



CITY OF VANCOUVER

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### ADMINISTRATIVE REPORT

Report Date: March 25, 2008  
Author: Greg Eng  
Phone No.: 604.296.2861  
RTS No.: 7232  
VanRIMS No.: 08-8000-20  
Meeting Date: April 1, 2008

TO: Vancouver City Council

FROM: General Manager, Olympic and Paralympic Operations Office

SUBJECT: Funding Allocations for the Olympic and Paralympic Community Celebrations Program

#### RECOMMENDATION

A. THAT Council approve the 2008 through 2010 program direction for the Olympic and Paralympic Community Celebrations Program entitled 'Host City Happenings' as outlined in this report, and the funding allocations totalling \$1 million to the following programs:

i. Host City Happenings Departmental Program	\$525,000
ii. Host City Happenings Community Grant Program	\$300,000
iii. Host City Happenings Program Design, Development, Support and Promotion	\$175, 000

Source of fund to be the Olympic and Paralympic Legacy Reserve approved by Council on December 11, 2007.

B. THAT Council approve the criteria for the Host City Happenings Departmental Program outlined in Appendix A, delegate the authority to the General Manager of Olympic and Paralympic Operations to approve specific projects and distribution of funds, and instruct staff to report on the progress on the annual basis.

- C. THAT Council approve the criteria for the Host City Happenings Community Grant Program as outlined in Appendix B. Individual grant applications will be reported back to Council for approval.

#### **CITY MANAGER'S COMMENTS**

The City Manager recommends approval of the foregoing.

#### **COUNCIL POLICY**

On December 11, 2007, Council approved the Olympic and Paralympic Legacy Reserve Fund programs and budgets in the amount of \$20,000,000 with instruction to report back on funding for specific projects. One of the programs approved was the Community Celebrations Program with a budget of \$1,000,000.

#### **PURPOSE**

The purpose of this report is to seek Council's approval for use of the \$1,000,000 approved in the Olympic and Paralympic Legacy Reserve Fund for the Community Celebrations Program.

#### **BACKGROUND**

One of the many contributors to a successful 2010 Winter Games will be the experiences that residents and visitors have beyond the competition venues. On May 1, 2007, Council approved recommendations from the General Manager of Olympic and Paralympic Operations to continue soliciting community input on community celebrations. The consultation program began in May 2007, and will continue up to the Games.

Community Celebrations Consultation Program objectives:

- To build community spirit and raise excitement about the upcoming 2010 Winter Games by encouraging the public to provide ideas and plans for community activities, events and legacy projects
- To provide diverse opportunities for public involvement in 2010 Winter Games related celebrations
- To build awareness and excitement about Vancouver's role as a Host City

The following summarizes the Community Celebration Consultation activities and results from May through October 2007:

##### **a. Host City Information Kiosk**

In 2007, an information Kiosk visited nine community events and three focus group sessions across Vancouver. The public was asked to submit ideas and feedback about community celebrations on a questionnaire. The responses showed a strong interest in low-cost, neighborhood focused events such as:

- Big screen TVs in communities for celebrating and watching the Games

- Community garden celebrations across the city
- Opportunities to meet and listen to Olympic and Paralympic athletes
- Concerts in local parks
- Demonstrations of 2010 winter sport games.

#### **b. Online Survey at [vancouver.ca/olympics](http://vancouver.ca/olympics)**

An online Celebration Questionnaire/Survey was launched on the City Website in July 2007. Together, the online and print surveys delivered 340 responses. The respondents favoured community-based, family-oriented events, and school based programs.

#### **c. Ideas Fair Open House**

In October 2007, over 80 representatives from arts, business, not-for-profit and community sectors across the City participated in a day-long Ideas Fair at Magee Secondary School. The event participants were selected for their skills and experience in community participation and development. Key ideas created and 'workshopped' at the event included:

- Community celebrations at public transit stations
- Neighborhood celebrations along closed-to-traffic commercial streets
- Seed funding to local organizations for community celebrations
- Community celebrations featuring ethnic food and traditions
- Celebrations along green spaces such as the Arbutus Corridor

The Community Celebrations Consultation Program will continue soliciting ideas for celebration activities and events from the public throughout 2008 and 2009.

### **DISCUSSION**

The Host City Happenings Program was developed based on the information collected through the Community Celebrations Consultation Program. The new program name, 'Host City Happenings' identifies it as a City of Vancouver initiative, evokes curiosity about what the "happenings" are, and suggests a fun, friendly and celebratory theme.

