



IN CAMERA

ADMINISTRATIVE REPORT

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TO: Vancouver City Council

FROM: Penny Ballem, City Manager

SUBJECT: Update on the City's Participation in the 2010 Shanghai Expo - Urban Best Practice Area

IN CAMERA RATIONALE

This report is recommended for consideration by Council in the In Camera agenda as it relates to Section 165.2(1) of the *Vancouver Charter*: (k) negotiations and related discussions respecting the proposed provision of an activity, work or facility that are at their preliminary stages and that, in the view of the Council, could reasonably be expected to harm the interests of the city if they were held in public.

RECOMMENDATION

- A. THAT the City Manager be authorized to finalize a Memorandum of Understanding (MOU) with Forestry Innovation Investment (FII), an agency of the Province of B.C., to establish a partnership for participation at Expo 2010 in Shanghai, China.
- B. THAT the City Manager be authorized to act as representative of the City in signing necessary documents with Shanghai Expo that are related to the City's participation.
- C. THAT the City Manager report to Council on the content and execution of the exhibit at the Vancouver Pavilion and the executed MOU with FII.

COUNCIL POLICY

There is no applicable Council Policy.

BACKGROUND

The 2010 World Exposition will be held in Shanghai, China from May 1 to October 31, 2010. The six-month event is expected to attract over 70 million visitors which, if attained, will make it the most well-attended world exposition in history. The Expo theme "*Better City, Better Life*" has been chosen, with four sub-themes: Liveable Cities, Sustainable Urbanization, Protection and Utilization of Historical Heritages and Technological Innovation in the Built Environment. Shanghai's Expo marks the first time that a world exposition has specifically focused on the subject of cities and urban development.

In 2007, the City of Vancouver began to investigate the potential of participation in this significant global event. Expressions of Interest were prepared and submitted, partnership arrangements were considered and funding sources were explored. By March 2008, submissions to the Expo had been adjudicated by an International Selection Committee and Vancouver's proposal was selected for the Expo's Urban Best Practices Area - a precinct within the Expo site where cities from around the world are invited to demonstrate innovative best practices for improving the quality of urban life. Vancouver's approved exhibit will showcase the City's leadership in innovative and sustainable city-building, chronicling how Vancouver has embraced concepts of livability and sustainability in its dynamic "green" communities within the urban core.

While the City's approved exhibit will specifically focus on the evolving new communities along the shores of False Creek and the City's successes in sustainable urban best practices, it is recognized that Vancouver's participation at the Shanghai Expo represents a tremendous opportunity for exposure, promotion, economic development and communication of the City's broader goal to become the greenest city in the world by 2020. The potential exists to build upon the "once-in-a-lifetime" economic development opportunity that the City will capture through the 2010 Olympic Winter Games by continuing to focus attention on jobs and the economy, greener communities, and human health. A key marketing and communications tool is the City's "Vancouver Green Capital" business brand that presents a robust, long-term economic strategy to guide the City's pursuit of economic opportunities around the world. The Shanghai Expo can be yet another catalyst to promote Vancouver as a "leading edge" place to do business to a large international audience.

On July 28, 2009 Council, at its in-camera discussion, moved in principle to support the City's participation in the 2010 Shanghai Expo in partnership with Forestry Innovation Investment (FII), an agency of the Province of British Columbia. Council's authorization directed the City Manager to begin to negotiate partnership terms and to assign staff to initiate the process of developing content for the City's exhibit. This report provides an update on the terms of the proposed partnership arrangement between the City and FII, it describes the City's pavilion and the exhibit concept, it discusses the financial implications and it outlines some of the promotional and economic development opportunities inherent in the City's participation in this event.

DISCUSSION

The proposed partnership arrangement is such that the two entities (COV - FII) will occupy one building which will be identified as the "Vancouver Pavilion". FII would take responsibility for the overall Pavilion funding (estimated at \$1.5 million) which includes construction of the Pavilion building, management and delivery of all aspects of the exhibits including construction of panels and displays, supply of audio-visual equipment and

preparation, delivery of all communications (graphic and written) materials, operational matters and staffing of the Pavilion during the Expo. The City would be responsible for the conceptualization of its exhibit including the content and messaging, creative design, and related communications tools (\$250,000 of the total budget has been allocated for the City's exhibit). The City would have final sign-off on all matters of content associated with its display area.

The Vancouver Pavilion at the Shanghai Expo

Vancouver's pavilion is a stand-alone, three-storey glass and wood structure located in the Urban Best Practices Area (UBPA) of the Expo site (Figure 1). The UBPA is a distinct, 15 hectare (37 acre) precinct within the overall Expo site where 55 invited cities will showcase their urban best practices. The Pavilion building is iconic in its contemporary and translucent design, and it occupies a relatively prominent location within a cluster of pavilions in the UBPA (Figure 2). As visitors enter this precinct of the Expo site, the Vancouver Pavilion will be highly visible with a larger, traditional Chinese-style structure as its backdrop.

