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ADMINISTRATIVE REPORT

Report Date: April 26, 2010
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Meeting Date: May 4, 2010

TO: Vancouver City Council

FROM: City Manager

SUBJECT: City's Participation in the 2010 World Exposition (Expo) in Shanghai, China
- Urban Best Practice Area

RECOMMENDATION

- A. THAT Council endorse the Vancouver Pavilion and its program at the 2010 Expo (Urban Best Practice Area) in Shanghai, China.

- B. THAT Council direct the City Manager to work with the VEDC to ensure the city optimizes the economic development opportunities associated with Vancouver's involvement in the 2010 World Expo in Shanghai, China.

COUNCIL POLICY

There is no applicable Council Policy.

In its in-camera discussion on July 28, 2009, Council authorized the City Manager to explore a partnership with Forestry Innovation Investment to co-develop a Vancouver Pavilion in Expo Urban Best Practice Area, in Shanghai, China.

At its January 9, 2010 in-camera session Council authorized the City Manager to finalize a Memorandum of Understanding (MOU) with Forestry Innovation Investment (FII), an agency of the Province of British Columbia, to confirm a partnership for participation at Expo 2010. Through the MOU the City will also secure funding support from FII to develop the Vancouver Pavilion.

BACKGROUND

The 2010 World Expo 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 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 the urban development.

In 2007, the City of Vancouver began to investigate potential 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. Of all cities selected by the Expo, Vancouver is one of only three North American cities that will participate.

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 "green" downtown communities. 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 economic development initiatives that the City undertook during the 2010 Olympic Winter Games. The Shanghai Expo is another large-scale, high-profile, international event at which the City can continue to focus attention on its "Vancouver Green Capital" initiative, which presents a robust, long-term economic strategy to guide the City's pursuit of economic opportunities around the world.

This report provides an overview of the terms of the partnership that has been arranged to realize the Vancouver Pavilion at the 2010 World Expo in Shanghai. It describes the City's Pavilion and the exhibit concept, it presents the promotional and economic development opportunities inherent in the City's participation in this event and it outlines the financial implications of using the City's Expo presence as a catalyst to further advance on the City's "greenest city" agenda.

DISCUSSION

The City's participation in the 2010 Shanghai Expo has been realized through partnership arrangement with Forestry Innovation Investment (FII), an agency of the Province of British Columbia, which promotes British Columbia's forest practices and products around the world. The partnership is synergistic in that the City of Vancouver has an approved exhibition concept for the Expo, while FII has the mandate and resources to pursue economic development within the Chinese marketplace. Accordingly, the partnership arrangement is such that the two entities will occupy one freestanding building, which will be identified as the "Vancouver Pavilion".

With respect to financial matters, FII has taken on responsibility for the overall Pavilion funding with a total budget of \$1.98 million . This budget allocation covers construction and fitting of the building, management and delivery of all aspects of the exhibits including design and construction of displays, preparation and supply of audio-visual equipment, delivery of all communications (graphic and written) materials as well as day-to-day operations of the Pavilion throughout the six-month Expo period. This includes costs of hiring and training Chinese-speaking hosting staff in Shanghai, with input and leadership provided by the City.

The City is responsible for the conceptualization of its exhibit on the first floor of the Pavilion in accordance with the approved concept by the Expo. This includes content and messaging, creative design, and related communications tools. The City will have final sign-off on all matters of content associated with its display area. The City has been successful in negotiating a Memorandum of Understanding (MOU) with FII whereby it is able to secure \$280,000 funding to develop the exhibit as well as provide support for five City staff who will act as resources in Shanghai to ensure the City's messages, promotion and marketing opportunities are being maximized.

Since the partnership was formed, work to realize the Vancouver Pavilion has progressed both in Shanghai and in Vancouver. FII has a permanent office in Shanghai and staff there have been handling all "on the ground" aspects of construction as well as day-to-day operational liaison with Expo authorities. In Vancouver, a "creative team" of selected staff from various City departments has provided guidance for the detailed development of the City's exhibit. Given the urban development theme of the Expo and the Pavilion, senior staff from the Planning Department have taken on the leadership role for content development. Participants on the creative team include key representatives from the City Manager's Office, the Sustainability Office, the Engineering Department, the Southeast False Creek Office, the Communications Office and the Vancouver Economic Development Commission (VEDC).

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 Vancouver Pavilion building is modest in scale yet iconic in its contemporary and translucent design. It occupies a relatively prominent location within a cluster of pavilions in the UBPA (Figure 2) and, by chance, is advantageously located adjacent to the Shanghai (host city) Pavilion. As visitors enter this precinct of the Expo site, the Vancouver Pavilion will have a central presence given that a larger, traditional Chinese-style structure will serve as its' backdrop.

