



CITY OF VANCOUVER

ADMINISTRATIVE REPORT

Report Date: September 22, 2008
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Meeting Date: October 14, 2008

TO: Vancouver City Council

FROM: General Manager of Olympic and Paralympic Operations

SUBJECT: Funding Allocations- Business Community/Tourism Initiatives and City Host Volunteer Program- 2010 Winter Games

RECOMMENDATION

- A. THAT Council approve the Olympic and Paralympic Business Community/Tourism Initiatives as outlined in this report, and make funding allocations totalling \$200,000 to the following areas:
- i. 2010 Winter Games Business Readiness Project Development - \$30,000
 - ii. 2010 Winter Games Business Coordination Committee Communications Strategy- \$30,000
 - iii. Tourism Vancouver 2010 Winter Games Kiosk Program- \$50,000
 - iv. Other Business Community/Tourism enhancement Initiatives- \$90,000
- Source of funds to be the Olympic and Paralympic Legacy Reserve approved by Council on December 11, 2007.
- B. THAT Council approve a funding allocation of \$200,000 to Tourism Vancouver for the City Host Volunteer Program for the 2010 Olympic and Paralympic Winter Games. Source of funds to be the Olympic Legacy Reserve (Volunteer/Ambassador Program) approved by Council on December 11, 2007.

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, Council approved the Olympic and Paralympic Legacy Reserve Fund program and budgets in the amount of \$20 million with instructions to report back on funding for specific projects.

Two programs approved within the Olympic Legacy Reserve Fund were the Business Community/Tourism Initiatives Program with a budget of \$200,000 and the Volunteer/Ambassador Program with a budget of \$1 million.

PURPOSE

The purpose of this report is to seek Council's approval for the use of \$200,000 approved in the Olympic Legacy Reserve Fund for the Business Community/Tourism Initiatives Program and the use of \$200,000 for 2010 City Host Volunteer Program as part of the Volunteer/Ambassador Program also approved in the Olympic Legacy Reserve Fund.

BACKGROUND

The City's 2010 Olympic and Paralympic Winter Games Strategic Plan identified a key function area that relates to Economic Opportunities. The function has the following mandate:

...to provide direction to ensure that the City of Vancouver, in conjunction with other government partners and relevant agencies, assists the business and tourism communities in benefiting to the greatest extent possible from the 2010 Winter Games.

In the Strategic Plan, three action items were identified for this function:

A. MAXIMISE TOURISM BENEFITS FOR VANCOUVER - Working closely with Tourism Vancouver and other partner agencies, establish a coordinated program for maximising the tourism benefits before, during and after the 2010 Winter Games.

B. MAXIMISE ECONOMIC BENEFITS FOR VANCOUVER - Support the work of the Vancouver Economic Development Commission, the Vancouver Board of Trade, the Province of BC and other agencies to strengthen Vancouver's reputation as a great place for business investment and location. As well, assist businesses in taking advantage of Olympic and Paralympic-related opportunities.

C. SMALL BUSINESS DEVELOPMENT - Develop and implement a strategy that supports the work of VANOC and our senior government partners in assisting local small businesses in benefiting from the 2010 Olympic and Paralympic Winter Games and

related events.

In July, 2007, Council approved the Operational Delivery Plan for the Economic Opportunities function, as described in Version 1 of the *City of Vancouver 2010 Olympic and Paralympic Winter Games Strategic Plan*. Consistent with the direction set in the Strategic Plan, the Delivery plan was designed so that City staff play a largely facilitative support role in the development of business opportunities and legacies associated with the 2010 Winter Games.

A key action item in the report recommended that the 2010 Winter Games Business Coordination Committee (BCC) be established in order to bring together a wider range of local business stakeholders. The primary role of the BCC is to serve as a forum for communication and cooperation among the various members of the local business community who have a stake in the business and economic opportunities and impacts associated with the 2010 Winter Games. The City is a member of this committee. The BCC focuses on a limited number of initiatives that they identify as important, and most if not all of these initiatives will be funded and implemented by agencies that are represented on the Committee, rather than by the Committee itself.

In June 2008, Council approved the 2010 Collaboration Protocol between Tourism Vancouver and the City of Vancouver which lays out mutual expectations in supporting collective efforts to maximize tourism opportunities in the periods before, during and after the 2010 Winter Games.

