



CITY OF VANCOUVER

A3

ADMINISTRATIVE REPORT

Report Date: October 12, 2007
Author: Janice Lowe
Phone No.: 604.296.2863
RTS No.: 06964
VanRIMS No.: 03-1200-30
Meeting Date: October 30, 2007

TO: Vancouver City Council

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

SUBJECT: Award of Contract - Phase II - Design Development 2010 Winter Games Live Site

RECOMMENDATION

- A. THAT subject to the conditions set out in Recommendations B, C, D and E, Council authorize a contract with Fireworks Marketing Group Inc. for Phase II - Design Development 2010 Winter Games Live Site at a maximum cost of \$214,932 plus applicable taxes.
- B. THAT the source of funds for Phase II - Design Development 2010 Winter Games Live Site be the \$200,000 approved by Council (RTS 06933) from the Olympic Legacy Reserve with interim funding from the 2007 Olympic and Paralympic Operations Budget plus \$14,932 to be funded from 2007 Olympic and Paralympic Operations Budget.
- C. THAT all necessary legal documents be on terms and conditions satisfactory to the General Manager of Olympic and Paralympic Operations, Managing Director, Cultural Services and the Director of Legal Services.
- D. THAT, upon approval as to terms pursuant to Recommendation C, the Director of Legal Services be authorized to execute on the City's behalf all such legal documents.
- E. THAT no legal rights or obligations will be created by Council's adoption of Recommendations A, B, C, D above 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 and the Managing Director, Cultural Services recommend A, B, C, D and E.

COUNCIL POLICY

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

PURPOSE

The purpose of this report is to seek Council approval to engage Fireworks Marketing Group Inc. (Fireworks) for Phase II- Design Development of the 2010 Winter Games Live Site Plan, at a cost of \$ 214,932 plus applicable taxes.

BACKGROUND

On April 10, 2007, following a proposal call and the evaluation of submissions, Council authorized staff to engage Fireworks for the development of a Vancouver 2010 Winter Games "Live Site" plan (Phase I). Fireworks developed a two-site Live Site concept plan (as shown in Appendix A) using the Beatty Street Bus depot site and David Lam Park. The two sites would be linked by the Hamilton/Mainland Streets corridor through Yaletown. An additional link along Robson Street would connect the Live Sites to the Provincial Olympic and Paralympic activation at Robson Square.

On September 20th, 2007, Council approved the two-site Live Site concept. Council authorized further work on the design development of the Live Site plan (Phase II).

DISCUSSION

Following completion of the Phase 1 Live Site plan, Fireworks was asked to submit a proposal for work on Phase II- Design Development of the Live Site. In order to build on the learning of Phase 1 and meet our timeline, staff sought to extend our consulting relationship with Fireworks. This firm was initially selected through a competitive process and:

- are the consultants that developed the Phase 1 plan and are thus intimately familiar with the details of the plan;
- have worked closely with City of Vancouver partners including VANOC, the Resort Municipality of Whistler, the Province of British Columbia and the City of Richmond;
- have extensive experience producing public events, with a wide-ranging team with experience in event programming, technical production, architectural planning and design, broadcast, and security planning.

Based on Fireworks' proposed schedule, Phase II- Design Development will be completed in early 2008. This design development phase will allow the City of Vancouver to further define the form and substance of the Live Site. Fireworks' Phase II proposal will cover work in three sub phases:

Phase IIa-Design: Consultations and development of a detailed set of site plans and the establishment of strategic guidelines for the implementation of operation of the Live Site concept.

Phase IIb-Public Consultations and input: City staff and Fireworks will engage in additional public consultation with community groups and stakeholders to seek feedback on the design plan. Consultation will include meetings with stakeholders and a series of public open houses scheduled for late fall. There will also be opportunity to provide feedback through the City's Olympic and Paralympic Operations Website (www.vancouver.ca/olympics) where design plans will be made available and feedback collected through an online feedback form.

Phase IIc-Design Revisions/Procurement Documentation: Develop revised site plans and tender documents for time sensitive procurement and design/build deliverables.

A copy of Fireworks' proposed deliverables for Phase II is provided in Appendix B.

Fireworks proposed a project budget of \$214,932 plus applicable taxes. The proposed price is considered good value given the scope of the work. The budget is slightly higher than the Council approved project budget of \$200,000.

