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DATE 1 March 2000

TO/DEST. Regional Chair
Members of Regional Council

FROM/EXP. Chief Administrative Officer

SUBJECT/OBJET **REGION OF OTTAWA-CARLETON INVOLVEMENT IN THE
ONTARIO TIMESHIP 2000 MILLENNIUM EXHIBITION**

The Year 2000 is being marked throughout the world and across Canada with a wide variety of initiatives that celebrate history, culture, achievement and also with projects that will provide an enduring legacy for future generations. These celebrations are occurring at the international, national, provincial, regional and local levels. Canada's Capital Region, as a major tourism destination and as the home of many of Canada's national institutions and attractions, is playing a major role in millennial celebrations. Examples of these celebrations have included the recently staged New Year's Eve events, and will include significant cultural exhibitions, sports events, millennium-themed festivals, and special one-time celebration events occurring throughout the Year 2000.

Among the projects that will have a heightened focus in Ottawa-Carleton is the Province of Ontario's flagship millennium project, Ontario TimeShip 2000.

ONTARIO TIMESHIP 2000

The Province of Ontario has established a number of millennium programs to celebrate the Year 2000 that are being implemented by Ontario 2000, an office of the Ministry of Citizenship, Culture and Recreation.

The Ontario TimeShip 2000 exhibition is a collaborative effort of the Ontario Science Centre, the Royal Ontario Museum and Science North. Ontario TimeShip 2000 is a free, family-oriented travelling exhibition that will tour the Province of Ontario from May to October 2000. The exhibition will educate visitors on Ontario's past and future, explore time and all of its dimensions through interactive displays and objects, live demonstrations and a multimedia theatre presentation.

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COMMITTEE AGENDA - 07 March 2000

In August of 1999, Ontario 2000 sent invitations to some 780 communities, First Nations and local service boards in Ontario, inviting them to apply to host the exhibition during the provincial tour. Over 60 bid applications were received by Ontario 2000, from which up to 21 locations would be selected to host the exhibition.

In order to present as strong a bid as possible from the Ottawa-Carleton area and avoid a duplication of effort which would result in the submission of competing bids for the same local market area, Ottawa 2000 undertook a process to consult with all 12 municipalities represented in Ottawa-Carleton. As a result of this consultation, it was determined that the Region of Ottawa-Carleton was best suited and most desirous in applying to host Ontario TimeShip 2000 for this market area. Working in partnership with Ottawa 2000, the Region, under the auspices of the CAO's office, submitted the bid application with the endorsement of the Ottawa Tourism and Convention Authority, the Canadian Tulip Festival and the written support of all local MPPs and municipalities, with the exception of the City of Ottawa¹.

On December 2, 1999, Ontario 2000 announced the list of successful bid applicants that would host Ontario TimeShip 2000. Ottawa-Carleton was selected to host the exhibition from May 19 to 22, 2000 in the Aberdeen Pavilion at Lansdowne Park. It should be noted that the exhibition will also be presented in partnership with the Canadian Tulip Festival as an added attraction during the Festival. Furthermore, Ottawa-Carleton was selected to host the Ontario-wide launch of the exhibition.

COMMITMENTS TO BE MET BY THE REGION

Ottawa-Carleton's selection to host Ontario TimeShip 2000 requires that a number of technical, financial, staffing and marketing commitments be met by the Region. (These host obligations are summarized in Annex A.)

- Temporal commitment - The established exhibition hosting dates are from May 19 to 22, 2000 inclusive. Due to exhibition set-up and tear-down, space availability is required from May 17 to 24, 2000 inclusive. The Aberdeen Pavilion is available during this period and has been reserved to host the exhibition.
- Physical/technical commitment - The use of the Aberdeen Pavilion has been approved for the exhibition as meeting all minimum requirements by Ontario 2000's technical installation staff during site inspections conducted in November 1999. Aberdeen Pavilion, renowned as the oldest exhibition facility of its kind in North America, will provide a high-quality venue which reflects the quality of this world-class exhibition.

¹ The City of Ottawa elected to support and sponsor a bid submission from the Central Canada Exhibition, which based on Ontario 2000's application criteria, was technically ineligible due to the bid's proposed hosting dates.

- Staffing commitment - As host, the Region must commit to providing personnel to assist in the set-up and tear-down of the exhibition. These personnel would only assist in these functions, as the exhibition itself is staffed full-time with operational and interpretive staff that travel with Ontario TimeShip 2000. Regional staff to be assigned to assist in this capacity will be sourced from Facilities Management staff at Ottawa-Carleton and from the Environment and Transportation Department operations staff. Additional services for security and electrical supply will be obtained through services purchased from Lansdowne Park.
- Financial commitment - Ontario 2000 supplies the Ontario TimeShip 2000 exhibition and its staff at no cost to its community hosts. Hosts are required, however, to stage the exhibition with no costs accruing back to Ontario 2000 or the Government of Ontario. In this case, the Region is responsible for financing the facility rental cost of Aberdeen Pavilion through an internal cost recovery for Lansdowne Park.. Hosts are also expected to stage, at their cost, an opening event and reception for the exhibition. As Ottawa-Carleton will be the Ontario premiere and launch of Ontario TimeShip 2000, generating heightened public awareness and media interest, the Region will ensure that this event is of high-quality and reflects the status and reputation of the Nation's Capital. In recognition of this, the Region will also ensure that the hosting of the event is properly marketed and promoted locally.

