



# A1

## ADMINISTRATIVE REPORT

Report Date: June 7, 2010  
Contact: Greg Eng  
Contact No.: 604.296.2861  
RTS No.: 08701  
VanRIMS No.: 08-2000-20  
Meeting Date: June 22, 2010

TO: Vancouver City Council  
FROM: Olympic and Paralympic Operations  
SUBJECT: 2010 Olympic & Paralympic Street Banner Allocation Program

### *RECOMMENDATION*

THAT Council approve the donation of 3503 of the Vancouver 2010 Olympics and Paralympics street banners to 10 non-profit organizations listed in Table 1 of this report for the purpose of raising funds for inner-city initiatives.

### *GENERAL MANAGER'S COMMENTS*

The General Manager of Olympic and Paralympic Operations RECOMMENDS approval.

### *COUNCIL POLICY*

On September 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."

On February 2, 2010 Council approved a subsequent report that "donated up to 3000 of the 6000 Olympic and Paralympic Street Banners to UNICEF for the purpose of fundraising to benefit Haiti."

### *PURPOSE*

The purpose of this report is to seek Council's approval to donate 3503 banners to 10 local not-for-profit organizations under the Vancouver 2010 Olympic and Paralympic Winter Games Street Banner Allocation Program. Application details and program criteria are presented in the report appendices.

## ***BACKGROUND***

In 2008, Council approved a recommendation to purchase and install 6000 Olympic and Paralympic banners in order to decorate the streets of Vancouver for the 2010 Olympic and Paralympic Winter Games. These banners were funded through the Olympic and Paralympic legacy Reserve Fund.

As the Host City of the 2010 Olympic and Paralympic Winter Games, Vancouver was the focus of world-wide attention, we took this opportunity to create a stunning *Look of the City* that highlighted our City's unique character, people and environment, while providing positive experiences for residents alike.

Vancouver's street banners are a famous and recognized attribute of our city. The City, as a full partner in the implementation of the "Inner City Inclusivity Commitments," has integrated the potential for innovative reuse of the banners into this Program.

It was recommended in the 2008 RTS #7611 council report, that "the revenue received from the sale or reuse of the Olympic banners be dedicated to inner-city projects, working in partnership with inner-city community organizations." Staff estimates were such that the program would result in a potential return of \$150,000 or more. This has turned out to be a very conservative estimate.

In February of 2010, Council approved the donation of up to 3,000 of the 6,000 2010 Winter Games street banners to UNICEF for the purpose of raising funds to benefit Haiti. Of the 3000 banners allotted, 2497 banners were sold with the remaining 503 being reallocated to the 2010 Street Banner Allocation program. UNICEF raised \$175,000 for Haiti.

## ***DISCUSSION***

In April of this year, the Olympic and Paralympic Operations office developed a program to support the allocation of banners to local not-for-profit organizations for use in fundraising schemes to provide needed revenue for inner-city initiatives, as approved by Council in September 2008, Council Report No. 07611; Recommendation B.

Corporate Communications launched the program through several media streams, including news release, advertisement in local newspapers, 43 direct e-mail invitations/announcements to key inner-city not-for-profits, and on the City's and local charity websites. The advertisement requested proposals on the use the banners for fundraising that will specifically benefit the inner-city communities of the Downtown Eastside, Downtown South and Mount Pleasant.

In consultation with Supply Management, an application process based on advertised eligibility criteria was developed. A committee comprised of staff representatives from Corporate Communications, Sustainability Group, The Gathering Place, Community Plans and Implementation, Great Beginnings, Supply Management and Olympic and Paralympic operations was struck to review the applications.

The Committee members brought in a range of expertise and experience from working in the inner-city communities of Mount Pleasant, Downtown Eastside Downtown South in Vancouver to designing and reviewing formalized proposals.

Ten applications were received by the May 25, 2010 deadline. Upon receipt, applications were screened for eligibility. Eligible applicants who were missing documentation were contacted and permitted an opportunity to provide the additional information prior to the adjudication review date of June 3, 2010. Applications were thereafter evaluated by the Adjudication Committee.

Committee members were asked to assess applications against the program criteria. (Appendix B of this report.) The Adjudication Committee recommends allocating banners for the 10 applications as listed in Table 1 below and described in Appendix A.

The Olympic and Paralympic Operations office has contacted selected organizations to gauge whether projects are still viable with the recommended amount of banners being donated. The organizations have confirmed that the recommended amount of banners is an effective amount and events and projects will continue without the minimum requested.

The application form included a requirement to commit to providing an Event Summary within 30 days of the completion of the project. Summaries will be submitted to the City's Corporate Communications Department providing an opportunity to develop good news stories including the use of images useful with these stories. Summaries will be collected and prepared for Records Management by the Communications Department on behalf of the City Manager's office.