The Host City Happenings Program will incorporate components of Olympic and Paralympic goals within both new and existing programs. Local groups will develop their 'Happenings' based on neighborhood needs and interests. Happenings will vary in size, duration, participation and long term legacy. Olympic and Paralympic Operations will ensure that there are opportunities for all residents to be part of these celebrations, to share the spirit of the Games fever, and to be proud residents of the Host City. The participation of diverse groups including the multicultural, disability, aboriginal and youth communities will be an integral component of the celebration mosaic.

#### **Host City Happenings Program Goals:**

- To engage residents in creating and producing celebratory activities, events and legacy projects
- To provide opportunities for residents to enjoy Olympic and Paralympic related experiences in city neighborhoods

- To provide visitors with opportunities to experience Vancouver beyond the downtown core.
- To showcase the city's cultural diversity, and symbolize the Olympic and Paralympic goals of friendship, solidarity, peace, fair play, optimism, inspiration and empowerment

### Program Implementation Strategy

The program's implementation strategy is based on public feedback and consultation with community organizations, City partners and City Departments. There is common agreement that a community-based approach that engages neighborhood groups and organizations is a reliable, cost-effective way to developing and provide a meaningful program. Established community groups have the interest, ability and track record to deliver programming and projects, and the City does not have the capacity or resources to independently organize a program of events for each city neighborhood. Therefore, the strategy:

- Builds upon existing City Departmental relationships with community organizations
- Support local organizations such as Business Improvement Associations in offering Olympic and Paralympic community program activities
- Partners with the Vancouver School Board and local schools
- Provides seed funding and a tracking process through a Grant Program for local businesses, neighborhood groups and community organizations to hold the community activities and events.

### Program Structure

The Host City Happenings Program is divided into two funding streams: the Host City Happenings Departmental Program and the Host City Community Grant Program. Both Host City Happenings Program streams will support community groups by developing community celebration projects between 2008 and 2010. The Olympic and Paralympic Operations staff will be responsible for the overall program promotion, development and support of the HostCity Happenings Program. City-wide strategies for the program promotion will be designed and delivered by staff at the Olympic and Paralympic Office. Contractors will be hired in program development and promotions. Both streams, Departmental and Community Programs, will also be supported by the Olympic and Paralympic staff team. Information on program goals, objectives, criteria and evaluation for both program streams is outlined in Appendix A and Appendix B of this report.

### General Host City Happenings Program Criteria

- Activities must take place in Vancouver and be open to public participation
- Each activity, event, or legacy project will build community spirit, reflect Vancouver cultural diversity, and symbolize the Olympic and Paralympic goals of friendship, solidarity, peace, fair play, optimism, inspiration and empowerment
- Project organizers must endeavor to partner with either City departments or established community organizations
- Project organizers must secure matching funds, in-kind contributions, or donated staff/volunteer time in support of their events

- Projects are to provide positive and lasting memories among residents, businesses and visitors of Vancouver as a dynamic, well organized and engaged Olympic and Paralympic Host City.
- Projects need raise the awareness about the City supporting citizen involvement in the Games

### Proposed Funding Allocations

Stream	Description	Amount
(A) Host City Happenings Departmental Program	Departments working with community groups are provided seed funding to develop Host City Happening Projects. For example: Community Centres, Libraries, Social Planning, Engineering, Equal Employment Opportunity Office and the Office of Cultural Affairs	\$525,000
(B) Host City Happenings Community Grant Program	Public elementary and secondary schools apply for seed funding to develop and deliver programs for children and youth. Not-for-profit community groups, including local businesses, apply for seed funding to deliver Host diverse Host City Happening Projects	\$300,000
(C) Program design, development, support and promotion by the Olympic and Paralympic Office	Olympic and Paralympic Operations manages the promotion and overall program support and development of the Host City Happenings Program.	\$175,000

### Host City Happenings Initiatives

Olympic and Paralympic Operations staff have begun preliminary discussions with City departments on potential partnership opportunities in local neighbourhoods. A number of possible events/projects have been identified which will be investigated by City staff, along with community partners. Any funding from the Legacy Reserve will be administered and overseen by the Olympic and Paralympic Operations Office.

In a similar manner, staff are meeting directly with community organizations, business improvement associations (BIAs) and the School Board representatives on Olympic and Paralympic celebrations. The response has been favourable with a number of suggestions under discussion. In this case, any funds distributed directly to these groups for Winter Game celebrations must be viewed as a Grant Program and funding approvals on the recommended applications will be brought back for Council approval.