Within the Vancouver Pavilion, the City's exhibit occupies 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) occupies the entire second floor and will exhibit British Columbian wood products, practices and technologies. The third floor is a semi-public space with a smaller floor plate and accommodates offices and space for meetings and social events. It will also be available for use and specialized programming by both the City and FII.

Vancouver's Exhibit

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 new developments that have evolved along the shores of False Creek over the past twenty-five years. The exhibit will highlight 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 "galleries" entitled **Community**, **Perspectives**, and **Opportunities**. The three themed galleries 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 achieve a "green capital" and be the greenest city in the world by 2020 (Figure 3).

Community - The face of Vancouver has changed significantly over the last quarter century. Although varied in origin and demographically diverse, the people of Vancouver have brought their voices to the city-building process and continue to contribute to the everyday life of new communities. Community engagement in the planning process has been fundamental to the planning and development process in Vancouver.

Perspectives - Vancouverites have always expressed unique ideas and critical perspectives. It is for that reason that Vancouver is one of the few North American cities without freeways penetrating into the city centre. Many of the early explorations into the concepts of urban sustainability began here. Innovative thinking about city-building resulted in old models of city-building being transformed into denser and highly livable forms of community.

Opportunities - 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; 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 are the focus of this theme area.

Visitors to the Vancouver Pavilion will be "pulsed" into the building in groups of 25 and will initially gather in a small, 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 visually introduced to the qualities that make Vancouver so livable. From the theatre, visitors will enter into the exhibit space where they can freely circulate through the galleries.

The signature element at the end of the Vancouver "Legacies" exhibit is a large, scaled model (approximately 2 x 3 metres) of the urban fabric along the north and south shores of False Creek, set against 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 continuing dissemination of Vancouver's "Green Capital" message which was communicated during the 2010 Olympic Winter Games. To give the City's message international resonance, and to achieve the best return on the investments in this message that have been made to date, the marketing efforts will need to continue for several years. The Shanghai Expo, which begins in May 2010 follows the City's hosting of the Winter Olympics and will provide a prominent 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.

For Vancouver, a presence at the six-month Expo will provide significant opportunities to deliver a number of key messages including:

- *Investment*: promote investment opportunities in one of the most livable cities with a focus on the Green Economy, including green capital, and creation of green jobs
- *Tourism*: partnering with Tourism Vancouver to introduce the City to a broader international audience and the Chinese population. The recent "Approved Destination Status" that China has granted Canada has created much discussion in China. The City's presence at the Expo site will provide the opportunity to promote Vancouver to millions of Chinese residents
- *Immigration*: to lure Chinese entrepreneurs looking for a better living environment and quality of life for his/her family to consider Vancouver as their new home for investment and living
- *Education*: to publicize Vancouver's diverse education opportunities and quality curriculum for children, youth and young adults from China.

Operations and Key Dates

The World Expo in Shanghai will open on Saturday May 1, 2010 with interest and attention expected to be high from the start. The Chinese national government declared a five-day holiday for all residents of Shanghai starting on the Expo's opening day that will give the city's 20 million residents an opportunity to visit the site from the outset. Three City staff will be in Shanghai in advance of the opening to prepare the exhibit, to orient and train the host staff, to finalize the operations of the Pavilion and to host an opening day event. Throughout the duration of the Expo, one City of Vancouver staff member, fluent in Mandarin and English, will remain in Shanghai to be the City's liaison, support and resource personnel at the Pavilion. Three different staff will be seconded to this position, each for a two-month period, so that the City is represented "on the ground" during the full six-month duration of the Expo.

The Shanghai Expo provides an important opportunity for Vancouver to pursue economic development through special events and ceremonies at the Shanghai Expo or through events at home which highlight our involvement in the Fair. At this point, staff are working closely with VEDC on an appropriate plan; the schedule of events is evolving and a proposed calendar is being developed which aligns with activities of other Expos participants such as the Government of Canada, the Province of British Columbia and other world cities. At this point, the City has scheduled a special "Vancouver Green Capital Day" at Expo on September 10, 2010.

Planning is underway for the Vancouver Pavilion to launch a soft opening the second week of May with the theme of "Olympic Host City Day". The Pavilion will be decorated with Olympic banners; and video and photos displaying Olympic scenes will be displayed on television screens. Visitors are invited to take photos with the Olympic torch or sit in a bobsled. Olympic pins will be handed out and prize draws will be conducted every half hour for a chance to win a variety of Olympic souvenirs and merchandise.

