



ADMINISTRATIVE REPORT

Report Date: November 12, 2008
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Meeting Date: November 25, 2008

TO: Vancouver City Council

FROM: General Manager, Olympic and Paralympic Operations

SUBJECT: Consulting Agreement - Vancouver Pavilion - Design Development and Budget Plan Services

RECOMMENDATION

- A. THAT, subject to the conditions set out in Recommendations B, C, and D Council authorize the City to settle and sign a consulting contract with brand.LIVE Management Group Inc. (brand.LIVE) for the development of a design development and budget plan for the 2010 Vancouver Pavilion, at a maximum cost of \$53,550 plus applicable taxes (less any municipal rebate received). Source of funds to be the Olympic Legacy Reserve Fund - Host City Pavilion Program.
- B. THAT, the Director of Legal Services be authorized to execute and deliver on behalf of the City all legal documents required to implement Recommendation A.
- C. THAT, all such legal documents be on terms and conditions satisfactory to the General Manager, Olympic and Paralympic Operations and the Director of Legal Services.
- D. THAT, no legal rights or obligations will be created by Council's adoption of Recommendations A, B and C above unless and 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 RECOMMENDS approval of the foregoing.

COUNCIL POLICY

On December 11, 2007, Council approved the Olympic Legacy Reserve fund programs and budgets, in the amount of \$20 million, with instruction to report back on funding for specific projects. One of the programs approved was the Host City Pavilion (Vancouver Pavilion), with a budget of \$1 million.

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

PURPOSE

The purpose of this report is to seek Council approval to engage brand.LIVE Management Group Inc. (brand.LIVE) to develop a design and budget plan for the 2010 Vancouver Pavilion.

BACKGROUND

It is proposed that the City of Vancouver develop and operate a Pavilion during the 2010 Olympic Winter Games. The Pavilion would educate, engage and entertain residents, visitors and the world's media on our unique history, sustainability, diversity and multiculturalism. It would showcase Vancouver as a great city where the world has come to live, work and play. The overarching theme and key elements of the Pavilion would leverage our position as a premiere global centre for digital media creation and commercialization, advance economic development opportunities and be a source of pride for our citizens. It will become a "must see" destination, providing a stimulating experience, with a sense of pride for our citizens and wonderment for our visitors of what Vancouver is and will be.

The Pavilion would be located in the Vancouver Public Library. Accessible and central to all Games sports, cultural and celebration venues, the Library is Vancouver's premiere downtown public building.

The Pavilion would be designed with the Library's full involvement. Access to all library services and existing businesses located within the atrium would be maintained. The Pavilion would be open daily during the Olympics, February 12 - 28, 2010 and admission would be free to all.

DISCUSSION

A Request for Expressions of Interest was issued on August 25, 2008, and closed on September 23, 2008. The Request invited interested and qualified firms to submit their credentials, to enable the city to evaluate and identify applicants best able to meet the City's goals and objectives. A total of 9 submissions were received.

An evaluation team - including a representative from the Library - reviewed all submissions. Evaluation methodology included relevant project experience, project approach and methodology, project team skills, organizational capabilities and sustainability principles. Three finalists, all from Vancouver, were selected and interviewed.

The proposal from brand.LIVE was unanimously recommended as providing overall best value to the City. brand.LIVE is a Vancouver-based, full-service production and event management

firm. Key personnel have significant experience in designing, building and executing world-class events, pavilions and Olympic venues, including the Canada Pavilion at Expo 2005 in Aichi, Japan and the BC Canada Place in Torino. One unique aspect of brand.LIVE's proposal was the inclusion of a team member assigned to develop community-based initiatives and content creation for the Pavilion.

The firm is also an active member of the Community Ecosystem Restoration Initiative (CERI), which ensures that any project that brand.LIVE manages has a zero carbon footprint on the global environment.

brand.LIVE has presented a clear and well-considered work plan and timeline for developing and delivering the Pavilion's design and budget plan. Design criteria and elements include logistical considerations, creative opportunities for partnerships, community involvement, sustainability details and identification of legacy elements. Deliverables include concept drawings and computer renderings of the Pavilion's interior and exterior, as well as a budget detailing all key elements and options.

brand.LIVE's quote for the work is \$53,550 and a final report is expected to take approximately 10 weeks to complete. Following receipt of the report, the City will review and consider the report and then report back to Council on next steps.

FINANCIAL IMPLICATIONS

On December 11, 2007, Council approved the Olympic Legacy Reserve Fund programs and budgets, in the amount of \$20 million, with instruction to report back on funding for specific projects. One of the programs approved was the Host City Pavilion (Vancouver Pavilion), with a budget of \$1 million.

The \$53,550 requested for a consulting agreement to develop the Vancouver Pavilion design and budget plan will be funded from the Pavilion program.

There have been no previous requests for funding from the Pavilion program and no additional funds are being requested as part of this report.

CONCLUSION

The award of a consulting agreement to brand.LIVE Management Group Inc, for the development of a design and budget plan for the 2010 Vancouver Pavilion, will allow planning to proceed on schedule and ensure the design and budget meets City expectations and requirements.

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