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ADMINISTRATIVE REPORT

Report Date: April 21, 2009
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VanRIMS No.: 08-2000-20
Meeting Date: May 19, 2009

TO: Vancouver City Council

FROM: Executive Producer, LiveCity Vancouver

SUBJECT: LiveCity Vancouver-Coordinated Programming Agreement

RECOMMENDATION

- A. THAT the Executive Producer, LiveCity Vancouver (Managing Director of Cultural Services) be authorised to finalize the terms of a LiveCity Vancouver Coordinated Programming Agreement among the City of Vancouver, the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC) and some or all of the City of Richmond, City of Surrey and the Resort Municipality of Whistler, at a cost not to exceed \$156,350 for the purpose of collaborative live entertainment and digital programming as well as coordination of artist services in support of the LiveCity Vancouver project as generally outlined in this report; source of funding to be the previously-approved \$18 million LiveCity Vancouver project budget;
- B. THAT Council authorise the Executive Producer, LiveCity Vancouver (Managing Director of Cultural Services) and City Manager to execute the Live Sites Coordinated Programming Agreement satisfactory to the Director of Legal Services;
- C. THAT Council authorise the Executive Producer, LiveCity Vancouver (Managing Director of Cultural Services) to execute such additional agreements including artists' offer letters and contracts and direct accommodation, transportation and artist services contracts as required in support of the LiveCity Vancouver programming within the previously-approved \$18 million LiveCity Vancouver project budget; subject to the City's senior management oversight and contractual controls on the utilization of competitive processes, approvals and audit controls on the production firms, as outlined in Appendix A.
- 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 Managing Director of Cultural Services and the City Manager.

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.

On March 24, 2009, Council approved a total project budget of \$18 million for LiveCity Vancouver (RTS#07950) including a funding allocation of \$5 million from the Olympic and Paralympic Legacy Reserve (RTS # 6933 and 7533), and a \$10 million contribution from the Government of Canada with the balance of the funding to be secured from earned revenues and sponsorships.

PURPOSE

The purpose of this report is to seek Council authorisation to enter into such agreements among the regional host Cities and VANOC for the purpose of collaborative live entertainment and digital programming as well as artists' support services for Vancouver's live sites.

BACKGROUND

The Olympic and Paralympic Games experience for residents, visitors and the media goes well beyond the athletic competitions that take place within the sport venues. It is an extraordinary opportunity to convey important messages to the participants of the Host City, Host Province and Host Country. As a result, Olympic Games host cities have generated programs that attract, entertain, engage, inform and excite people of all ages throughout the Games period.

In support of these principles, on September 18, 2007, Council approved a Live Site Concept Plan. In July 2008 Council approved a further series of recommendations to further advance the Live Site concepts and on March 24, 2009 Council approved the final project budget of \$18 million as well as the contracts to secure the necessary production team.

Since Council's initial direction in 2007 staff have been working with VANOC and our Olympic partners to develop our live sites, now renamed LiveCity Vancouver. The concept is to animate two City-owned sites with unique, free, family-oriented programmatic and physical concepts that best showcase Vancouver and our partners including VANOC and the Four Host First Nations. The two sites are:

LiveCity Yaletown (David Lam Park site)

As part of the revised plan, the intention is to consolidate our commercial Olympic Sponsors to LiveCity Yaletown. On this site, the public gathering space will be arranged around a stage for live entertainment and large screen to enable broadcast of Olympic events and new media programming. Commercial Sponsors will activate through Sponsor pavilions and the site will be supported by food and beverage, merchandising, and support services (washrooms, lost and found, first aid etc.).

The site will be open and programmed throughout the Olympic period commencing the day after the Opening Ceremony and concluding right before the Closing Ceremony (February 13 - February 28). It is anticipated that the Site will be open daily from 11am through to 11pm.

LiveCity Downtown (Georgia Street site)

This site, open during both the Olympic and Paralympic Games will be our downtown “piazza” with a large outdoor screen, daytime interactive school programming, engaging street entertainment, and late-night entertainment. Programming on this site will also work closely with the Four Host First Nations pavilion on the adjacent Queen Elizabeth Theatre Plaza. There is increased demand for a space to accommodate the wide participation from First Nations from across Canada. Additional partners and governmental agencies will bring programs and pavilions to complement the site.

The site will be open and programmed throughout the Olympic period commencing the day after the Opening Ceremony and concluding right before the Closing Ceremony (February 13 - February 28). During that period it is anticipated that the Site will be open daily from 11am through to midnight.