An example of a successful partnership organized by the City and School Board was the Skate Canada Event held on January 16-18, 2008 in the Pacific Coliseum. With the assistance of

2010 Legacies Now and B.C. Spirits Hall of Fame, 1100 school children from Vancouver schools had a chance to participate in the event. In addition to viewing the figure skating competition, children engaged in physical fitness activities, met with athletes, and discovered our Canadian Olympic history. The feedback for all of the participants, including teachers, was very positive.

Based on the success of the Skate Canada event, plans are now being developed for similar pre-Olympic and Paralympic events where school children are participants.

Recommended Host City Happenings for Vancouver Schools include:

1.	Short Track Speed Skating: Location: Pacific Coliseum Dates: Oct 24-26 <sup>th</sup> , 2008
2.	ISU Four Continents Figure Skating Location: Pacific Coliseum Dates: Feb 2-8 <sup>th</sup> , 2009
3.	WCF Wheelchair Curling World Championships Location: Hillcrest/Nat Bailey Stadium Dates: Feb 21-28 <sup>th</sup> , 2009
4.	International Hockey Federation Women's Four Nation Tournament Dates: Aug 31 - Sept 6 <sup>th</sup> , 2009

It is estimated that up to 4,000 children will be exposed to sport competitions, physical fitness activities, athletes and Olympic and Paralympic values. The estimated cost of City participation is \$20,000 with funding allocated from the Host City Happenings Departmental Programs

Examples of other potential Host City Happening Celebration Projects needing funding assistance includes:

Stream A: Host City Happenings Departmental Program Stream

- a) An Olympic and Paralympic themed outdoor event in the Strathcona neighborhood involving the local community centre and 5 local schools is being proposed for late April 2008. The program would include an interactive sports demonstrations, local performing artists, health and wellness fair and a safety fun zone put on by the Vancouver Police and Fire Department. Estimated cost for supporting the community centre initiative through the Legacy Reserve Fund ranges between \$5000-\$7000.
- b) Vancouver Park Board staff are proposing to incorporate five Olympic themed walks as part of the "Walking to Wellness Passport Program" The walks are being planned around the

Olympic Village, Olympic practice facilities and competition sites .A brochure featuring the walks and general information on Olympic and the Paralympics will be made available at local community centres. Estimated cost for supporting this initiative is \$10,000 .The funds are proposed to come from the departmental stream of the Host City Happenings Program.

#### Stream B: Host City Happenings Community Grant Program

- c) A local business improvement association is proposing to incorporate an Olympic component into a very successful community celebration this summer in its local neighbourhood. The plans are to develop an Olympic type village area with various interactive program activities with participation from Olympic athletes. Estimated cost for supporting this initiative through the proposed Host City Happenings Grant program is \$10,000

#### Stream C: Program design, development, support and promotion by the Olympic and Paralympic Office

- d) The Olympic and Paralympic Operations team are now developing a Host City Happenings Tool Kit .This kit will assist departments and community organizations in planning and developing their activity , event or legacy project .As well the tool kit will outline the process for submitting requests for financial assistance. Estimate cost for the tool kit development and production is \$8000.

### FINANCIAL IMPLICATIONS

In December, 2007 City Council approved the Legacy Reserve Fund with Program categories established for a number of legacy activities. One of the categories was for Community Celebrations at a budgeted amount of \$1,000,000. The following table outlines the estimated Host City Happenings Program budget over the next two and a half years.

Stream	2008	2009	2010	Total
Host City Happenings Departmental Program	\$100,000	\$150,000	\$275,000	\$525,000
Host City Happenings Community Grant Program	\$50,000	\$100,000	\$150,000	\$300,000
Program design, development, support and promotion	\$50,000	\$50,000	\$75,000	\$175,000
Annual Total	\$200,000	\$300,000	\$500,000	\$1,000,000

By approving the Host City Happenings Departmental Program, Council delegates authority to the General Manager of Olympic and Paralympic Operations to approve specific projects and distribution of funds, and instruct staff to report on the progress on the annual

basis. In addition, approval for applications through the Host City Happenings Community Grants Program will be reported back to Council for approval.

## CONCLUSION

In November 2007, Council approved the Olympic Legacy Reserve Fund, with \$1,000,000 for Community Celebration events. This report seeks Council approval to expend \$1,000,000 between 2008 and 2010 by allocating \$525,000 for City department-Community partnership celebration events; \$300,000 for a Community Celebration Grant program that provides seed funding for community celebration activities; and \$175,000 for Olympic and Paralympic Operations to manage and promote the Host City Happenings Program.

