



## ADMINISTRATIVE REPORT

Report Date: January 26, 2010  
Contact: Peter Judd  
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Meeting Date: February 2, 2010

TO: Vancouver City Council  
FROM: General Manager of Olympic and Paralympic Operations  
SUBJECT: Olympic and Paralympic Street Banner Donation for Haiti Relief

### *RECOMMENDATION*

THAT Council approve the donation of up to 3,000 of the 6,000 Olympic and Paralympic street Banners to UNICEF for the purpose of raising funds to benefit Haiti.

Approval of the donation recommendation requires eight (8) affirmative votes.

### *CITY MANAGER'S COMMENTS*

The City Manager recommends approval of the foregoing.

### *COUNCIL POLICY*

On Sept 10, 2008 Council approved a report on the Olympic and Paralympic Street Banner program. Recommendation B of the report was "That Council approve all proceeds from the sale of Olympic banners, following the Games, be used to fund inner-city initiatives."

### *PURPOSE*

The purpose of this report is to seek Council approval to use up to 3,000 of the 6,000 street banners as a fund raising opportunity to provide relief to victims of the Haiti earthquake as soon as possible. The remainder of the banners would be used as originally approved by Council.

### *BACKGROUND*

In 2008, Council approved a recommendation to purchase and install 6,000 Olympic and Paralympic banners in order to decorate the streets of Vancouver for the Olympic and Paralympic Games. These banners were funded through the Olympic Legacy Reserve Fund.

Subsequently, the banners were designed and produced through VANOC and are now being installed by City crews. There are a variety of banner designs in the program and generally the graphics and the banners themselves are of high quality.

For many years, the city has had a summer banner program and the practice has been to provide the banners to a non-profit organization, once they have been taken down, in order to be used for fund-raising by the organization.

The recommendation in the Olympic and Paralympic Banner report approved by the previous Council stated "That Council approve all proceeds from the sale of Olympic banners, following the Games, be used to fund inner-city initiatives."

At the time, the report estimated the proceeds from banner sales could be \$150,000.

### *DISCUSSION*

The original estimate of revenue from the sale of the banners is probably low. The estimate was based on sales of the summer banners. The summer banners are usually in place for six months or more and, over the course of the summer, become very faded and torn from the sun and wind.

The Olympic and Paralympic banners, partly due to late delivery from the supplier, will only be in place for two months during February and March and will not suffer the elements as badly. Wind may take a toll but likely far less than over the course of six months.

Consequently, there is likely an opportunity for greater benefit than originally anticipated.

The recent earthquake in Haiti and the devastation of the country has created a need for funds to be used for medical relief and reconstruction.

There is now an opportunity to provide some of the Olympic and Paralympic banners to a non-profit organization that could use them as a basis for fundraising for Haiti.

Essentially, the opportunity would be for the non-profit to sell banners to raise funds for their work in Haiti. This opportunity could be provided now while the banners are still in place, with delivery to be made later by the non-profit on an as-is basis once the banners are removed.

Two major non-profits have been contacted for proposals around this opportunity. One, UNICEF, is interested in working with the City on the opportunity. UNICEF has been one of the non-profits in the past that has been willing to take the summer banners.

### *FINANCIAL IMPLICATIONS*

It is very difficult to estimate how much money the banners would raise if used in this campaign. It is not inconceivable that some banners would attract donations of several hundred dollars. If half the banners (3,000) were made available, then it is possible that \$300,000 could be raised for Haiti through such a program.

If this were the case, then the remaining 3,000 banners, if used as originally approved by Council, would provide a benefit to inner-city communities well in excess of the originally estimated \$150,000.

In addition to the anticipated banner revenue, inner-city initiatives have also been a key aspect in the allocation of the \$1,000,000 Social Sustainability Initiatives approved from the Olympic Legacy Reserve Fund.

Presently, there are 27 initiatives being supported through the social sustainability program. Funding provided by the City through Social Sustainability has been used to leverage more than \$750,000 from other funding partners that has also benefited inner-city communities.

### *CONCLUSION*

The donation of up to half our Olympic and Paralympic street banners provides an opportunity to raise funds to help Haiti while preserving the ability to also raise funds for inner city projects as originally envisioned.

Staff recommends that up to 3,000 of the Olympic and Paralympic street banners be provided to UNICEF to be used for fundraising for Haiti.

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