



*Invoice Summary*

Michael Magee  
Office of the Mayor, City of Vancouver  
453 West 12th Ave  
Vancouver BC  
Canada V5Y 1V4

April 16, 2010  
Invoice No. 7231815  
Matter No. 421683.0005  
DUE UPON RECEIPT

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**PROFESSIONAL SERVICES**

**CAD**

"Mayor Robertson in NY" Project 5,000.00

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<b>Total Before GST</b>	<b>5,000.00</b>
<b>GST @ 5%</b>	<b>250.00</b>
<b>Total Due this Period</b>	<b>CAD 5,250.00</b>

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*Invoice Remittance*

Michael Magee  
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Vancouver BC  
Canada V5Y 1V4

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	<b>CAD</b>
Professional Services.....	<u>5,000.00</u>
GST.....	250.00
<b>Total Amount Due.....</b>	<b>CAD <u>5,250.00</u></b>

*Please Remit Payment To: FTI Consulting Canada ULC  
D/B/A: FD Element  
Wall Street Plaza  
88 Pine Street, 32<sup>nd</sup> Floor  
New York, New York 10005*

**Bank Name:**

**SWIFT:**

**Bank Number:**

**Beneficiary Name:**

**Beneficiary Account Number:**

**Detail:**

Appendix to Invoice No. 7231815  
September 18, 2010

The following represents a summary of our work for the City of Vancouver surrounding Mayor Gregor Robertson's trip to New York City, where he was presenting on the "Cities Respond to Climate Change, Looking for Leadership in an Uncertain World" panel. The panel was presented by Milano the New School for Management and Urban Policy and the Center for New York City Affairs.

The objectives of our work were:

- Continue positioning the City of Vancouver as a city with the best-practices model for the sustainable development of cities around the world.
- Continue building on the momentum generated by the 2010 Winter Olympics to discuss the City's approach to pursuing economic development opportunities associated with the Games.
- Generate awareness about the City's economic development plan.
- Generate awareness about the City's pioneering sustainability plan.
- Help drive positive coverage for Vancouver that will attract new investments, and social and economic development opportunities.

FD Element provided the following services:

- Speech Writing and Remark Preparation – In advance of his panel presentation, FD Element provided the Mayor's Office with speech writing and remarks preparation services. This included researching the panel participants, engaging with the panel organizers to discuss the content and focus of the panel, and writing key talking points and speech remarks that Mayor Robertson used during the panel.
- Media Relations and PR Support - In advance of the Mayor's trip to New York, FD Element focused on New York based media to ensure a targeted and strategic approach was taken to maximizing the value of Mayor Robertson's visit, and reached out to a number of media outlets to secure interviews.
- During Mayor Robertson's visit, FD Element provided on the ground support by staffing each interview and meeting with the reporters to discuss the topics of the interview and their angles.
- Materials Development - In advance of and following these meetings, FD Element provided the Mayor's Office with background briefing documents.

During his stay in New York, Mayor Robertson met with reporters to discuss the City of Vancouver, how it is working to follow up on the economic development opportunities associated with the 2010 Winter Olympics, and what it is doing to advance Vancouver Green Capital. Specifically, Mayor Robertson met with:

- **Time Magazine** - Bryan Walsh, Environmental Reporter (April 13)
- **The Globe and Mail** - Johanna Slater, New York City Bureau Chief (April 14)

FD Element also connected the City of Vancouver with Janet Whitman, the New York Bureau Chief of the National Post, in a phone interview following the Mayor's trip to New York.

In addition, FD Element's outreach also resulted in an additional media opportunity for the City of Vancouver:

- A 200 word article about former Curitiba Mayor Jaime Lerner for Time Magazine's Top 100 issue that ran on April 30

This program required 20 hours of total work between March 31, 2010 and May 14, 2010.