

# A20



## CITY OF VANCOUVER

### ADMINISTRATIVE REPORT

Report Date: September 2, 2008  
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Meeting Date: September 16, 2008

TO: Vancouver City Council  
FROM: General Manager, Olympic and Paralympic Operations  
SUBJECT: 2010 Olympics Street Banner Program

#### **RECOMMENDATION**

- A. THAT Council approve a funding allocation of \$650,000 to the Look of the City program for the purchase and installation of approximately 6,000 Olympic banners to be placed along Vancouver streets as outlined in this report, at a total cost of \$650,000. Source of funds to be the Olympic Legacy Reserve approved by Council on December 11, 2007.
- B. THAT Council approve all proceeds from the sales of Olympic banners, following the Games, be used to fund inner city initiatives.

#### **GENERAL MANAGER'S COMMENTS**

The General Manager of Olympic and Paralympic Operations recommends approval of the foregoing recommendations.

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

The City Manager recommends approval of the foregoing.

#### **COUNCIL POLICY**

On December 11, 2007, City Council approved the creation of an Olympic Legacy Reserve Fund in the amount of \$20 million. Included in the projects to be funded was the Look of the City Program in the amount of \$2 million. The \$650,000 requested represents the cost of the street banner portion of that program.

A request for allocating the remaining \$1,350,000 - for celebratory lights, projections and other spectaculars to take place during the 2010 Winter Games - will be submitted to Council during the first quarter of 2009.

### **PURPOSE**

The purpose of this report is to seek Council's approval for the use of \$650,000 from the Olympic Legacy Reserve for the first phase of the Look of the City Program.

### **BACKGROUND**

As the Host City of the 2010 Olympic and Paralympic Winter Games, Vancouver will be the focus of world-wide attention. The 2010 Winter Games will provide the City of Vancouver an unprecedented opportunity to create a stunning Look of the City that highlights our City's unique character, people and environment, while providing positive experiences for visitors and residents alike.

Host Cities of past Olympic and Paralympic Games have taken great care, through the look of their cities, to:

- Welcome visitors and spectators
- Create a celebratory atmosphere
- Promote the City and encourage visitors to return after the Games
- Create colourful way finding to guide spectators to venues and celebratory zones

Examples of programs used successfully by past Host Cities include decorative lighting, projections, public art and - most visibly - street banners. The most effective method of welcoming visitors, creating a celebratory atmosphere and assist in way-finding is through the use of street banners.

Vancouver's street banners are already famous and recognized by residents and visitors alike for their beauty, creativity and reflection of the life and culture of the people of Vancouver. The Olympic Street Banner Program will consist of over 6,000 banners. They will be installed throughout the City, concentrating on major access routes into, and key areas in, downtown.

Through the Look of the City program, the City will enhance its streets and other public areas. Graphic elements and colours will be applied to decorative items throughout the public realm and become recognized by residents, visitors, television audiences and the media as the Look of the Vancouver.

The Look will be consistent with and complimentary to the Look of the Games, as developed by VANOC, to brand all 2010 Winter Games events and venues. As a VANOC partner, the City is also committed to be inclusive in the preparation and staging of the Games and to seek opportunities for benefit to inner city communities. The City is a full partner in the implementation of the "Inner City Inclusivity Commitment" and that commitment has been integrated into this Program's cost-recovery plan.

## **DISCUSSION**

The City's Olympic banner program will be the most extensive ever undertaken in Vancouver, with over 6,000 street banners bearing the Olympic colours placed in key areas throughout the City, with a concentration on gateways, major routes and the downtown core.

To create and sustain excitement leading up to the opening ceremonies, the Look of the City will be launched in co-operation with VANOC's launch of the Look of the Games. Banner installation will commence January 4, 2010.

City crews are prepared to meet the challenge of the completing the largest banner program ever undertaken, during in an intense three-week time period. The banners will remain in place throughout the 2010 Olympic and Paralympic Winter Games. To avoid diminution of the spirit of the 2010 Winter Games and to maximize opportunities for banner sales, repurposing and recycling, the banners will be removed immediately following the end of the 2010 Paralympic Games, which close on March 21, 2010.

The Olympics Street Banners Program will create corridors of colour and provide visitors and residents alike, with way finding to key 2010 Winter Games and Games-related venues throughout the City.

