



ADMINISTRATIVE REPORT

Report Date: 2009-03-04
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Meeting Date: March 24, 2009

TO: Vancouver City Council
FROM: General Manager, Olympic and Paralympic Operations
SUBJECT: Vancouver House

RECOMMENDATION

THAT Council approve the allocation of \$1,550,000 to create the "Vancouver House", located within the Promenade area of the Central Branch of the Vancouver Public Library at Library Square, in downtown Vancouver. Source of funds to be:

- I. \$946,450 from the Olympic and Paralympic Legacy Reserve Fund - Host City Pavilion
- II. \$603,550 from the Olympic and Paralympic Legacy Reserve Fund - Look of the City

CITY MANAGER'S COMMENTS

The City Manager RECOMMENDS approval of the foregoing.

GENERAL MANAGER'S COMMENTS

Vancouver House will provide the City of Vancouver with an outstanding venue to promote Vancouver's assets to the world - our people, our community and our vibrant local economy. It will do so within the context of the magnificent indoor and outdoor public spaces at the Library Square.

Located steps away from the downtown live site celebration site and the two Olympic venues (Canada Place and BC Place) - Vancouver House will showcase our City's leadership in the areas of new media innovation and sustainability; to business and industry leaders, the world's media and our own community.

Using innovative local designers and suppliers, Vancouver House will employ the latest in interactive and digital technology - developed in Vancouver - to tell our city's story. Not only will our House showcase the latest successes in Vancouver's digital business community, it will also demonstrate our commitment to inclusiveness and creativity, by providing a world-class experience, while retaining the essential function of the host environment as an accessible library and public space.

COUNCIL POLICY

On December 11, 2007, Council approved the Olympic and Paralympic Legacy Reserve Fund programs and budgets in the amount of \$20 million, with instruction to report back on funding for specific projects. Two of the programs approved were:

- Host City Pavilion, with a budget of \$1million and
- Look of the City, with a budget of \$2 million.

PURPOSE

The purpose of this report is to seek Council's approval for the expenditure of \$1,550,000 from the Olympic and Paralympic Legacy Reserve Fund, to create and operate the Vancouver House, showcasing Vancouver as a centre of creativity, diversity and sustainability.

The Vancouver House will demonstrate to the public, guests, media and global business community that *The World Connects Here*.

BACKGROUND

The staging of the Olympics presents all Host Cities with challenges, as well as unparalleled opportunities. Every Host City has sought to advance its future economic prospects by showcasing its attributes to the world.

During Vancouver 2010, we will be at the centre of the world's attention. VIPs, guests, national and international visitors, business and industry leaders and tens of thousands of the world's accredited and non-accredited media will be focused on Vancouver.

The Games will provide an opportunity to create positive experiences and lasting memories for our visitors and residents, in which Vancouver House will play a key role.

The Vancouver House will be a project that is created solely by Vancouver, for the world. It will tell the story of a city of community, creativity, culture and sustainability. Like no other Games Host City before, *The World Lives Here*.

Using the latest interactive and digital technology developed in Vancouver, we will be able to provide a unique ambient and website interface experience. We will demonstrate that we are a city of the future. In Vancouver, the world lives here and *The World Creates Here*.

DISCUSSION

The Vancouver House will be an immersive, interactive experience, set in the dramatic atrium of the downtown central library. It will be open to the public daily, from 10:00 am to 10:00 pm, February 12 to 28, 2010 and free to all.

The Vancouver House will be about Vancouver's heart and soul, as defined through the expressions of our people, art and culture: from our First Nations beginnings, through our multicultural evolution, to a vibrant cosmopolitan city of creativity and vision, driven by a sustainable ethos. It will combine discovery and interaction with an immersive lightmedia experience.

Not only will our House showcase the latest successes in Vancouver's digital business community, it will also demonstrate our commitment to inclusiveness and creativity, by providing a world-class experience while retaining the essential function of the host environment as an accessible library and public space. Library patrons will continue to have unrestricted access and normal library operating hours and services will be maintained. On the east side of the venue, the areas leased to the existing businesses will be delineated by a flowing light wall, allowing for their continued operation.

Our preliminary House plans have garnered considerable interest from our "neighbour", the Government of Canada, which occupies the adjacent high-rise. Preliminary discussions with private sector corporations - including BC Hydro - regarding partnering opportunities, have also been very encouraging. The House can be converted into a spectacular VIP reception area, for use by the City of Vancouver and leased to other parties. Working closely with Library staff, we will actively pursue cost recovery opportunities, through both partnering and reception options.

The Vancouver House includes the following components:

Core Show: Diversity and Sustainability

Portraits of Vancouver - World City

The Core Show will consist of a sequenced lightmedia presentation, celebrating Vancouver's multiculturalism, mobility, networking and sustainable innovation.

Through the theme of Portraits of Vancouver, visitors will be immersed in a visual narrative of our people, unknown and famous who will express their feelings and accomplishments through their actions, works and performances. Moving from faces of yesterday, historic imagery and artistic impressions, through to faces of today, the core show will engage visitors in a truly Vancouver experience.