FINANCIAL IMPLICATIONS

FII has agreed to provide \$280,000 to fund the development and construction of the City's first floor exhibit. FII has its own resources 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 from FII also supports the necessary technological infrastructure for its exhibit. It also covers travel and local expenses for two City staff to be at the Vancouver Pavilion in advance of the pavilion opening for coordination and setting-up of the exhibit, recruitment and training of local on-site pavilion staff and to resolve operational issues. Following this time, three additional City staff working as key liaisons and resources to the local Pavilion staff will each work in the Pavilion for a two month period between May to October, 2010.

FII funding to the City for the development and support of Vancouver's exhibition is distributed as follows:

Funding from FII:	\$280,000
Expenditures	
Development & construction of exhibition:	\$236,570
Staff travel, accommodation and per diem:	\$ 43,430
<i>Total Expenditures:</i>	<i>\$280,000</i>

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 have proceeded with this opportunity with a view to repurposing materials and technology from other already available resources including the re-use of elements from the 2010 Winter Olympics' "Vancouver House" and pre-existing video footage. This has reduced costs and has resulted in an exhibit that is more substantial than what could have otherwise been supported with the budget allocated.

City staff travel, accommodation and per diem costs are covered under the FII budget allocation to the City. This does not include staff salaries. The three staff working in Shanghai are being seconded from the Communications, Planning and Property tax departments. During the period of secondment, City home departments will continue to pay staff salaries (serving as the cost the City will carry), in addition to the development and support work by the City's Pavilion Creative Team.

Any further economic development activity will be planned with VEDC who have highlighted this as a major focus for the business plan in 2010.

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 is expected to have significant benefits for economic development. The partnership arrangement with Forestry Innovation Investment facilitates financial support to the City to stage the exhibit at a minimal cost while securing control of the exhibit content and messaging.

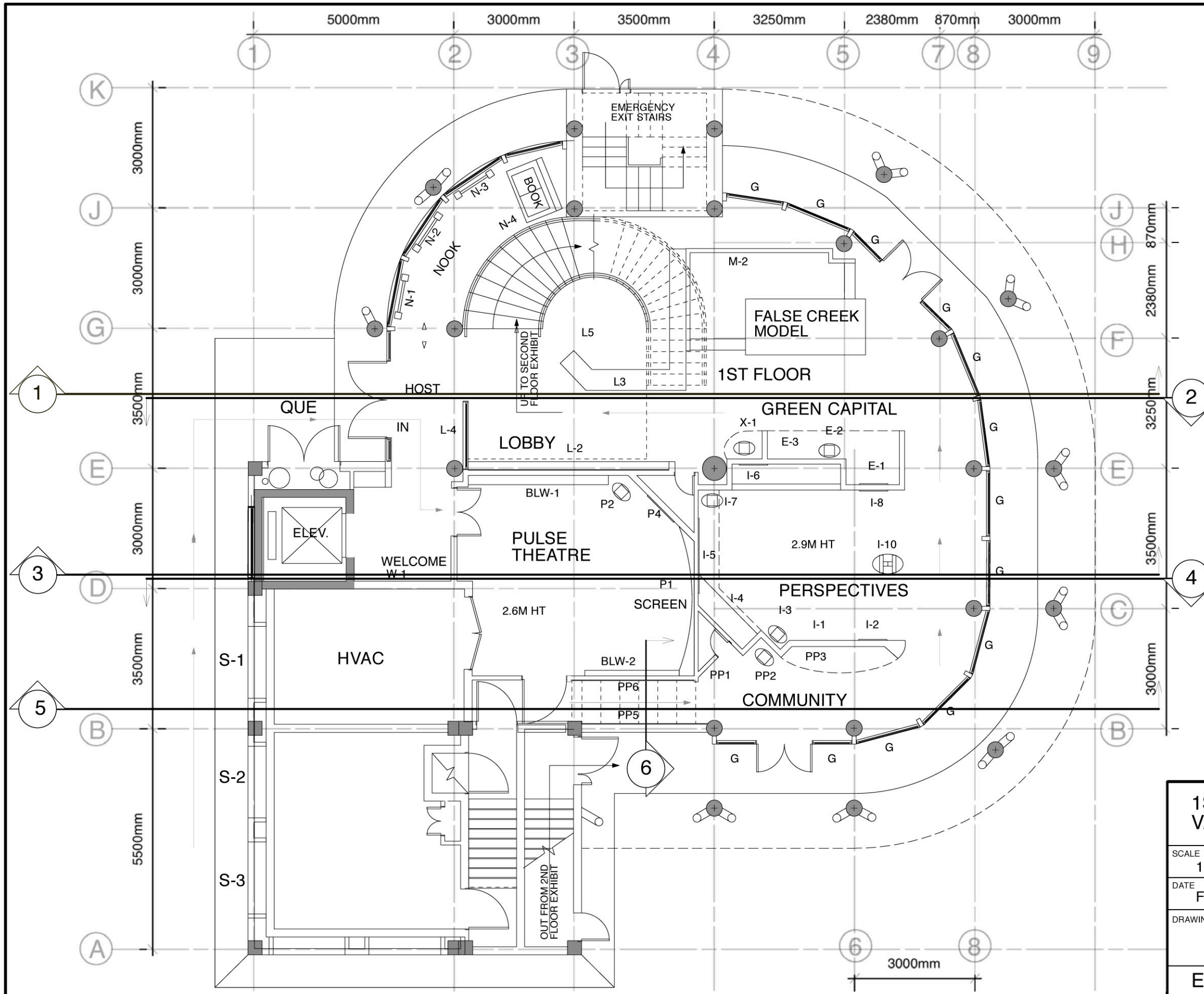
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Fig 1 - Architectural perspective of the Pavilion