The site will reopen during the Paralympic period (March 12 through March 21) with a mix of on-screen programming, demonstration sport events and entertainment.

DISCUSSION

Live or celebration sites are currently being planned in Whistler, Richmond, Surrey, and Vancouver. Each will be the responsibility of the “Host City”, have a unique character and provide a range of experiences for the public.

The live sites provide an opportunity to showcase the very best talent from Vancouver, BC and across Canada. The programming concept for the Vancouver Live Sites includes:

- Live Cultural and Entertainment program animating both sites and scheduled in short programming slots throughout the day and working in concert with the live sport broadcasts. Performances will be strategically scheduled to optimize guest movement and on-site capacity. This will include a range of concerts including family and youth programming, cultural music and dance as well as headliner entertainers with major name recognition - all will be selected to represent the very finest cultural offerings equal to the athletes of the Games.
- VIP appearances, Television, Media Celebrity appearances all have a unique place on both Live Site locations. The Live Site programming will encourage scheduled and impromptu appearances by athletes, artists, and other celebrities which will create the magic of “being in the right place” that creates a special atmosphere only created during Olympic Games.
- The large broadcast screens on each site provide a unique opportunity to highlight dynamic new media content which could include innovative, interactive, digital programming, electronic games, animation, digital film, visual effects, and guest and audience generated content.
- Animation between and on the sites to be provided by street entertainers; and
- A nightly water show on the David Lam Site will feature the City’s Salt Water Pump Fountain erupting from the waters of False Creek into a 25 story fountain with lighting, sound and special effects.

Multiple live sites provide an opportunity to collaborate in securing that talent in a cost effective and collaborative way that provides unique programming for each site while at the

same time maximizing opportunities for artists, and minimizing costs and duplication of staffing infrastructure.

The benefits of this approach include:

- Access to VANOC professional team of Cultural Olympiad programmers;
- Access to VANOC's hotel inventory for artists' accommodation;
- Access to travel support negotiated by VANOC for Canadian artists' travel and transportation costs to and from Vancouver/Whistler;
- Coordination and collaboration among the various municipalities;
- Inclusion of the Four Host First Nations in the Programming Committee; and
- Unified approach to the marketplace to ensure the best possible prices.

The agreement envisioned in this report will set out a functional relationship among The Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC), the City of Vancouver, the City of Richmond, the City of Surrey, and the Resort Municipality of Whistler to facilitate the coordinated planning and delivery of live entertainment and digital programming at LiveSites during the 2010 Winter Olympic and Paralympic Games.

The agreement contracts with VANOC through its Cultural Olympiad creative team to provide to each of the live sites programming, negotiating and contracting expertise as well as artists' support services (transportation, accommodation etc) for a fee that will be allocated based on per day programming.

The City of Vancouver, with two live sites, one of which will be operational during the Paralympics, has an estimated 40 days of programming. The City's share of the fee to VANOC Cultural Olympiad services for all Vancouver programming, negotiating and management of artist services not to exceed \$156,350 inclusive of GST. Artists' fees and direct costs (hotel, travel and inter-site transportation) will be contracted and paid directly by the City.

FINANCIAL IMPLICATIONS

On March 24, 2009 Council approved a project budget of \$18 million for the LiveCity Vancouver Project. Source of funding includes; Canadian Heritage (Federal Government Contribution); the City's Olympic Legacy Reserve (RTS # 07533) and confirmed and projected income from sponsorship sales and operations. The project budget includes \$156,350 inclusive of GST for Live Sites Coordinated Programming.

Additional details can be found in Appendix A - Contract Approval Process

CONCLUSION

This report seeks Council approval to enter into the agreements necessary to realise a coordinated and collaborate approach to the live and digital programming for LiveCity Vancouver.

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Contract Approval Process

As per the approved Council report **Live City Vancouver- Update and Approvals** (RTS 07950), the Producer will be required to obtain City approval of all of its significant contracts in a manner that parallels the City's internal procurement policy, as follows:

CONTRACT AMOUNTS:	APPROVALS BY:
Up to \$10,000	•Producer, LiveCity Vancouver
\$10,000 to \$100,000	• General Manager Olympic and Paralympic Operations or Executive Producer, LiveCity Vancouver (Managing Director of Cultural Services)
\$100,000 to \$300,000	•General Manager Olympic and Paralympic Operations or Executive Producer, LiveCity Vancouver (Managing Director of Cultural Services) ; and •Manager, Materials Management
Over \$300,000	•Vancouver City Council