Media Frieze: Interactivity and Participation

Vancouver: Digital city

Media walls and interactive screens will demonstrate the latest available, Vancouver-based technology. Translucent spheres pulsating with colour and flowing patterns will form a cloud on the atrium's ceiling. The library's façade will be transformed into a giant screen, projecting still and live images. On the opposite (east) side, banners and drapes will form a backdrop to large, image-filled spheres that will appear to float on

the raised balconies. Below, on the Library side, media walls of interactive videos and Vancouver portraits will separate the "House" from the library access area.

Community Participation and Performance

By Vancouver: For the World

Community groups and individuals will be invited to participate, through the creation of media and narratives, delivered by video, online and via live performances. The Vancouver House will be an authentic experience of its people.

Web Presence/Remote Participation

V. City

The online component will be a micro-site and web-portal that will be an extension and input to the Vancouver House experience. Users will be able to view and upload content that relates to the central theme - *The World Creates Here* - and be able to see themselves in the House. In this way anyone; locally, nationally or internationally will be able to access the House online and participate by registering and uploading their own photos and sharing their Vancouver stories. The website can be complemented by a social networking tool, such as Flickr. The public will be able to access this site through our website: vancouver.ca

Leaving a Legacy

Sustainable Vancouver

The Vancouver House will provide an opportunity to re-use and re-purpose many of the project's elements, such as interactive displays and show décor.

The website will become an important documentation and cultural legacy that can continue beyond the 2010 Winter Games.

Through relationships with Vancouver's green economy, we will support local businesses with sustainable practices. Working in partnership with Pacific Green, we will erase the House's carbon footprint.

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.

Specific projects and funding approved by Council to date are noted in Table 1.

Table 2 notes the remaining programs to be presented to council for approval as plans are finalized.

Programs Approved to Date	\$13,067,550
Proposed Projects yet to be Approved	\$ 5,382,450
Vancouver House Creation & Operation from Host Pavilion budget	\$ 946,450
Vancouver House Creation & Operation from Look of the City budget	\$ 603,550
Total Olympic Legacy Reserve Funds	\$20,000,000

To date, Council has approved \$53,550 from Host City Pavilion budget of \$ 1 million, to engage the brand.LIVE Group for the design development and budget plan of the Vancouver House:

HOST CITY PAVILION BUDGET	\$1,000,000
Vancouver House Design development (Approved)	(53,550)
Vancouver House Creation & Operation (<i>Requested</i>)	(946,450)
Unallocated following approval of request	\$ <u><u>0</u></u>

To date, Council has approved \$910,000 from Look of the City budget of \$ 2 million:

LOOK OF THE CITY BUDGET	\$2,000,000
Banner Program (Approved)	(650,000)
Public Art Contribution (Approved)	(150,000)
Gateway Improvements (Approved)	(110,000)
Vancouver House Creation & Operation (<i>Requested</i>)	(603,550)
Unallocated following approval of request(s)	\$ <u><u>486,450</u></u>

CONCLUSION

Vancouver House will be the focal point for celebrating with the world in 2010. Featuring the city’s world-class, industry-leading digital creators and artists, it will be the catalyst to attract new investments and the world’s best talent and sow the seeds of a more sustainable economy.

During the Games, more than 100,000 visitors, many of them media and VIPs, will experience Vancouver House’s immersive and interactive show. Millions more will experience it virtually, on-line across Canada and around the world. It is an opportunity of unprecedented leverage and scope to demonstrate that *The World Lives Here* and *The World Creates Here*.

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Table 1: Olympic Legacy Reserve Fund programs approved by Council to date

Approved 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
Business and Tourism Initiatives	October 14, 2008	\$200,000
Volunteer Ambassador Program (funding allocation to Tourism Vancouver for City Host Program)	October 14, 2008	\$200,000
Social Sustainability	October 14, 2008	\$1,000,000
Look of the City - Gateways	October 28, 2008	\$110,000
Enhanced Transportation Signing	October 28, 2008	\$200,000
Olympic Decorative Lighting	October 28, 2008	\$1,000,000
Award of Consulting Agreement - Vancouver Pavilion-Design Development	November 25, 2008	\$53,550
TOTAL: PROGRAMS APPROVED TO DATE		\$13,067,550

If approved, the allocation of \$1,550,000 for the Vancouver House Creation & Operation project would bring the total approved funding from the Olympic Legacy Reserve Fund to \$14,617,550.

Table 2: Olympic Legacy Reserve Fund programs to go forward to Council

Proposed Project	Recommended Funding
Look of the City (remaining after Street Banners, Public Art and Gateways, Vancouver House)	\$486,450
Protocol and Hosting (<i>Proposed</i>)	\$2,000,000
Volunteer Ambassador Program (remaining after funding allocation to Tourism Vancouver for City Host Program)	\$800,000
Records & Archives - 2010 Winter Games (<i>Proposed</i>)	\$700,000
Environmental Sustainability	\$150,000
Information Technology (<i>Proposed</i>)	\$150,000
2010 Olympic and Paralympic Torch Relays	\$280,000
Contingency	\$816,000
TOTAL: PROGRAMS TO BE APPROVED	\$5,382,450