



January 13, 2010

FOR: City of Vancouver
FROM: FD Element
RE: Proposal for Video Production Services

Services

During the Olympics, there will be many opportunities to promote city initiatives. Specifically, this will be an opportunity to showcase the city staff, live sites, First Nations, the Downtown Eastside from various points of view, gold winning moments and other key events and relationships in a timely and meaningful way for the Vancouver and international public.

FDE will provide the following services:

Video Production Services

- Follow city selected events with a video camera every day for the twenty days of the Vancouver 2010 Olympic Winter Games and develop video footage of these activities; each video will be cut and edited every evening for the twenty day period to produce a two to three minute video. This footage will be kept for city use.
- Upload and edit video blog posts to the city website and Twitter
- Development of the video footage will be created for use in business development and other activities after the Olympics
- Provide assistance with dissemination services.

Budget

The budget is \$2,000 per day for these shooting and video production services during 20 days around and during the Olympics.

Please note this budget does not include travel or incidental costs associated with providing these services. FDE will bill pre-approved incidental charges at cost.



January 29, 2010

To: City of Vancouver
From: FD Element
Subject: Olympic Videos Schedule

CREATIVE INTENT

This 25-part series of Videos tells "the story of the games" from the perspective of the city, its employees, and its guests.

This document is for discussion purposes only.

EVENTS WITH SPECIFIC DATES – OLYMPIC WINTER GAMES

Note: Mayor present at underlined events

Thursday, February 4

- Opening Ceremony of Athlete's Village

Monday, February 8

- Vancouver House – VIP sneak preview

Tuesday, February 9

- IOC Opening Reception
- Vancouver House launch

Wednesday, February 10

- Introduction to Woodward's Bloggers ("W2")
- Let's Celebrate Diversity Through Art
- Wal-Mart Green Business Summit

Thursday, February 11

- Torch Relay event at City Hall, featuring city employees
- Bamboo Welcome Gates installed

Friday, February 12

- Torch Relay event at LiveCity Yaletown, featuring Community Delegate from DTES
- Opening Ceremonies for Olympic Games

- Vancouver Pride House opens
- containR (public art event)

Sunday, February 14

- Lunar New Year parade
- LunarFest Lantern-Making

Monday, February 15

- Provincial Green Tech event
- Update with Woodward's Bloggers ("W2")

Tuesday, February 16

- Carbon War Room – Day 1 (to be shot by city crew)
- Celebrating Sustainability & the 2010 Winter Games – Day 1

Wednesday, February 17

- Carbon War Room – Day 2 (to be shot by city crew)
- Celebrating Sustainability & the 2010 Winter Games – Day 2

Friday, February 19

- LiveCity Yaletown (Deadmau5 concert)
- Celebrating Sustainability & the 2010 Winter Games – Day 3

Sunday, February 21

- Arts Umbrella: Kinesphere

Sunday, February 28

- Men's Gold Medal Hockey (Livecity Yaletown)

Monday, March 1

- Airport and Departing traveler's impressions of the city

EVENTS WITH SPECIFIC DATES – PARALYMPIC WINTER GAMES

Monday, March 8

- International Women's Day

Friday, March 12

- Opening Ceremonies for Paralympic Games

Thursday, March 18

- Reception for Prince Edward (TBC)

Sunday, March 21

- Nighthawk Aboriginal Arts & Music Festival
- International Day for the Elimination of Racial Discrimination

Note: targeted events during the Paralympic Games TBC.

KEY SUBJECT IDEAS

In order to “tell the story of the games”, the city has identified the following subjects as essential:

- **The Torch Relay.** A subject that can span more than one webisode, this subject will include footage of the Mayor at the Torch Relay event at City Hall, the selected City employees carrying the torch, the Community Delegate carrying the torch, and the cauldron-lighting event at LiveCity Yaletown. The submission videos of the city employees and any additional media relating to the Community delegate will also be featured.
- **Lunar New Year.** Including both the Lunar New Year parade and the other events of LunarFest, this webisode will feature Mayor Robertson, the Chinese delegations, and the significance of Lunar New Year in the Vancouver community.
- **Transportation.** Vancouver’s infrastructure welcomes the world, including a profile of the Olympic Line, the Canada Line, and the new seabus. Also featured will be the city’s efforts to make Vancouver more walking- and cycling-friendly.
- **The Downtown East Side.** Including profiles of Carnegie Centre, Woodward’s, and new housing initiatives, this webisode demonstrates the city’s willingness to recognize its problems and its efforts to combat them
- **The Cultural District/Culture Crawl.** Profiling various cultural events around the city. The particulars of this subject require further discussion with the city.
- **Carbon War Room.** Produced in partnership with the city’s own crew, this webisode features the Mayor and Richard Branson, and will tie into the larger themes of sustainability and international scale.

- **Vancouver House.** Showcasing Vancouver's green entrepreneurs, this webisode will include the Mayor's VIP tour as well as existing footage prepared specifically for Vancouver House.
- **City Olympic Facilities.** Featuring the new curling venue, the Trout Lake training venue, and the Britannia Training venue, this subject ties into the broader theme of legacy projects and how the city will use Olympic structures to benefit the community long after the games have finished.
- **VIP Visits.** Behind the scenes with Mayor Robertson and dignitaries, including Vice-President Biden and Gov. Gen. Michaëlle Jean – perhaps including an announcement regarding Haiti.
- **W2 room and the Woodward's building.** Featuring the bloggers set up in the new Woodward's building, the subject may span multiple Videos in order to drive crucial traffic to the city's website.
- **Residents and Tourists on the street.** A series of features on the city's guests' and residents' experience of the city and the games.
- **LED Lighting in Yaletown.** Part of a larger theme of sustainability, the webisode featuring the LED lighting in Yaletown will also feature other sustainability-themed events taking place during the games.