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## Appendix A

### Information Sheet: Host City Happenings Departmental Program

#### Purpose

The Host City Happenings Departmental Program is intended to provide funding to City Departments to work with local businesses, neighbourhood groups and community organizations in developing community celebration projects between 2008 and 2010. Successful initiatives will:

- create memorable experiences that build Olympic and Paralympic spirit from Departments within the City of Vancouver
- reflect diverse cultures, ages and interests
- symbolize the Olympic and Paralympic goals of friendship, solidarity, peace, fair play, optimism, inspiration and empowerment.

#### What are Host City Happenings?

Host City Happenings are initiatives that celebrate Vancouver being the Host City of the 2010 Winter Games. They are one-time, stand alone events or activities, or existing community events enhanced with new, Games-related components or themes. They are also legacy projects that commemorate the Olympic experience.

The program name, 'Host City Happenings' identifies it as a City of Vancouver initiative, evokes curiosity about what the "happenings" are, and suggests a fun, friendly and celebratory theme City Departments will develop their 'Happenings' based needs and interests of their community stakeholders. Happenings will vary in size, duration, participation and long term legacy. Olympic and Paralympic Operations will ensure that there are opportunities for all residents to be part of these celebrations, to share the spirit of the Games fever, and to be proud residents of the Host City.

#### Program Goal

The goal of the Host City Happenings Departmental Program is to provide opportunities for City of Vancouver staff to engage residents and community members in events and activities in all Vancouver neighbourhoods, to share the spirit and the excitement of the 2010 Olympic and Paralympic Winter Games.

#### Program Objectives

- promote community spirit by providing opportunities for all citizens to celebrate Vancouver as Host City of the 2010 Olympic and Paralympic Winter Games.
- provide funding for City Departments to develop activities, events and legacy projects
- build relationships with residents and community members

## Funding

The Olympic and Paralympic Operations Office will provide financial support to City Departments to assist community and businesses to put on activities, events and legacy projects. Preference will be given to smaller grant projects of \$10,000 or less.

## General Eligibility Criteria

- Departments will need to submit a program proposal outline to the Olympic and Paralympic Operations Office
- Applicants must be a Department within the City of Vancouver
- Eligible events, activities and projects must be located in Vancouver
- Departments should endeavour to seek partnerships with sources other than the Olympic and Paralympic Operations Office
- Support from the City of Vancouver must be appropriately acknowledged on all promotional materials related to the project. Including: brochures, print ads, flyers, signage, and media releases.
- Events, activities and projects must reflect the Olympic and Paralympic goals of friendship, solidarity, peace, fair play, optimism, inspiration and empowerment
- Projects that require approval and permits from the City of Vancouver must either have this complete or demonstrate the approval is in process
- All direct costs incurred by an applicant specifically for the purpose of the project must be applied toward one or more of the following:
  - Programming costs
  - Marketing and publicity costs
  - Permits
  - Rentals
  - Contract services

The Host City Happenings Departmental Program WILL NOT provide assistance for the following items:

- In-kind costs or donated staff/volunteer time
- Costs incurred prior to submitting an application
- Demonstrations marches, rallies
- Start-up costs for new organizations
- Property taxes, capital or maintenance expenses
- On-going operational expenses of the organization
- Debt-reduction, endowments, charitable donations or fund-raising campaigns
- Attendance at or fees for conferences, workshops or other forms of training
- Computer hardware and office equipment
- Religious rites and ceremonies
- Events for marketing, promotional, or commercial purposes
- Events that have a predominant commercial component

### Post Project Summary

To assist in evaluating the success of Host City Happenings Departmental Program, the department applicants will submit a post-event summary. Details of the Post Project Summary will be available to the applicant upon approval of funding.

### Project Term

Approved projects must be completed and funding must be spent on the project no later than March 21, 2010.

### Process

The Host City Happenings Program has four deadlines. The first deadline will be Thursday May 15<sup>th</sup>, 2008. The second deadline will be Monday September 15<sup>th</sup>, 2008. Staff anticipates that deadlines in 2009 will follow a similar structure.

The Olympic and Paralympic Operations Office will hold discussions with departments as appropriate. Following the review process, recommendations will be made by a staff committee.