Phase II will need to begin immediately to deliver the Live Site by Games time. Phase II must be completed in order to proceed with Phase III- Implementation Planning, which would begin in early spring of 2008. At this time, our expectation is that the Phase III work will be awarded through a competitive process.

FINANCIAL IMPLICATIONS

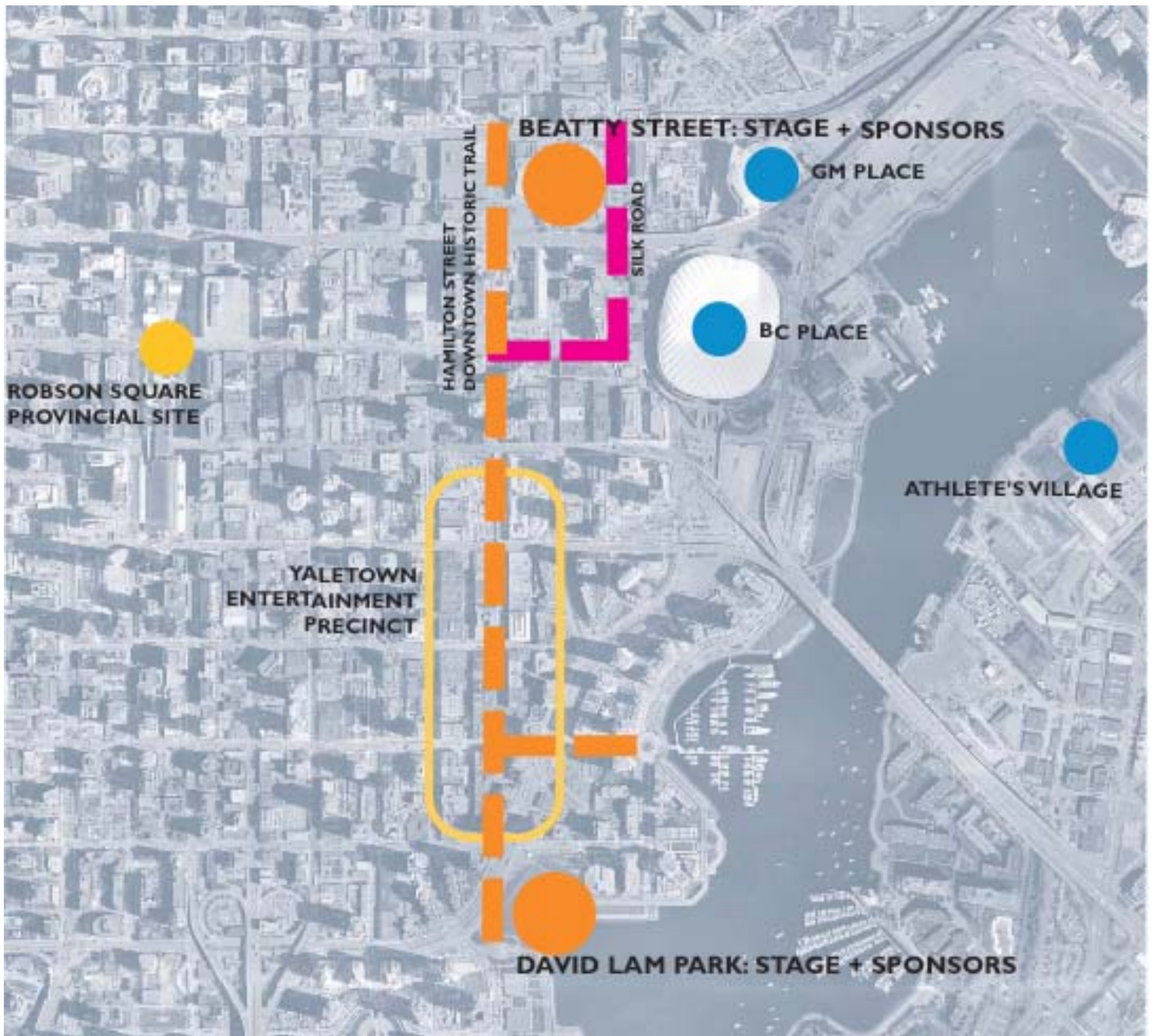
In the September 20, 2007, Council Report, a budget of \$200,000 was approved for Phase II- Design Development of the Live Site with the source of funding the Olympic Legacy Reserve, once the Reserve is funded. Interim funding for the project was to be provided from the 2007 Olympic and Paralympic Operations Budget. The actual cost to proceed with Phase II work is \$214,932 plus applicable taxes. The additional \$14,932 is available from the 2007 Olympic and Paralympic Operating Budget.