Table 1-City of Vancouver 2010 Winter Games Street Banner Allocation Program Recommendations

Table 1: 2010 Winter Games Street Banner Allocations

Organization Name	Requested	Minimum Requested	Recommended
BC Lions Society	50	50	10
Kettle Friendship Society - Common Thread	800	770	800
KidSport - Vancouver Chapter	10	6	6
Mount Pleasant Community Centre Association	132	100	132
Mount Pleasant Family Centre Society	40	10	40
Mount Pleasant Neighbourhood House Association	500	250	75
Pacific Community Resources Society	24	4	18
Second Mile Society	72	72	72
Tradeworks Training Society	2000	500	1650
Vancouver Native Housing Society	1200	500	700
<b>Total Requested</b>	<b>4828</b>	<b>2262</b>	<b>3503</b>

Of the ten applications reviewed, all were recommended to receive banners.

### *FINANCIAL IMPLICATIONS*

The revenue expected to be raised for inner-city initiatives from the sale or reuse of the banners is difficult to predict. The value to the targeted communities will be determined through ongoing multiple projects by those who either sell or reuse the banners. UNICEF has raised approximately \$175,000 with their allotment of banners, and it stands to reason that the remaining 3000 banners for this project have the ability to meet or exceed that amount.

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 Fund as per RTS #7555 council report.

Twenty-eight initiatives have been supported through the Social Sustainability program. Funding provided by the City through Social Sustainability has been used to leverage more than \$760,000 from other funding partners, which has also benefited inner-city communities.

### *CONCLUSION*

The allocation of the Vancouver 2010 Winter Games street banners provides an important opportunity for local not-for-profits to work in partnership with inner-city community organizations to raise needed funds, either through sales or reuse, that are dedicated for inner-city projects. Through the events and relationships developed through this process, the end goal of this program is the enhancement of the vibrancy of these neighbourhoods.

\* \* \* \* \*

City of Vancouver 2010 Winter Games Street Banners Allocation Program Recommendations

**BC Lions Society** - An allocation of 10 banners is recommended to support inner-city children and youth who will benefit from Easter Seals projects.

**Common Thread - Kettle Friendship Society** - An allocation of 800 banners is recommended for Common Thread's innovative use of banners for employment of local citizens in the DTES. The revenues generated will contribute to the social enterprise that provides training in culinary services for local citizens who face barriers to employment.

**KidSport - Vancouver Chapter** - An allocation of 6 banners is recommended for KidSport's three major fundraising events. Revenues raised will directly benefit children in the three inner-city communities through KidSport's mandated work on a variety of sport-related initiatives.

**Mount Pleasant Community Centre Association** - An allocation of 132 banners is recommended for Mount Pleasant Community Centre to fundraise for an indoor wall climbing program for 1,000 children and youth in the Mount Pleasant area.

**Mount Pleasant Family Centre Society** - An allocation of 40 banners is recommended for Mount Pleasant Family Centre to auction as a fundraiser to generate revenue for renewing outdoor play space and equipment utilized by families and local residents.

**Mount Pleasant Neighbourhood House Association** - An allocation of 75 banners is recommended for fundraising for MPNH with the revenues generated being applied to supporting programs, activities and community celebrations that bring people together to build a better neighbourhood.

**Pacific Community Resource Centre - Broadway Youth Resource Society** - An allocation of 18 banners is recommended for the Broadway Youth Resource Society's fundraising efforts to generate revenue to fund a youth exchange for 20 inner-city youth to travel to Toronto in the YMCAs Youth Exchange Canada program.

**The Gathering Place-Second Mile Society** - An allocation of 72 banners is recommended for Second Mile Society's fundraising campaign. The resulting revenues will be used to employ local residents in the 2011 Summer Host Program, similar to the Olympic Host Program, which fostered job skill training and nurtured a sense of belonging and greater self-esteem for less fortunate local residents.

**Tradeworks Training Society** - An allocation of 1650 banners is recommended for Tradeworks' revenue-generating project of the sale of banners as souvenirs to fund their social enterprise project for at-risk youth, which provides for Level 1 Carpentry Apprenticeships and up to 20 weeks of entry-level work.

**Vancouver Native Housing Society** - An allocation of 700 banners is recommended for the Vancouver Native Housing Society for their project which will employ local youth and elders to sew saleable items to generate revenue to outfit the Urban Aboriginal Fair Trade Art Gallery and Production Space for a long-term, pro-active approach to the empowerment of Aboriginal people.

To be eligible for banners, organizations **must**:

- Be based in Vancouver and have been registered as a non-profit society for more than a year and in good standing.
- Provide evidence of the organization's clear mandate, adequate administration, functional board and engagement of key organizers.
- Identify clear fundraising plan that will utilize allotted banners.
- Identify how revenue from fundraising program will benefit one, two, or all three identified inner-city communities: Downtown Eastside, Mount Pleasant and Downtown South.
- Demonstrate the level of support the organization will leverage to create success.
- Demonstrate how, and to what degree, initiatives created from revenue will contribute to community engagement.
- Demonstrate expected revenues and how those revenues will benefit the inner-city community/communities.