

## NOTICE OF MOTION

### 9. Celebrating Vancouver

MOVER: Councillor Reimer

SECONDER: Mayor Robertson

#### WHEREAS

1. The City produces a number of Vancouver branded products for protocol gifts and special events;
2. There is a high demand for these products from the public and visitors;
3. The City also provides items for sale from a number of departments such as Archives, and has requests for reproductions of items from a number of other departments such as public art, street banners and street signs;
4. In recent years a number of municipal governments, transit authorities and other local government agencies have created retail operations, either online or through brick and mortar outlets, for public purchase of their branded products;
5. These retail operations can be managed by a third party in a manner that allows for expanded public access to products with limited or no public financial exposure;
6. These retail operations have had additional benefits to their local communities including providing an opportunity to engage outstanding local designers and manufacturers, creating local jobs in the creative and IT centres, and providing an avenue for online engagement with residents to build community and civic pride.

THEREFORE BE IT RESOLVED THAT staff report back to Council with recommendations regarding implementing a cost neutral retail operation for Vancouver branded products and other items for which the City has licensing rights.

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