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<b>To:</b>	<a href="mailto:CCDTMACDL@vancouver.ca">"Direct to Mayor and Council - DL" &lt;CCDTMACDL@vancouver.ca&gt;</a>
<b>Date:</b>	2/3/2016 2:21:54 PM
<b>Subject:</b>	Request to Staff - RTS 11170 - Results of Stakeholder consultation to commemorate Expo '86 30th Anniversary Celebrations
<b>Attachments:</b>	<a href="#">CMO - Mayor &amp; Council - RTS 11170 - Results of stakeholder consultation for Expo 86 30th Anniversary Celebration - 2016.02.02.pdf</a>

Dear Mayor and Council.

Please see attached memo from Teresa Hartman, Acting General Manager, Community Services, with results of Stakeholder consultation about organizing and funding an event to commemorate Expo '86 30th Anniversary celebration. A short summary of the Memo is as follows:

- All stakeholders canvassed seemed interested to participate in some way but no one was willing to produce an event or contribute financially;
- Unless the City is willing take the lead and make the initial financial investment of hiring an event producer and communication/marketing professional to secure the sponsorship funds required to produce the plan no event beyond what is already planned by Port Metro, the Pendulum Gallery and the Museum of Vancouver will be supported by the stakeholders canvassed;
- Given the lack of interest in leading, funding or fund-raising for such an event, the activities already planned by the community as outlined in the memo seem to match the interest.

Regards,

Sadhu A. Johnston, LEED AP  
Acting City Manager  
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COMMUNITY SERVICES  
General Manager's Office

## MEMORANDUM

February 2nd, 2016

TO: Mayor and Council

FROM: Teresa Hartman, Acting General Manager, Community Services

CC: Sadhu Johnston, Acting City Manager  
Paul Mochrie, Acting Deputy City Manager  
Janice MacKenzie, City Clerk  
Lynda Graves, Manager, Administration Services, City Manager's Office  
Rena Kendall-Craden, Director, Communications  
Mike Magee, Chief of Staff, Mayor's Office  
Kevin Quinlan, Deputy Chief of Staff, Mayor's Office  
Braeden Caley, Director, Policy and Communications, Mayor's Office  
Richard Newirth, Managing Director, Cultural Services  
Margeret Specht, Director, Special Projects

SUBJECT: RTS 11170 - Results of Stakeholder consultation about organizing and funding an event to commemorate Expo '86 30th Anniversary Celebration

This memo responds to an October 20, 2015 Council Motion for staff to canvass key stakeholders to explore whether there is interest in organizing and funding a celebration to mark the 30th anniversary of Expo '86.

### 30<sup>th</sup> ANNIVERSARY CONSULTATION

Staff canvassed 13 stakeholders (See **Appendix -Table 1**) for a full list of interviewees located at the end of this memo) about their interest in organizing and funding a celebration to mark the 30th anniversary of Expo '86. A wide range of organizations expressed interest in commemorating Expo '86 in 2016—given that there has been a recent tradition of marking Vancouver's hosting of the World's Fair in recent five-year increments:

- The 20<sup>th</sup> anniversary in 2006 was celebrated with a ticketed event at the Plaza of Nations which comprised mostly politicians and speeches.
- The 25th anniversary in 2011 was commemorated with a small event in Council Chambers with Expo Ernie.

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Cultural Services, Grants, Awards and Support Programs  
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All stakeholders canvassed seemed interested to participate in some way but no one was willing to produce an event or contribute financially. Discussion did result in a possible viable event that would need to be underwritten through sponsorship (See **Appendix - Table 2**). It would require an initial investment to hire an event producer to secure that sponsorship.

## **SOURCE OF FUNDS**

The Department of Canadian Heritage's federal funding program Building Communities through Arts and Heritage does have a component to support major anniversaries, however, not those anniversaries of less than 100 years and only anniversaries of 25-year increments.

Province of BC is not willing to provide any financial support to an anniversary celebration.

Therefore, all the funds for a 30<sup>th</sup> anniversary celebration will need to be raised from private sector sponsorship.

## **EVENTS ALREADY PLANNED WITHOUT SUPPORT FROM THE CITY**

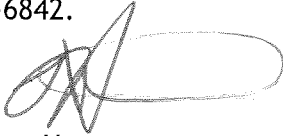
1. The year 2016 also marks the 30<sup>th</sup> anniversary of Canada Place. Port Metro Vancouver plans to celebrate this milestone and Expo '86 with a promotion through a social media campaign that will be launched at the Science World April 30/May 1 event and culminate in celebrations at Canada Place on Canada Day 2016. If the Science World event does not happen Port Metro will launch on their own.
2. The Pendulum Gallery, in partnership with Vancouver is Awesome, has planned an exhibition in May on the "unofficial" / alternative history of Expo '86. The two organizations plan to issue an open call for photos that will be digitized and exhibited at Pendulum for May and part of June and could be exhibited elsewhere throughout Vancouver during the summer.
3. The Museum of Vancouver is planning a small exhibit entitled Recollecting Expo '86, which will feature artefacts from the MOV's collection and private lenders; commentaries from event organizers, performers and critics; and documentary films and sound stations. The show will open in March 2016 and run through until the fall.

