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
City of Vancouver

sadhu.johnston@vancouver.ca
o. 604.873.7627
twitter: sadhuajohnston
www.vancouver.ca
MEMORANDUM

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-Cruden, 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
    Margaret 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.

30th 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 20th 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.
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 30th 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 30th 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  
tel: 604.871.6858  
fax: 604.871.6497  
teresa.hartman@Vancouver.ca

TH/th


**TABLE 1 - STAKEHOLDERS CONSULTED**

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

<table>
<thead>
<tr>
<th>EXPO 86 - 30 YEAR REUNION BUDGET</th>
<th>2 day</th>
<th>1 day</th>
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<tbody>
<tr>
<td>Sat / Sun April 30 &amp; May 1</td>
<td>60,000</td>
<td>30,000</td>
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<tr>
<td>Sat April 30th</td>
<td>10,000</td>
<td>6,000</td>
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<td>EXPENSES</td>
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<td>Communication &amp; Marketing</td>
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<tr>
<td>Event Coordinator</td>
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<tr>
<td>Advertising</td>
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<td>9,000</td>
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<tr>
<td>Contingency (5%)</td>
<td>4,900</td>
<td>2,950</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$102,900</td>
<td>$61,950</td>
</tr>
</tbody>
</table>

REVENUE

| Sponsorship & cash and in-kind | $102,900 | $61,950 |

TOTAL | $102,900 | $61,950 |
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.