



Date: November 22, 2001

TO: Board Members - Parks and Recreation
FROM: General Manager - Parks and Recreation
SUBJECT: VanDusen Flower & Garden Show, 2002

RECOMMENDATION

- A. THAT the Board approve the award of a contract for the production management of the 2002 VanDusen Flower & Garden Show to Fireworks Marketing Group for a fee of \$51,100 (excluding disbursements and GST). In addition, commission fees of 15% of sponsorship revenues for new cash sponsorships as well as 20% of exhibitor revenues for new commercial exhibitor revenues, will be incurred.**
- B. THAT no legal right shall arise hereby and none shall arise until execution of the contemplated contract. The Board may rescind this resolution at any time up to the execution of the contemplated contract.**

POLICY

Consultancy contracts in excess of \$30,000 are awarded by the Board.

BACKGROUND

At their meeting on October 1, 2001, the Vancouver Park Board Commissioners received a report for information concerning the Vision and Strategic Plan for the VanDusen Flower and Garden Show. As outlined in this report, the VanDusen Botanical Gardens Association (VBGA) and the Vancouver Park Board have determined that, because of the size and sophistication of the Show, the engagement of a professional event management firm is required to ensure the on-going viability of the Show into the future.

DISCUSSION

As outlined in the above-mentioned October report, the Show will be operated in a business-like manner with a consolidated budget and financial reporting structure. In recognition of the need to engage the services of a professional event manager, the budget for 2002 through 2006 was adjusted and reported to the Park Board Commissioners for their information.

A total of five firms were invited to submit proposals based on Terms of Reference prepared by Park Board staff and the VanDusen Botanical Garden Association. Three proposals were received and these firms were interviewed by a joint Park Board/VBGA review committee. Selection of the successful firm was based on the firm's experience with similar projects, their written understanding of the project objectives, principal's time involvement, assigned staff and fees requested for the work. Three proposals were received and the fees ranged from \$51,100 to \$100,000.

SUMMARY

Fireworks Marketing Group has assembled a qualified team who will work with the VBGA and Park Board staff from initial planning through to Show wrap-up.

Prepared by:

Queen Elizabeth District
Board of Parks & Recreation
Vancouver, B.C.
JCh