The protocol allows Tourism Vancouver and the City of Vancouver to:

- explore common platforms in order to create cost efficiencies and expand capabilities in visitor experience, marketing, events, communications, and research; and
- coordinate complementary branding and develop shared messaging that raises the profile of Vancouver in key markets due to increased exposure from the 2010 Games.

The first part of the protocol lays out general opportunities for collaboration and the second part of the protocol identifies some specific actions which have been identified with Tourism Vancouver where cooperative efforts can be used to leverage greater benefits.

DISCUSSION

2010 Winter Games Business Readiness Project Development

In March 2008, a consultant was retained to develop the 2010 Winter Games Business Readiness Project. Several months later, together with the Business Coordination Committee Working Group a report was issued entitled "Information Requirements for Business Pre, During and Post 2010 Games". This report was developed to guide and support Committee members in the identification of relevant web-based information that will be required to make informed decisions prior to, during and after the Vancouver 2010 Winter Games, including leveraging opportunities for legacies.

The report recommended implementation of the Business Readiness Project, that consists of two main components:

- a communications strategy, with the primary objective of ensuring the members of Vancouver's business community are sufficiently informed about how they may be impacted by the Vancouver 2010 Winter Games; and
- a legacies strategy, with the primary objectives of determining what legacies Vancouver's business community would like to be left with after the 2010 Winter Games are over, and of developing and implementing a plan for achieving these legacies.

The report also recommended that the Vancouver Economic Development Commission (VEDC) serve as the Project Lead on the Business Readiness Project, with the responsibility of coordinating and delivering this work, and raising the required funding. The \$30,000 spent on this report was a program development cost as outlined in the December 11, 2007 Council Report approving the Olympic Legacy programs.

2010 Winter Games Business Coordination Committee Communications Strategy

Based on the recommendations from the Working Group, the VEDC is developing a new section of their website as a central source for 2010 Games business readiness information. Additional web pages will include original content focused on Games business resource information on a variety of topics ranging from business planning and promotion to customer service. In addition, the City of Vancouver's newly designed Host City website will have information on services and regulations affecting Vancouver businesses leading up to and during the Games, and will link directly to the VEDC website for specific details on business Games readiness. The content research, writing and design for the website will cost \$10,000.

The City of Vancouver will also develop a 'Business Guide to the Games' (in hard copy) with a comprehensive list of sources of information for Vancouver businesses on how to prepare for and operate both prior to and during the 2010 Winter Games. This guide will include information from the new VEDC web pages on business readiness, and point to VEDC as the primary source of information on how businesses can get ready for, and do business during the Games. A copy of the Guide will also be available on both the City of Vancouver and VEDC websites. The cost for the guide will be \$20,000.

Tourism Vancouver 2010 Winter Games Kiosk Program

During the Games period, visitors will generate a large demand for information regarding the City, attractions, visitor services, Olympic and Paralympic Games, etc. Tourism Vancouver is uniquely positioned to provide this information and has developed the 2010 Winter Games Information Kiosk Program. The program includes installation of small but accessible temporary information structures in high traffic areas in the downtown core. They would be located near competition and non-competition venues such as the two celebration sites at David Lam Park and Georgia Street, to provide a range of services and information to Olympic and Paralympic visitors.

These kiosks will be staffed by Tourism Vancouver employees and volunteers, and will offer City and Games information in multiple languages. It is expected that Tourism Vancouver will staff approximately 300 volunteers and 50 staff as part of the program. In addition, Tourism Vancouver member products currently available in the Tourist Information centres will be available for purchase at each of the kiosks.

The kiosks will be decorated with an inter-changeable wrap that will sport the “Look of the Games”, VANOC’s brand, or a combination of Tourism Vancouver and other brands. The kiosks will also allow an area for partner and sponsor recognition as well as areas to display information on the games and venues, and general wayfinding.

In April 2008, Tourism Vancouver, in partnership with City of Vancouver, Tourism Whistler and Tourism British Columbia launched a pilot 2010 Visitor Information Kiosk at the Vancouver Art Gallery Plaza. One of the objectives of launching the pilot kiosk was to use the opportunity to monitor how tourists respond to the centre so the knowledge acquired will help in the planning of the additional locations for Games time. To date, approximately 29,000 visitors have used the services at the kiosk located at the VAG plaza.