To welcome visitor, banners will be placed along key routes, including (for example):

- Hastings Street from Boundary Road to Burrard Street
- Granville Street from South West Marine Drive to Burrard Inlet
- Oak Street from South West Marine Drive to Broadway

Olympic banners will also be placed at several of Vancouver's entrance points: 1st Avenue, Broadway, Grandview and Kingsway, as well as at existing flag islands in key locations throughout the City.

Closer to Downtown, banners will be placed on:

- Main Street from 33<sup>rd</sup> Avenue to Hastings
- Cambie Street from 33<sup>rd</sup> Ave to the Cambie Bridge
- Burrard Street from Broadway to Canada Place
- 12<sup>th</sup> Avenue from Main to Oak

Downtown, street banners will be displayed extensively, creating a festive daytime atmosphere and aiding in view and way finding. Major banner locations will include all three False Creek bridges.

Special emphasis will be placed on Hamilton and Mainland streets. These will serve as way finding along the primary pedestrian linkages between the Georgia Street Live Site / Central Library Host City Pavilion locations and the David Lam Park Live Site / Canada Line Davie Street station.

Other downtown banner locations include:

- Georgia Street, Viaduct - through Stanley Park - to Lions Gate Bridge.

- Dunsmuir Street, Viaduct to Burrard
- Robson Street, BC Place to Broughton and:
- Numerous other Downtown streets, concentrating on Yaletown and the areas bounded by Chinatown, False Creek, Burrard Street and the Waterfront

The Olympic banners will be removed upon completion of the Olympic and Paralympic Games. Staff believe that there is considerable potential for the sale or innovative reuse of these banners, to further the goals of an inclusive Games. It is recommended that the revenue received from the sale or reuse of the Olympic banners be dedicated to inner city projects, working in partnership with inner city community organizations. Staff estimates that such a program could result in a potential return of \$150,000 or more. Further details will be announced in 2009.

### **FINANCIAL IMPLICATIONS**

On December 11, 2007 Council approved an amount of \$20 million for the Olympic Legacy Reserve Fund with funding approvals for specific projects to be reported to Council. The table below lists the specific projects and funding that have been approved by Council to date.

<b>Project</b>	<b>Date Approved</b>	<b>Funding Approved</b>
Vancouver Economic Development Commission's 2007-2010 Strategic Plan for the 2010 Olympic and Paralympic Winter Games	July 12, 2007	\$330,000
Participation in Beijing 2008 Summer Olympic and Paralympic Games	July 12, 2007	\$254,000
2010 Winter Games Live Site Concept Plan - Live Site Design - Phase II	September 18, 2007	\$200,000
Olympic and Paralympic Public Art Program	January 29, 2008	\$1,500,000
Olympic and Paralympic Community Celebrations Program	April 1, 2008	\$1,000,000
Funding Allocation for the 2010 Host City Communications Program	May 27, 2008	\$1,400,000
2008 Beijing Torch Relay (Program Development)	July 22, 2008	\$20,000
Live City Vancouver	July 22, 2008	\$4,800,000
<b>TOTAL: PROGRAMS APPROVED TO DATE</b>		<b>\$9,504,000</b>

If approved, the allocation of \$650,000 for Street Banners, from the \$2 million Look of the City program, would bring the total funding approved to \$10,154,000.

The remaining programs will be presented to Council for funding approval as plans are finalized. The remaining \$9,846,000 includes the following programs:

<b>Project</b>	<b>Recommended Funding</b>
Look of the City (remaining after Street Banners)	\$1,350,000
Protocol and Hosting	\$2,000,000
Pedestrian Lighting	\$1,000,000
Host City Pavilion	\$1,000,000
Volunteer Ambassador Program	\$1,000,000
Social Sustainability	\$1,000,000
Records & Archives - 2010 Winter Games	\$700,000
Business Community Tourism Initiatives	\$200,000
Enhanced Transportation Signing	\$200,000
Environmental Sustainability	\$150,000
Information Technology	\$150,000
2010 Olympic and Paralympic Torch Relays	\$280,000
Contingency	\$816,000
<b>TOTAL: PROGRAMS TO BE APPROVED</b>	<b>\$9,846,000</b>

The \$650,000 of proposed funding for the 2010 Street Banner Program would be budgeted over three fiscal years with \$200,000 planned in 2008, \$225,000 in 2009 and \$225,000 in 2010.

### **CONCLUSION**

In December 2007, Council approved the Olympic Legacy Reserve Fund, with \$2 million allocated to the Look of the City Project. This report seeks Council approval to expend \$650,000 from that allocation, for the street banner portion of that project.

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