CONCLUSION

Hiring Fireworks to undertake Live Phase 2 - Design Development 2010 Winter Games Live Site will allow planning to proceed on schedule, and ensure that the design meets City expectations and requirements.

* * * * *

APPROVED - (Two-site) "Live Site" Concept Plan



APPROVED BY COUNCIL ON SEPTEMBER 20, 2007

LIVE CITY – PHASE II: DELIVERABLES

Time allocations refer to senior consultant time unless otherwise noted.

DISCIPLINE	DETAILS
<p>Design Development</p>	<p>Site Plans</p> <p>Develop detailed site layout plans for the David Lam Park and Bus Depot sites identifying the location, size and quantity, for all major elements, including but not limited to: stages, backstage and production control areas, screens, showcase pavilions, concessions, information booths, washrooms, production trailers and service facilities.</p>
	<p>Site Transition</p> <p>Identify the physical changes required to prepare each site for Live City in preparation for securing the required approvals, i.e. grading, new access routes, the rerouting of the Seawall around David Lam Park, etc..</p>
	<p>Servicing Plans</p> <ol style="list-style-type: none"> a. Determine the requirements for all major services including but not limited to water, sewer, storm, electrical, and fibre optic cabling. b. Consult with COV, BC Hydro, BC Gas and other relevant parties to determine the best means to deliver the services mentioned above. c. Develop preliminary cost estimate
	<p>Traffic Flow & Site Circulation</p> <ol style="list-style-type: none"> a. Identify traffic flow patterns, both for vehicular and pedestrian traffic around and between the sites. b. Identify all entrances and exits including service, emergency, and VIP access points, routes and line up areas. c. Work in conjunction with VANOC and COV to make recommendations on the required games time and site construction road closures.

<p>Public Transport</p>	<p>a. Continue discussions with TransLink to identify issues such as relocation of certain routes and stops and recommend alternate locations.</p>
	<p>Design Elements</p> <p>a. Determine the requirements, quantity and possible legacy opportunities for all physical elements including; iconic towers, stages, information kiosks etc.</p> <p>b. Work with VANOC to develop guidelines for the implementation of the 2010 overlay on Live City properties.</p> <p>c. In consultation with COV develop signage guidelines for Live Site/ Live City sponsors and tenants</p> <p>d. Determine exposure levels for sponsors and partners, particularly, The Government of Canada, City of Vancouver, Live City Brand, Vancouver 2010 Olympic and Paralympic Games and their sponsors.</p>
	<p>e. Develop presentation materials for and participate in follow-up presentations to the parks board and the cov and other public interest groups.</p>
<p>Public Art</p>	<p>a. Identify locations and develop descriptions for possible public art installations on and contiguous to both sites.</p> <p>b. Identify the budget and structural requirements for selected art pieces.</p>

<p>Security Planning</p>	<p>General Security</p> <ul style="list-style-type: none"> a. Finalize the exact perimeters around each site. b. Specify the locations for entrances, exits, and bag checks, and related staffing requirements c. Determine the nature, quantity, responsibility for sourcing magnetic gateways, wands and x-ray machines. d. Consult with VANOC/Integrated Security Unit to develop the parameters for and a mutually acceptable timeline or the development of a detailed security and communications plan. e. Ensure the scale-ability of both sites (i.e., the ability to respond to crowd pressures or to implement mag & bag searches). f. Identify the location for a monitoring/dispatch facility and the type equipment required for outfitting. g. Line-up locations and crowd handling guidelines
	<p>Video Surveillance</p> <p>Develop a detailed plan addressing video surveillance system needs and specifications. Address camera and monitoring locations, staffing, archiving plan, and public awareness issues.</p>
<p>Guest Services</p>	<ul style="list-style-type: none"> a. Work in conjunction with VANOC and Tourism Vancouver, Tourism BC and CTC to identify how many and what kind of info kiosks will be placed on-site as well as the provisions for storage and servicing. b. Determine, need, nature of and facility requirements for COV, Government of Canada and VANOC VIP Hosting