ADDITIONAL EVENT AND SUBJECT IDEAS

- Livecity Downtown – (companion to Livecity Yaletown video)
- West House
- First Nations Pavilion
- BC House
- Canada House

- Francophonie Pavilion (Granville Island)
- Women in the Green Economy
- Featured City Employees – their experience of preparing their city for the games and seeing their efforts pay off
- A day in the life of an Olympic Mayor (perhaps even have Gregor with a camera phone?)

Material to Gather in Advance

- LiveCityVancouver.ca Media Centre materials
- City employee torch bearers "audition" videos
- Any images and video available regarding Community Delegate
- Vancouver House "Green Entrepreneurs" videos
- Footage of mayor welcoming viewers
- Vancouver.ca stock images and footage



February 3, 2010

To: City of Vancouver
From: FD Element
Subject: Olympic Web Videos project

TITLES & TAGLINES

FD Element proposes the Olympic Videos be called:

- **Title:** Vancouver's "Olympic State of Mind"
- **Tagline:** "Come Join Our Games"

OTHER TITLE OPTIONS

- In The Crowd
- Olympic Lens
- Faces of Vancouver
- Vancouver 2010: Community View
- Vancouver 2010: On the Ground
- Spirit of the City
- Heart of the City
- **Countdown:** A day-to-day countdown will connect the videos series together, mirroring the city's countdown to the official opening ceremonies. Before the official opening ceremonies, the countdown will be presented as "X days to go". During the games the countdown will be presented as "Day X".

The specifics of the animation are to be determined, but ideas include:

- Use of the Green Capital logo transitioning into the title text
- The Green Capital "V" as a matte over a time lapse of the city
- Use of the "ribbons" in the Green Capital logo flowing into text

- Use of a mosaic of Vancouver faces resolving themselves into the Green Capital Logo



February 24, 2010

To: City of Vancouver
From: FD Element
Subject: SNAP:2010 – “Thank You” video

SITUATIONAL ANALYSIS

The City of Vancouver requires a video to be played at their staff appreciation event at the close of the Olympic Games. This video will be produced as part of the SNAP:2010 project, including it being posted online as the final installment of the series prior to the Paralympic Games.

CREATIVE CONTENT

The video will feature two types of sound-bites from a diverse cross-section of city employees from a variety of departments. The first will be numerous city employees describing how their role has helped to make the games successful. The second will be a series of scripted phrases said by all interviewees (see attached script). The video will be bookended by Mayor Robertson completing the refrain of the script and thanking all the city's employees for their hard work.

As an optional addition, the video could also incorporate visitors on the street expressing their thanks to the city.

SCRIPT DRAFT

See attached page.



February 24, 2010

To: City of Vancouver
From: FD Element
Subject: SNAP:2010 – “Thank You” video - SCRIPT

Introduction by Mayor Robertson with sweeping B-Roll of the city during the games.

GREGOR: “Hosting the Olympic Games is a gigantic challenge and a once in a lifetime opportunity.

“To accomplish what we set out to do, it’s all about moving parts and moving people. Everyone has their part to play.

“For City Staff, like the athletes competing, the Olympics are about being our best when it matters most.

Montage of City employees describing their roles.

Example:
SANITATION
WORKER

“My Olympics is about keeping the city clean, getting trash off the street and hoping you never even notice us doing it.”

LIVECITY
WORKER

“My Olympic moment is lighting the way to the live site, making the path clear, making enjoying the Olympics easier for everyone.”

TRAFFIC
CONTROL
WORKER

“My Olympics is here on the street, keeping cars moving and keeping people safe.”

PUBLIC ART
WORKER

“I helped light up the sky!”

Begin "Standard script" – repeated by everyone. We cut to a large variety of people, mixing and repeating the lines while interspersing B-Roll.

EVERYONE: "Our Olympics is our city.
Making the city work...
Making the city move...
Making the city safe...
Making the city beautiful.
We have our individual roles...
But we're all working toward one goal.
To show the world
Just how much we're capable of
These are my Olympics
These are our Olympics
These are our Games.
Thank You...
Thank You, Vancouver."

Mayor Robertson addresses camera.

GREGOR: "To every single member of the City of Vancouver team: thank you for your dedication, thank you for your spirit, and thank you for the best 17 days this city has ever seen.
These are YOUR games."

Invoice Remittance

Robin Adair
City of Vancouver
453 West 12th Ave
Vancouver BC
Canada V5Y 1V4

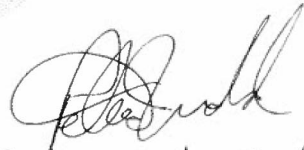
March 24, 2010
Invoice No. 7229276
Matter No. 421683.0003
DUE UPON RECEIPT

	CAD
Professional Services.....	50,000.00
GST.....	2,500.00
Total Amount Due.....	CAD <u>52,500.00</u>

Please Remit Payment To:

Bank Name:

HC communication



*No. 5002051 (product)
GL # 531070*

SWIFT:
Bank Number:
Beneficiary Name:
Beneficiary Account Number:
Detail:

Provide Invoice Number

Vendor # 121951
Parked Invoice # 1900610727
Date Posted 3/31/2010
Date/Cheque # _____