Within the Vancouver Pavilion, the City's exhibit will occupy the entire first or at-grade floor which has an overall floor area of approximately 2,700 square feet (2,200 square feet net of "back of house" space). Forestry Innovation Investment (FII) will occupy the entire second floor and intends to exhibit wood products and technologies. The third floor has a smaller floor plate and will accommodate space for offices, meetings and social events; the third floor space is available for use and specialized programming by both the City and FII.

Vancouver's Exhibit

Subsequent to the July 2009 Council direction, a "creative team" of selected staff from various City departments has guided development of the exhibit concept. Participants in this group have included representatives from Planning, the Sustainability Office, Engineering, the City Manager's Office, and the Vancouver Economic Development Commission (VEDC). Given the urban development theme of the Expo and the pavilion, the Planning Department has taken the leadership role for content development.

The City's exhibit theme and title have evolved over time and the case study that has been mandated by the Shanghai Expo is now entitled "*Legacies and the Livable City: Vancouver from World's Fair to Winter Games.*" Beyond being an overall showcase to promote the City of Vancouver, the specific geographic focus of the exhibit is on the new developments that have evolved along the shores of False Creek over the past twenty-five years. The exhibit will highlight the key urban legacies that have resulted from the thoughtfully planned redevelopment of the lands around False Creek - lands that had previously been the sites of major international events (1986 World's Fair and the 2010 Olympic Winter Games). By design, the overall exhibit not only presents Vancouver as a livable and sustainable city but it promotes the City's aggressive economic development aspirations to be a "green leader" using the messaging inherent in the "Vancouver Green Capital" strategy.

To tell the story, the City's exhibit will take visitors through graphically engaging (video and audio) interactive displays within three thematic "rooms" entitled Community, Perspectives, and Green Capital. The three rooms provide the bulk of the content related to the city's urban best practices; these areas not only speak to the legacies of False Creek redevelopment but to the City's aspirations to be a "green capital" (Figure 3).

Community - Community engagement in the planning process has been fundamental to the planning and development process. The face of Vancouver has changed significantly over the past quarter century. The number of people living in the downtown peninsula has doubled. Today, more than half of the city's people have a non-English mother tongue, with people of Chinese origin comprising 25% of the total population. Although diverse in origin, the people of Vancouver have brought their voices to the city-building process and continue to contribute to the everyday life of the new communities.

Perspectives - Vancouverites have always expressed unique ideas and critical perspectives. Vancouver is one of the few North American cities that prevented freeways from penetrating into the city centre in the 1960s. Many of the early explorations into the concepts of sustainability began here. Innovative thinking about city-building resulted in old models of urban development being transformed into denser and highly livable forms of community. Ideas and perspectives have helped to create concrete urban legacies.

Green Capital - Through its city-building experiences, Vancouver now manifests not only an exceptional physical environment but the social and intellectual expertise - the "green capital" - to inform others who strive to make better and more livable cities. Yet Vancouver aspires to do more, and to be even better, and this theme area will invite others to join us to achieve more. Stories, materials and technology relating to jobs and the economy, greener communities and human health - key messages communicated at "Vancouver House" during the 2010 Olympic Winter Games - will be repurposed in this theme area.

Visitors to the Vancouver Pavilion will be "pulsed" into the building in groups of 25 and will initially gather in a darkened theatre. With subdued lighting and sparkling night-time scenes of the city as a backdrop, the spectacle of life in the City of Vancouver will be conveyed with a three-minute high resolution promotional video. Visitors will be oriented to the city and introduced to what Vancouver has to offer and then invited into the exhibit space.

The signature element at the end of the Vancouver "Legacies" exhibit is a large scaled model (approximately 5 x 10 feet) of the urban fabric along the north and south shores of False Creek, set with a backdrop of skyline views of the city. The model will allow visitors to gain a sense of the form, character, scale and extent of development around False Creek and it will illustrate how the city effectively inter-relates with its waterfront setting. The model itself will be a legacy of the city's participation in the Shanghai Expo as it will be the city's to keep for permanent display and communications purposes.

Economic Development Opportunities

The City's presence at the Shanghai Expo has the potential to establish economic development ties at a global level. Vancouver's participation can be leveraged to develop and market the City's private- and public-sector expertise in the green building and sustainable urban design sector which is one of VEDC's ten priority business sectors. The growth and success of this sector is vital for the City to reach its local sustainability goals. Equally important in the longer run is the establishment of a relationship between the City and FII. FII is heavily involved in green building practices and its influence can serve the

City's interests given that it is well funded, open to partnerships, focused on expert marketing and has a permanent presence in Shanghai.