## Appendix B

### Information Sheet: Host City Happenings Community Grant Program

#### Purpose

The Host City Happenings Community Grant Program is intended to support community groups by providing seed funding for local celebration events, activities and projects between 2008 and 2010. Successful initiatives will:

- create memorable experiences that build Olympic and Paralympic spirit
- reflect diverse cultures, ages and interests
- symbolize the Olympic and Paralympic goals of friendship, solidarity, peace, fair play, optimism, inspiration and empowerment.

#### What are Host City Happenings?

Host City Happenings are initiatives that celebrate Vancouver being the Host City of the 2010 Winter Games. They are one-time, stand alone events or activities, or existing community events enhanced with new, Games-related components or themes. They are also legacy projects that commemorate the Olympic experience.

The program name, 'Host City Happenings' identifies it as a City of Vancouver initiative, evokes curiosity about what the "happenings" are, and suggests a fun, friendly and celebratory theme local groups will develop their 'Happenings' based needs and interests of their community stakeholders. Happenings will vary in size, duration, participation and long term legacy.

#### Program Goal

The goal of the Host City Happenings Community Grant Program is to engage citizens through community groups and organizations in events and activities in all Vancouver neighbourhoods to share the spirit and the excitement of the 2010 Olympic and Paralympic Winter Games.

#### Program Objectives

- To promote community spirit by providing opportunities for all citizens to celebrate Vancouver as Host City of the 2010 Olympic and Paralympic Winter Games.
- To provide assistance, and seed funding for community groups and organizations to develop activities, events or legacy projects
- To create partnerships between various City of Vancouver departments and community organizations
- To build relationships with residents and community members

#### Funding

The Olympic and Paralympic Operations Office will provide financial support for community organizations and businesses to put on activities, events and legacy projects. Preference will be given to smaller projects of \$10,000 or less.

## General Eligibility Criteria

- Organizations must be a registered non-profit society in good standing in British Columbia for at least one year.
- Organizations must be based and active in Vancouver
- Eligible events, activities and projects must be located in Vancouver
- Organizations must have the demonstrated capacity and resources to complete the project for which the funding is being sought
- Applicants endeavour to seek partnerships with sources other than the Olympic and Paralympic Operations Office
- Projects must demonstrate matching funds, or in kind contribution, or donated staff/volunteer time
- Support from the City of Vancouver must be appropriately acknowledged on all promotional materials related to the project. Including: brochures, print ads, flyers, signage, and media releases.
- Events, activities and projects must reflect the Olympic and Paralympic goals of friendship, solidarity, peace, fair play, optimism, inspiration and empowerment
- Projects that require approval and permits from the City of Vancouver must either have this complete or demonstrate the approval is in process
- Applicants must submit and sign a program proposal outline. Proposals must be signed by a Board Member or Director
- All direct costs incurred by an applicant specifically for the purpose of the project must be applied toward one or more of the following:
  - Programming costs
  - Marketing and publicity costs
  - Permits
  - Rentals
  - Staff and administrative costs

The Host City Happenings Community Program WILL NOT provide assistance for the following items:

- In-kind costs or donated staff/volunteer time
- Costs incurred prior to submitting an application
- Demonstrations marches, rallies
- Start-up costs for new organizations
- Property taxes, capital or maintenance expenses
- On-going operational expenses of the organization
- Debt-reduction, endowments, charitable donations or fund-raising campaigns
- Attendance at or fees for conferences, workshops or other forms of training
- Computer hardware and office equipment
- Religious rites and ceremonies
- Events for marketing, promotional, or commercial purposes
- Events that have a predominant commercial component

### Post Project Summary

To assist the Olympic and Paralympic Operations Office in evaluating the success of Host City Happenings Community Program, applicants must submit a Post Project Summary. Details of the Post Project Summary will be available to the applicant upon approval of funding.

### Grant Term

Approved projects must be completed and funding must be spent after City Council's approval of the grant no later than March 21, 2010.

### Process

The Host City Happenings Program has four deadlines. The first deadline will be Thursday May 15<sup>th</sup>, 2008. The second deadline will be Monday September 15<sup>th</sup>, 2008. Staff anticipates that deadlines in 2009 will follow a similar structure.

The Olympic and Paralympic Operations Office will conduct interviews with applicants as appropriate. Following the review process, recommendations will be made by a staff committee. Written notice of these recommendations will be sent to all applicants, together with notice of the City Council meeting date at which the grants will be considered. Successful applicants generally receive grant payment within three weeks of Council's approval.