Vancouver 2010 Winter Games "Live Site" plan, at a cost of \$91,960 plus GST.

BACKGROUND

As the Host City for the 2010 Winter Games, it is incumbent on the City to create a welcoming and celebratory atmosphere in the urban domain for our visitors, residents, athletes and media. One of the ways past Host City's have created a festive atmosphere is by providing a public gathering space for residents and visitors to enjoy the Games at no cost. These public gathering spaces are known as "Live Sites".

A "Live Site" has been generally defined as a public gathering space to hold a range of daily and nightly activities during the Olympic and Paralympic Games period centred around a large television screen with live broadcasts of Games' competitions, live entertainment featuring local talent, as well as recreational and cultural activities. "Live Sites" also provide the Host City with an opportunity to exhibit and boast its positive attributes.

The City of Vancouver has been working with the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games and its government partners to develop a strategy to create a "Live Site" in the City's downtown core. The City's objective for a "Live Site" is to provide the public with a gathering space during Games time that is:

- *Central, Universal, Accessible and Affordable*
Provide an easily accessible gathering site, with entry at no cost, in a central location where the public can actively participate in the Games.
- *Safe and Secure*
Provide a site that creates a family atmosphere and gives the public a feeling of security. It needs to be determined whether the "Live Site" will be within the official security zone.
- *Animated*
Provide an animated gathering site with quality entertainment and performances, as well as quality cultural and recreational programming. The site should also be of quality look, sound and feel.
- *Participatory*
Provide programming and activities that encourages active participation in addition to passive observation

- *Integrated*
Provide a site that integrates seamlessly with 2010 Winter Games' competitions and events in GM Place, BC Place, and in the Resort Municipality of Whistler.
- *Sustainable*
Incorporate sustainability into all aspects of the "Live Site" programs.
- *Physical Legacies*
Create a lasting physical legacy that would remain after the Games to commemorate the "Live Site".
- *Other Legacies*
Create positive lasting memories for Vancouverites, British Columbians, Canadians and tourists about the 2010 Games and Vancouver, British Columbia and Canada, and if possible maximize other legacy opportunities for the City of Vancouver.

The proposed location for the City's "Live Site" is the former bus depot site and the adjacent Queen Elizabeth Theatre Plaza. Both sites are owned by the City of Vancouver and can be joined together to make one large integrated site by closing portions of adjacent streets to traffic. The physical size of the integrated site totals approximately 151,634 square feet. The proposed "Live Site" is in close proximity to public transit and can be easily accessed by pedestrians. The site is also in very close proximity to BC Place and GM Place, the two main downtown venues for the Olympic and Paralympic Winter Games.

The development of the "Live Site" on the bus depot site and Queen Elizabeth Theatre plaza ties in with the first phase of the cultural precinct. As outlined in report RTS# 06098 entitled *Planning Process for the Development of Cultural Precinct*, which was approved by Council on October 31, 2006, the "Live Site" provides an opportunity to showcase the future Cultural Precinct, animate the Queen Elizabeth Theatre Plaza for the Games, and phase the ultimate reconstruction of the plaza and redevelopment of the bus depot site.

The "Live Site" also provides an opportunity to leverage funding from our partners. The Government of Canada has established a budget of \$20 million for "Live Sites" in the Olympic Regional Centres and the City of Vancouver is eligible to apply for up to \$10 million of this budget to deliver a "Live Site" during the Games. One of the goals of this consultant report is to develop a project budget for the entire "Live Site" program. The extent of the programming and capital work for the "Live Site" will depend on the ultimate funding approved by the Government of Canada and City Council.

A comprehensive strategic plan that identifies programming options, three site design concepts, an operational and governance plan, an operating and capital budget, and a project implementation timeline not only needs to be developed to access the Government of Canada's funding, but it also needs to be developed as a first step for the City to deliver a successful "Live Site" in 2010.

As part of the planning process, there will be a public consultation process around the site design concepts and programming options for the "Live Site". Council will be a part of that process. Staff will report back to Council with the consultant's final report, including capital and operating costs and potential sources of funding in addition to the Government of Canada's \$10 million contribution that may be needed to deliver the "Live Site". Council will ultimately approve the final "Live Site" concept, design as well as capital and operating budget for the "Live Site" before staff proceeds with implementation.

The planning work is very complex, time sensitive and critical to the overall success of the "Live Site". It also requires a wide-ranging team of people with unique skills and senior level experience in major event planning, programming, production management, architecture, design, and engineering. Due to internal staff resources, the Olympic and Paralympic Operations Office and Office of Cultural Services are recommending that the City hire an outside consulting team to develop a plan for the 2010 "Live Site" in Vancouver.

DISCUSSION

The Request for Proposal was issued on March 2, 2007 and closed on March 20, 2007. The Request solicited proposals from companies to provide the City with a plan for a 2010 "Live Site" on the bus depot and Queen Elizabeth Theatre plaza. Four proposals were received and responses were evaluated by a five person team made up of staff from the Cultural Services and the Olympic and Paralympic Operations Office. The team evaluated the proposals under the guidance of the City's Material Management representative following accepted City practices. Evaluation criteria included project approach and methodology, company experience with similar events, organizational capabilities, project team skills and price.

The proposal from Fireworks was evaluated and the City team recommended acceptance of the proposal as it represented overall best value to the City. Fireworks is a Vancouver based company with considerable experience in public events, and a wide-ranging team with experience in event programming, technical production, architectural planning and design, sponsorship, broadcast, and security planning. One unique aspect of Fireworks' proposal was the inclusion of a First Nations team member to act as a First Nations liaison and assist with First Nations involvement and protocol.

Fireworks presented a clear, straight-forward methodology and a well-thought-out work plan, made sound assumptions and identified critical issues. Fireworks' quote for the 2010 "Live Site" planning work is \$91,960 and it is expected that the project will take approximately three months to complete including stakeholder consultations, the development of three design concepts and scenarios, a model program, preliminary capital and operating budget including a high level exploration of potential revenue sources such as official sponsor participation, as well as an operating and governance structure.

FINANCIAL IMPLICATIONS

The 2010 "Live Site" plan would be funded by the existing Olympic and Paralympic Operations 2007 Operating Budget at a cost of \$91,960 plus GST. This contribution is essential to leverage \$10 million from the Government of Canada to deliver and operate a 2010 "Live Site" in Vancouver's downtown core.

CONCLUSION

It is recommended that Council award this contract for consulting services to Fireworks Production Ltd., subject to the development and execution of a satisfactory contract.

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