## **CONCLUSION**

Unless the City is willing take the lead and make the initial financial investment of hiring an event producer and communication/marketing professional to secure the sponsorship funds required to produce the plan no event beyond what is already planned by Port Metro, the Pendulum Gallery and the Museum of Vancouver(See **Appendix**) will be supported by the stakeholders canvassed.

The financial risk to the City would be approximately \$4,500 (50% of the \$9,000) noted in the attached budget (see **Table 2**). If the event producer and communication/marketing professional could not secure sponsorship within a 4-6 week period, work would stop and all plans halted. If they were able to secure full funds required to mount the proposed event their fees would be covered and there would be no cost to the City.

Given the lack of interest in leading, funding or fund-raising for such an event, the activities already planned by the community seem to match the interest. If you have any further questions please contact Kathleen Llewellyn-Thomas at 604-871-6858 or Marg Specht at 604-871-6842.



Teresa Hartman  
Acting General Manager

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TH/th

TABLE 1 - STAKEHOLDERS CONSULTED

Organization	Contact	Title
BC Place (BC PavCo)	Graham Ramsay	Director, Business Management Division
Canadian International Dragon Boat Festival Society	Ann Phelps	General Manager
Concord Pacific Developments Inc.	Peter Udzenija	Director of Corporate Relations
Government of BC's Ministry of Community, Sport & Cultural Development & Responsible for Translink	Tyann Blewett	Director, Arts & Cultural Branch
Government of BC's Ministry of Community, Sport & Cultural Development & Responsible for Translink	Gillian Wood	Executive Director, BC Arts Council
Museum of Vancouver	Nancy Noble	CEO
National Film Board	Shirley Vercrussey	Executive Producer
Pendulum Gallery	Chris Keatley	Director
Port Metro Vancouver/Canada Place	Gillian Behnke	Manager Community Relations & Communications
Roundhouse Community Arts and Recreation Centre	Cyndy Chwelos	Arts Programmer
Science World (A.S.T.C.)	Bryan Tisdall	CEO
Tourism Vancouver	Lori Jansen	Director, Destination Development
Vancouver Economic Commission	Katrina Tu	Manager, Marketing & Events

**TABLE 2 - PROPOSED BUDGET**

Outlines a proposed budget that would support the proposals in Table 3, with most costs required for the Science World/Creekside Park free admission day(s).

<b>EXPO 86 - 30 YEAR REUNION BUDGET</b>		
	<b>2 day</b>	<b>1 day</b>
	<b>Sat / Sun</b>	<b>Sat</b>
	<b>April 30 &amp; May 1</b>	<b>April 30th</b>
<b>EXPENSES</b>		
Science World (free admission)	60,000	30,000
Ancillary Park activations	10,000	6,000
City Services	10,000	5,000
Communication & Marketing	4,000	4,000
Event Coordinator	5,000	5,000
Advertising	9,000	9,000
Contingency (5%)	4,900	2,950
<b>TOTAL</b>	<b>\$ 102,900</b>	<b>\$ 61,950</b>
<b>REVENUE</b>		
Sponsorship & cash and in-kind	\$ 102,900	\$61,950
<b>TOTAL</b>	<b>\$ 102,900</b>	<b>\$ 61,950</b>

**TABLE 3 - VIABLE COMMUNITY IDEAS PROPOSED TO CELEBRATE EXPO '86**

Summarized below is a possible smaller-scale event that together with events already planned could form a viable celebration plan. It would require some financial and administrative resources and together with all events would need simultaneous communication, marketing and advertising support.

One of only a few physical remnants left of Expo '86, Science World is, to many an iconic structure that was synonymous with the fair. The non-profit society Science World (A.S.T.C.) has drafted a feasible proposal to open the doors to Science World for one day or one weekend with free admission. The dates being considered are Saturday April 30, 2016 and (given sufficient resources) Sunday May 1, 2016. The cost of this will need to be underwritten through sponsorship so as not to create a financial hardship for Science World.

Indoor programming is proposed to feature:

- a) films shown at the fair in '86, archival footage of Vancouver 30 years ago, and the fair itself; and
- b) a display of Expo '86 memorabilia (collected from the public following a call for submissions in March 2016).

Outdoors, Creekside Park surrounding the facility would be animated with local community partners and includes outdoor exhibits, food and entertainment. The Canadian International Dragon Boat Festival Society also started at Expo '86 and they are considering staging a special race in False Creek beside Science World.

Science World executive leaders know from previous experience that the attendance for a free admission day could be up to 10,000 per day. With the other activities on site and in Creekside Park, it is possible that attendance could climb to 15,000 people per day depending upon the weather. With that in mind, additional consultation with the Creekside Resident Association will be required and event plans will need approval of the FEST Committee like any other event of that size.

All participating organizations (including the City) would support these activities through a unified print and social media campaign. In an effort to maximize exposure, there will be an attempt to secure a media sponsor. As lead time is very short, the campaign will need to be simple and focused to be effective.