



COUNCIL REPORT

Report Date: October 29, 2024
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Meeting Date: November 27, 2024
[Submit comments to Council](#)

TO: Standing Committee on Policy and Strategic Priorities
FROM: Deputy City Manager and Chief Procurement Officer
SUBJECT: Contract Award for Service Provider to Assist the City in the Planning and Delivery of the FIFA Fan Festival™

Recommendations

- A. THAT Council authorize City staff to negotiate an agreement (“the Agreement”) for event delivery services related to the FIFA Fan Festival™ (Fan Fest) with Brand Live Management Group, with fees to be comprised of (i) a fixed component at an estimated value of \$1,478,393, and (ii) a variable component to be comprised of 7.5% of the total Fan Fest planning and delivery budget, with the term of the contract to be approximately two years, and with the source of funds for this Agreement to be the FWC26 Incremental Budget Reserve.
- B. THAT Council delegate its authority to execute the Agreement to the City's Director of Legal Services, Chief Procurement Officer, and Deputy City Manager.
- C. THAT no legal rights or obligations will be created by Council's approval of Recommendations A and B unless and until the City executes and delivers the Agreement.

Purpose and Executive Summary

As an obligation arising under the FIFA Host City Agreement, the City of Vancouver is required to deliver a fan festival as an element of the FIFA World Cup 2026 event. The City issued a Request for Expressions of Interest (RFEOI) No. PS20240750-OCM-RFEOI FIFA WORLD CUP 26 VANCOUVER™ – FIFA FAN FESTIVAL™ on April 2, 2024. The City advertised the RFEOI on the City of Vancouver website and BC Bid, in accordance with the City's Procurement Policy (ADMIN-008). The RFEOI was utilized to create a short list of firms to participate in a subsequent Request for Proposal (RFP) process.

On July 9, 2024, an RFP was directly issued to six short listed firms from the RFEOI. The RFP closed on September 4, 2024, with four of the six short-listed firms submitting proposals to the City. Based on a comprehensive evaluation of the four submissions, staff are seeking authority to conclude an agreement with Brand Live as the proponent offering the best overall value to the City.

Council Authority/Previous Decisions

The City's Procurement Policy (ADMIN-008) requires Council to approve contracts with a total value greater than \$3,000,000 following review and recommendations by the City's Bid Committee. The Bid Committee has considered the bids and recommends Brand Live Management Group as the successful proponent.

City Manager's Comments

The City Manager concurs with the foregoing recommendations.

Context and Background

As an obligation of hosting the FIFA World Cup 2026, the City of Vancouver is required to deliver a fan festival as an integral element of the event. The City requires event delivery services for Vancouver's FIFA Fan Festival™ to be held at the PNE.

The City of Vancouver is seeking an experienced third-party provider to deliver a turnkey solution for the creative concept, programming content, infrastructure, equipment, mobilisation/build, operational delivery and overall management of the FIFA Fan Festival™ . The City, which remains fully responsible for the organisation and delivery of the FIFA Fan Festival™, is responsible for ensuring that such provider always acts in compliance with the FIFA Host City Agreement, Event Manual (including the Operational Documents), and instructions in respect of the FIFA Fan Festival™.

The initial \$20,000,000 budget for planning, staging and delivering the FIFA Fan Festival™ was created in 2022 with the base requirements from FIFA which were available at the time. FIFA provided an updated FIFA Fan Festival Event Manual to Host Cities on May 31, 2024. The City built the new requirements into the scope of work for the RFP.

The third-party provider will be instrumental in working with the City to validate the budget, develop the business plan for the event and ultimately deliver a uniquely Vancouver and British Columbian Fan Fest.

The City conducted a two-stage procurement process to assess an international market of firms who currently have the resources, expertise and experience to deliver the services required for the FIFA Fan Festival™.

Stage 1 was a Request for Expression of Interest (RFEOI) issued in March 2024. The RFEOI closed May 4, 2024, with thirty-three (33) responses being received. The City evaluated all responses and short-listed six respondents to participate in the second stage of the process.

Stage 2 was a Request for Proposal (RFP). The RFP was directly issued to the six firms on July 9, 2024, and closed on September 4, 2024, with four proposals being submitted to the City. Respondents were provided with opportunities to submit questions to the City and FIFA and were provided a site visit during the PNE Fair prior to the closing date of the RFP. Two short listed firms withdrew their interests to provide a proposal submission prior to the closing date.

Discussion

The RFEOI and subsequent RFP were issued in accordance with the City's Procurement Policy (ADMIN-008). The City received thirty-three (33) responses from RFEOI from which six firms were shortlisted to participate in the RFP process. The City received responses to the RFP from:

- Brand Live Management Group
- Second Dimension International Ltd.
- Patrick Roberge Productions Inc.
- IMG

The responses were evaluated, using both quantitative and qualitative factors, by an evaluation team comprised of representatives from the FWC26 Host Committee and the PNE, under the stewardship of Supply Chain Management, to assess each response's overall value.

Some of the criteria considered in the overall evaluation process included:

- Company profile
- References and past performance
- Understanding the scope, work plan and ability to meet the schedule
- Key personnel and experience
- Proposed dedicated resources
- Proposed pricing and financial modelling
- Company background checks
- Sustainable and Ethical Procurement considerations

The evaluation team concluded that the proposal submitted by Brand Live Management Group met the City's requirements and provided the best overall value to the City.

Financial Implications

Financial Planning & Analysis (FP&A) has reviewed the cost of the goods and/or services and concurs that funding is available from the FWC26 Incremental Budget Reserve.

FP&A has reviewed and concurs on the cost estimates shown in the table below.

Proponent	Brand Live Management Group
Initial Budget (planning, staging and delivery)	\$20,000,000
Projected Management Fixed Service Fees	\$1,478,393
Future Variable Fees Based on % of Total Project Budget	7.5%

As is standard in the industry for these services, Brand Live’s fees are proposed to be comprised of two elements:

- a fixed component at an estimated value of \$1,478,393 plus applicable taxes, which are project management fees, and
- a variable component to be comprised of 7.5% of the total Fan Fest planning and delivery budget, which is compensation for operational staffing, services and expenditures associated with delivering the festival.

Legal Implications

The City’s Procurement Policy (ADMIN-008) requires the Director of Legal Services to execute all contracts greater in value than \$3,000,000 that have been awarded by the Bid Committee and Council.

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