COMPLEMENTARY PROGRAMMING

In addition to the foregoing commitments, a number of opportunities are also created for the Region by hosting Ontario TimeShip 2000 at the Aberdeen Pavilion. Less than half of the available space at the Pavilion will be utilised for the exhibition. The Region, in partnership with Ottawa 2000, is exploring possibilities for use of the remaining space to mount complementary exhibits, attractions and revenue generating programming for the overall event. The emphasis will be on venues, displays and activities that reflect the time continuum of the principal exhibit, complement the high quality of Ontario Timeship 2000, and that are "hands-on" to sustain the interest of visitors of all ages. Complementary exhibits to be investigated might include representation from the National Research Council, local heritage organisations, area museums (local and federal), the Royal Canadian Mint; Canada Post, and others.

Wherever possible, opportunities to utilize private-sector partners and sponsors to assist in the Region's hosting of Ontario TimeShip 2000 will be implemented. This will also include the potential to incorporate revenue generating opportunities through concessions and merchandising to mitigate the Region's financial exposure in support of the event, or expand programming and promotional initiatives.

In order to explore and develop these opportunities, hands-on project management is required to complete and expand these activities. The Region has designated Mr. Doug Hotson of Ottawa 2000 to undertake these tasks - the role of facilitating the detailed exhibition planning and hosting by the Region, and the provision of on-site exhibition management. The Region will enter into a Purchase of Service agreement with Ottawa 2000 for these services.

FINANCIAL

Based on consultation conducted with staff, Lansdowne Park, special event consultants and Ottawa 2000, the total value of the Region's participation required to implement the hosting of Ontario TimeShip 2000 as described above amounts to \$71,200 (inclusive of facility rental in the total amount of \$32,900 and of departmental services in kind in the amount of \$2,900). The actual financial requirement of \$68,300 will be sourced from within existing departmental budgets and approved under the CAO's delegated authority as may be required. The detailed budget attributed to each of the various components and activities, along with the agency or department that will be responsible for delivering and funding the Region's specific roles and functions in hosting the exhibition, is presented in Annex B.

LEGAL

The standard hosting agreement between Ontario 2000 and the Region of Ottawa-Carleton to host the exhibition has been reviewed and approved by the Legal Department for execution by the Regional Clerk.

All Members of Regional Council will shortly receive an invitation to attend the opening host reception and premiere launch of the Ontario Timeship 2000 exhibition. Please mark your calendar to attend this event at the Aberdeen Pavilion on Friday, 19 May 2000 from 1:00 - 3:00 PM.

Should you require further information or have any questions, please contact Judy Barbeau at ext. 1536 or John McKenzie at ext. 1336.

Original signed by
C. M. Beckstead

cc. Members Management Committee
Doug Hotston
Josie Finestone
Regional Clerk

ANNEX A**Ontario TimeShip 2000 - Key Considerations For Host** (based on the application requirements established by Ontario 2000)

Temporal requirements:

- proposed exhibition dates May 19-22, 2000 inclusive
- extended exhibition space availability dates for set-up and tear-down May 17-24, 2000 inclusive

Physical/technical requirements:

- quality, profile and cleanliness of space
- minimum 5,000 square feet of clear-span space required for exhibits and minimum 15 foot ceiling height
- climate controlled (temperature and humidity)
- minimum 300 amp electrical service
- dedicated telephone lines and Internet access
- tractor trailer loading and parking, secured
- adjacent public parking
- disabled persons access
- facilities and space for hosting opening reception/media event

Staffing requirements:

- minimum of four experienced site personnel to assist in exhibit installation and dismantling (minimum four days each)
- technical assistance (electrical systems)
- daily maintenance and cleaning
- 24 hour exhibit security
- provide supplemental on-site event management and volunteer support for visitor orientation and control

Financial requirements:

- provide exhibit space and on-site transportation costs at no charge
- host reception and event opening
- provide staff assistance for set-up and tear-down
- provide 24 hour exhibit security
- provide supplemental local marketing and promotion
- liability insurance

ANNEX B**Budgeted expenditures**

<u>Activity/Cost Item</u>	<u>Funding Agency/ Department</u>	<u>Delivering Agency/ Department</u>	<u>Budget</u>
Purchase of service agreement with Ottawa 2000 for: <ul style="list-style-type: none"> • Exhibition planning, co-ordination and hosting (\$9300) • Supplemental programming development (\$3300) • Exhibition management and reporting (\$5800) 	EA	Ottawa 2000	\$18,400
Aberdeen Pavilion: <ul style="list-style-type: none"> • Facility rental (exhibition, set-up & tear-down time) (\$29,700) • Exhibition overnight security (\$1200) • Technical support/electrical services (\$2000) 	EA	LP	\$32,900 ¹
Staff assistance for exhibition set-up and tear-down	PDA, ETD	PDA, ETD	Service in-kind ²
Host reception and exhibition premiere launch	RC	IPA/EA	\$12,000
Supplementary marketing support, promotional materials and translation	IPA	IPA	\$5,000
TOTAL			\$68,300

¹ Budgeted expenditure will be an interdepartmental transfer of funds.

² The estimated value of this Service in-kind is \$2900.

Key:

EA - Economic Affairs; LP - Lansdowne Park; PDA - Planning and Development Approvals;
ETD - Environment and Transportation; IPA - Information and Public Affairs; RC - Regional Clerk