As part of the 2010 Collaborative Protocol between Tourism Vancouver and the City of Vancouver, the City will support the 2010 Winter Games Kiosk Program by:

- Working with Tourism Vancouver staff to identify key strategic locations for the kiosks throughout the City on both private and public property (subject to required approvals)
- providing support for site preparation and installation
- other related support as required including information material

The costs to support the kiosk program will be \$50,000.

Other Business Community/Tourism enhancement Initiatives

The City will continue to work with the downtown business community, individual BIA's, and Tourism Vancouver to identify joint initiatives to promote and maximise opportunities arising from the games. Although, these specific initiatives have not yet been determined, the recommendation sets aside \$90,000 for allocation by the General Manager of Olympic and Paralympic Operations toward these initiatives.

City Host Program for the 2010 Olympic and Paralympic Winter Games

During the Games period, visitors will generate a large demand for information on the City, attractions, visitor services, and Olympic and Paralympic Games. Volunteers will play a key role in providing that information. The need for volunteers will be in large demand at Games time. The City would like to work in partnership with Tourism Vancouver’s Volunteer Program to help support and expand their programs to meet City needs.

As part of the City Host Program for the 2010 Olympic and Paralympic Winter Games, Tourism Vancouver with City funding plans to deploy an additional 150 volunteers in the downtown streets of Vancouver for the purpose of providing customer service and information services to visitors. Specifically, volunteers will be deployed around games venues, celebration sites and in major pedestrian corridors. The key components to the City Host Volunteer program include:

- Volunteer Management
- Volunteer Recruitment and Training
- Volunteer Uniforms and Name tags

- Volunteer Recognition and Rewards

In consideration of the value of this program to the City of Vancouver, Tourism Vancouver is seeking a partnership contribution in the amount of \$200,000. City staff support this contribution because the partnership would provide the City with the benefits of Tourism Vancouver's existing volunteer development programs, which the City could not develop internally at this cost. While the volunteers would be selected, trained and managed by Tourism Vancouver, the City would provide input to the uniform branding, deployment, information distribution, etc. The City of Vancouver will be using City staff through the Host City Team for City lead activities. An additional benefit of partnering with Tourism Vancouver is the use of some of the training materials developed by Tourism Vancouver to train City staff.

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.

Project	Date Approved	Funding Approved
Vancouver Economic Development Commission's <i>2007-2010 Strategic Plan for the 2010 Olympic and Paralympic Winter Games</i>	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
Look of the City - Street Banners	September 16, 2008	\$650,000
Look of the City - Public Art Program	September 30, 2008	\$150,000
TOTAL: PROGRAMS APPROVED TO DATE		\$10,304,000

If approved, the allocation of \$200,000 for Business Community and Tourism Initiatives and the allocation of \$200,000 for City Host Program (Volunteer/Ambassador Program) would bring the total approved funding to \$10,704,000

The remaining programs will be presented to Council for funding approval as plans are finalized. The remaining \$9,296,000 includes the following programs:

Project	Recommended Funding
Look of the City (remaining after Street Banners & Public Art)	\$1,200,000
Protocol and Hosting	\$2,000,000
Pedestrian Lighting	\$1,000,000
Host City Pavilion	\$1,000,000
Volunteer Ambassador Program (remaining after City Host Program)	\$800,000
Social Sustainability	\$1,000,000
Records & Archives - 2010 Winter Games	\$700,000
Enhanced Transportation Signing	\$200,000
Environmental Sustainability	\$150,000
Information Technology	\$150,000
2010 Olympic and Paralympic Torch Relays	\$280,000
Contingency	\$816,000
TOTAL: PROGRAMS TO BE APPROVED	\$9,296,000

The \$200,000 of proposed funding for Business and Tourism Initiatives would be budgeted over two fiscal years with \$100,000 planned in 2008 and \$100,000 in 2009. The \$200,000 of proposed funding from the Volunteer Ambassador Program would be planned in 2009.

CONCLUSION

In December 2007, Council approved the Olympic Legacy Reserve Fund, with \$200,000 allocated to the Business Community and Tourism Initiatives Program and \$1,000,000 for the Volunteer/Ambassador Program. This report seeks Council approval to expend \$200,000 for the Business Community and Tourism Initiatives program. This report also seeks Council approval to expend \$200,000 for the City Host Program from the Volunteer/Ambassador Program.

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