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

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

FIGURE 1



- NOOK**
- N-1: MURAL
- N-2: MURAL
- N-3: MURAL
- N-4: BOOK
- LOBBY**
- L-1: LCD/VIDEO
- L-2: MURAL
- L-3: RECEPTION COUNTER
- L-4: ENTRY WALL
- L-5: WOOD CHANDELIER
- PULSE THEATRE**
- P-1: LCD/VIDEO MAIN SCREEN
- P-2: TALKING HEAD
- P-4: 42" VIDEO
- BLW-1: BACKLIT MURAL
- BLW-2: BACKLIT MURAL
- WELCOME**
- W-1: MURAL
- GLASS GRAPHICS**
- G
- SHOW WINDOWS**
- S-1
- S-2
- S-3
- EXIT**
- X-1: TALKING HEAD MAYOR
- FALSE CREEK MODEL**
- M-1: CITY MODEL
- M-2: MURAL
- GREEN CAPITAL**
- E-1: LCD/VIDEO
- E-2: TALKING HEAD
- E-3: INFO/GRAPHICS
- E-4: MURAL
- PERSPECTIVES**
- I-1: WALL GRAPHIC
- I-2: 32" VIDEO
- I-3: TALKING HEAD
- I-4: STORY PANEL
- I-5: LENTICULAR
- I-6: 32" VIDEO
- I-7: TALKING HEAD
- I-8: 32" VIDEO
- I-9: WALL GRAPHIC
- I-10: INFO ISLAND LCD/ VIDEO
- COMMUNITY**
- PP-1: PEOPLE COLLAGE
- PP-2: TALKING HEAD
- PP-3: INFO/ GRAPHIC
- PP-5: RAISED PANEL W/ LED BACKLIT
- PP-6: RAISED PANEL W/ LED BACKLIT

1st Floor PLAN VANCOUVER PAVILION		
SCALE 1:100	APPROVED BY	DRAWN BY MIRA YUNG
DATE FEB. 16, 2010		REVISED
DRAWING # VP-01-1		
Exhibitree Display/ KEN HEIT CREATIVE		

FIGURE 2



NG WHEELS

THE CITY OF ODENSE DENMARK

A MODERN FAIRY TALE OF THE REVIVAL OF THE BICYCLE

THESE URBAN DEVELOPMENTS HAS TAKEN A NEW TURN, SUSTAINABILITY AND SMART SOLUTIONS ARE CONSIDERED ESSENTIAL ELEMENTS BY WHICH TO BUILD A LIVABLE CITY. A CITY FOR THE FUTURE, AND AT THE SAME TIME, WE FIND THE BICYCLE, SHARED AND INDIVIDUAL, PROMOTING ENVIRONMENTALLY FRIENDLY CHOICES AND HEALTHY LIVING.

THIS IS THE FAIRY TALE OF ODENSE, WHERE THE BICYCLE IS MORE THAN A MEANS OF TRANSPORTATION. IT IS A WAY OF LIFE.

ODENSE IS LOCATED 150 KM WEST OF THE CAPITAL, COPENHAGEN, AND IS THE THIRD LARGEST CITY IN DENMARK. ODENSE IS THE BIRTH PLACE OF THE WORLD FAMOUS STORY TELLER HANS CHRISTIAN ANDERSEN AND INTERNATIONAL CYCLES MANUFACTURER HANSEN BICYCLES ODENSE.

"WHEN TIME IS INDEED A THING OF FAIRY TALES"

H. HANS CHRISTIAN ANDERSEN IN THE BIKER. A FAIRY TALE WRITER WHOSE TIME HAS VISITED THE BIKER WORLD IN THE

FIGURE 3