<p>Sponsor and Government Involvement</p>	<ul style="list-style-type: none"> a. Support the COV Sponsorship team with the development of a plan to present the Live City participation opportunity to Olympic Sponsors and other potential Government partners. b. Develop a basic exhibitor manual for Live City sponsors and tenants that will outline basic guidelines including size, location, set backs, and other requirements for on site pavilions. c. Work with VANOC and COV to support the development of a coherent sponsor/tenant management plan.
<p>Programming</p>	<ul style="list-style-type: none"> a. Develop a job description for a Head of Programming for The Live Sites. b. In consultation with COV and VANOC/Olympic Arts Festival, develop a programming outline that identifies all the required elements, including live entertainment (headliner and off-peak performances), street animation along the site connector routes, screen presentations (sport venue feeds and live stage feeds), and the false creek water feature.
	<ul style="list-style-type: none"> c. Also determine the best times and types of content, based on the VANOC event schedule and the Olympic Arts Festival schedule, for each of the following operating periods: (i) Pre-Games; (ii) Games; (iii) Transition; (iv) Paralympic Games; and, (v) Post-Games.
<p>Broadcast</p>	<ul style="list-style-type: none"> a. Support COV negotiations with the Host Broadcaster to secure agreement on the details and logistics of providing Olympic and Paralympic feeds, live talent, and show production. b. In consultation VANOC with Identify possible feeds from other sources (i.e. sports venues, BC Place, Whistler) in the Olympic Feed pool that can be broadcast at Live City and determine the process for obtaining the necessary permissions.

<p>Technical Specifications & Production</p>	<p>Develop preliminary designs and basic technical specifications for all aspects of technical production at both sites. Include plans for weather protection, power requirements, response to equipment failure, staffing etc. Specific considerations for each discipline are outlined below.</p> <ul style="list-style-type: none"> i. Audio – system to include entertainment stage(s), site announcements, video feed & press feeds. Make allowances, within the plan, to ensure that the potential impact on local residents is minimized as much as possible. Identify control location and requirements. ii. Video – System to include screens as determined by site design/plan, adequate live cameras, and broadcast capability to and from off-site venues. Identify control location and requirements.
	<ul style="list-style-type: none"> iii. Lighting - Design a lighting plan for the stages and throughout the site. Include fixture recommendations and explore the feasibility of using environmentally friendly lighting equipment wherever possible. iv. Power – develop a detailed power plan that specifies detailed power requirements, physical infrastructure needs and placement and distribution requirements and routing.
<p>Operations</p>	<ul style="list-style-type: none"> a. Develop a governance model proposing a management structure for the sites b. Develop a preliminary volunteer requirement estimate. c. Determine a detailed staffing plan including hosts, stage managers, and crews for production and technical support d. Develop guidelines for recycling, energy use, and other sustainability related opportunities.
<p>Food and Beverage</p>	<ul style="list-style-type: none"> a. Confirm with VANOC which food and beverage options should be pursued for on-site concessions, and recommend a process by which food providers will be selected. Determine what, if any, the structure will be for commissions and/or revenue sharing.

	<ul style="list-style-type: none"> b. Design the infrastructure and layout for food and beverage concessions.
Merchandise	<ul style="list-style-type: none"> a. Confirm with COV and VANOC what types of merchandise may be sold on-site, including COV, Olympic and Paralympic merchandise. Begin discussions with VANOC master concessionaire to identify how on-site merchandise sales will be linked to VANOC's retail program. b. Determine what, if any, the structure will be for commissions and/or revenue sharing.
	<ul style="list-style-type: none"> c. Determine space requirement and retail sales outlet format (stores? Kiosks? Both?)
Venue Dismantling & Remediation	<ul style="list-style-type: none"> a. Prepare a preliminary schedule for the transitions of each stage of the project, from the one site kick off, through two sites during the Olympics, and back to one site for the Paralympics and the final dismantle in the post-Games period. b. Identify the dismantling and remediation requirements at each site, and prepare an estimate for the time required to implement.
Critical Path	<p>Develop a milestones critical path for the completion of the project including dates for detailed design completion, start of construction, etc.</p>
Budget Review	<ul style="list-style-type: none"> a. Review revenue assumptions and develop a fuller picture of potential income projections. b. Review pricing estimates with relevant suppliers, experts, and/or quantity surveyors in preparation for issuing tender requests.