Another significant opportunity lies in the dissemination of Vancouver's "Green Capital" message. Even with best efforts, the Green Capital message may be missed by some in the flood of messaging coming out of the 2010 Olympic Games. To give the City's message international resonance, and to achieve the best return on the investments in this message that has been made to date, the marketing efforts will need to continue for several years. The Shanghai Expo beginning in May 2010 follows the City's hosting of the Winter Olympics and this would provide a sound venue to continue the Green Capital messaging to both urban professionals and the mass market in China. Canada has become an official tourist destination for Chinese people, and the Chinese business community will have a much greater opportunity to pursue business ventures here.

FINANCIAL IMPLICATIONS

FII has agreed to provide \$250,000 to fund the development and construction of the City's first floor exhibit. FII has its own budget to fund its second and third floor exhibits. Wherever practical, the intent is for the City and FII to share services and supporting infrastructure throughout the pavilion which includes use of the meeting and event spaces in the building and coordination of promotional and media events. The City's allocated budget will also support the necessary technological infrastructure for its exhibit and it will cover travel and local expenses for two staff to be at the Vancouver Pavilion for a period of five days in advance of the pavilion opening for coordination and set-up of the exhibit, recruitment and training of local on-site pavilion staff and to resolve operational issues. The City Manager will be finalizing the MOU agreement with FII on details of the budget and will report back to council.

To date, costs associated with the City's participation in the 2010 Shanghai Expo have primarily related to coordination, conceptualization and content development. Senior internal staff resources have been assigned and no additional out of pocket expenses have been incurred to reach the present stage of development of the exhibit and the pavilion. Staff has proceeded with this opportunity with a view to repurposing materials and technology from other already available resources including the re-use of elements from "Vancouver House" at the 2010 Winter Olympics. This will reduce costs and enable the City to seamlessly and consistently continue the promotion of the "Vancouver Green Capital" economic strategy at another large international event.

Subsequent to the May 1st Shanghai Expo opening, opportunities will manifest for representatives of the City to attend special events and ceremonies at the Expo or to participate in activities at home that promote the Shanghai Expo participation. These opportunities include the potential to engage in events with other Expo participants such as the Government of Canada, the Province of British Columbia and other world cities. Additionally, the potential to host a special "Vancouver Day" at the Expo is also being explored and a date of September 10, 2010 has been reserved by the Expo for such an event. Development of programming, communications and costs of such events will need to progress and City resources for participation in such activities will need to be further identified and allocated.

In preparation for council deliberation on the level of City's participation at 2010 Expo, staff has researched cost associated to travel and accommodation to Shanghai and other cities in China, together with an initial estimate on resources needed for program development and communications.

Travel & Accommodation

Round trip airfare, per person (travelling in Sept 2010)

- 1) Vancouver - Shanghai - Vancouver
 - China Eastern Airlines > \$1035 inclusive of taxes
 - Air Canada > \$1,520 inclusive of taxes
- 2) Vancouver - Beijing - Shanghai - Guangzhou - Hong Kong - Vancouver
 - Air Canada > \$2,250 inclusive of taxes

Hotel accommodations, per night/per person (Holiday Inn three stars standard)

Beijing	> \$70 + 15% taxes = \$80.50
Shanghai	> \$110 + 15% taxes = \$126.50
Guangzhou	> \$100 + 15% taxes = \$115
Hong Kong	> \$150 + 15% taxes = \$172.50

Special Program Development & Communications

Reception hosted by Council	\$ 6,000
Program development, materials & supplies	\$20,000
Communications materials, marketing and promotion	\$15,000

Upon direction from Council as to the level of City's participation at 2010 Expo, staff will report back with a proposed City program, together with a budget and funding sources.

CONCLUSION

Vancouver's participation in the 2010 Shanghai World Expo presents the City with an exceptional opportunity to communicate and advance its aspirations to become a world leader in sustainable city development. With an estimated attendance of 70 million visitors and its global exposure, the Shanghai Expo can have significant benefits for economic development. The notion of a Vancouver Pavilion has been accepted by the Shanghai Expo and a high-profile building and site has been allocated. The proposed partnership arrangement with Forestry Innovation Investment facilitates financial support to the City to put on the exhibit at minimal cost while securing control of the exhibit content and messaging. However, City resources will be required at a later stage to develop special programs and communications promoting Vancouver during the six months of exhibition. Mayor and council members may also wish to participate in special events on Expo site designed to promote Vancouver and its Green Capital, with other world cities and countries as our invited guests. Council will have to decide on the level of participation, approve appropriate program activities that meet the City's objectives, assign staff and council members to be involved and identified a funding source for this program.

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Fig 1 - Architectural perspective of the Pavilion

Fig 2 - Construction photo of the Pavilion showing its Immediate Context

Fig 3 - Diagrammatic Plan of the Proposed Vancouver "Legacies" Exhibit