

SCHEDULE A

JIM DEVA PLAZA COORDINATOR

POSITION DESCRIPTION

General Information (See also Expression of Interest)

Construction of the Jim Deva Plaza [the 'Plaza'] started February 2016 and will continue through the spring with an opening targeted for July 2016. A Plaza Stewardship Committee [the 'Committee'] has been formed to assist in the development of a management and programming strategy for the space. The Committee includes representatives from the City of Vancouver (CoV) community groups and adjacent businesses. The Committee will be co-chaired by the CoV and West End Business Improvement Association (WEBIA).

The Plaza will have a modest programming and promotions budget for the first two years. A website and social media tools will be developed to assist in information dissemination. An email address and phone number will be set up for general inquiries. A communications protocol will be created by the Committee and the Coordinator will be expected to adhere to it.

Selection of Guiding Principles for the Plaza

- The plaza should be clean, safe and well-lit with a sense of security in the space any time of day or night.
- Programming, events, public art and educational elements should reflect the local community, including recognition of the LGBTQ community and Jim Deva's life and legacy.
- The plaza should have a balance of active and passive experiences, and should draw people in when it is not programmed with a dynamic mix of people watching, eating, resting, learning and respite from the intensity of Davie Street.
- The plaza should be an inclusive, welcoming and inviting destination in the West End for residents, workers and visitors of all ages and abilities, and should be public space at all times with no fees charged to get in.

Coordinator Role

The Plaza Coordinator is a dynamic individual(s), who may be an independent contractor or be associated with a community group or event management company (or similar). The Coordinator is knowledgeable and passionate about programming public spaces. The Coordinator must be comfortable and effective working in a 'fish bowl' environment as many groups will be observing and commenting on the Plaza's successes and challenges. The role is part time with specific hours to be determined based on available budget and the needs of the Plaza. See Expression of Interest for proposed Coordinator budget and position timelines.

Reporting to the WEBIA, and liaising with the Committee, key responsibilities include but are not limited to:

- In the pre-launch period, work closely with the Committee to develop a management and programming strategy. Processes and guidelines will need to be researched, drafted, vetted, approved and revised during this start up period.
- Maintains strong customer-focused approach. Any financial transactions will be handled by CoV or WEBIA staff as appropriate.
- Onsite supervision of events for all first time users, and as needed based on WEBIA's assessment. Provide orientations for user group including how to access onsite storage, power, water and/or lighting.

- Record and report what worked and what needs improvement for each activation and event.
- Some budget planning and management will be required in coordination with WEBIA staff.
- Coordinate reoccurring and low intensity activations e.g. set up and takedown of plaza tables and chairs, etc. Exact initiatives to be determined.
- Work with maintenance contractor(s) adjacent businesses to ensure the plaza is clean and well maintained at all times. Some site cleanup by the Coordinator may be required from time to time, e.g. ensuring tables and chairs are clean and in good repair and tidying up the space before an event.
- Responsible for the upkeep and tracking of inventory in the onsite storage container.
- Support online and social media strategies to help promote the plaza and its user groups.
- Liaise with the Committee to identify potential new user groups/individuals and provide updates on programming initiatives. Attend regularly scheduled meetings of the Committee.
- Make recommendations to the Committee and WEBIA in terms of how best to utilize the space.
- Respond to all inquiries in a timely manner. Ensure media inquiries are directed to the appropriate Plaza spokesperson (to be confirmed).
- Work with the Committee's business liaison and WEBIA to develop close relationships with adjacent businesses to understand and address any logistical issues and concerns.
- Deal professionally and effectively with groups or individuals who are using the space in a way that is consistent with the guiding principles (see above). Know when to involve local businesses, WEBIA, CoV staff and/or Vancouver Police to resolve issues.
- May include some supervision of summer interns (through the Government of Canada Youth Jobs program);
- Execute all work in a safe, professional manner in compliance with WorkSafeBC.
- Ensure proper functioning of amenities and equipment. Report all deficiencies to WEBIA and CoV in a timely manner.
- Keep accurate and up to date records of user groups and suppliers of equipment. Make these records readily available to the Committee and WEBIA.

Skills and Qualifications

- Extremely well organized and detailed oriented. As a 'start up' many new processes will need to be developed, implemented and refined.
- Result oriented, can-do attitude. High energy individual/organization with a passion to serve the West End community.
- Professional and personable style. Works to deadlines without being flustered. Proven ability to handle stressful situations with tact and diplomacy.
- Self-motivated. Works well with minimal supervision.
- Able to work in a team environment while maintaining confidentiality.
- Strong communication skills, both verbal and written. Able to compose routine correspondence (eg. via email) while also drafting a variety of documents (e.g. usage guidelines)
- Proficient in Microsoft Office applications (Word, Excel, PowerPoint etc...) and social media (Twitter, Facebook, Instagram)
- Fluency in English.
- Ability to work flexible hours including most summer weekends and select evenings
- Business acumen an asset. One of the goals is to develop a sustainable funding model to support ongoing management and programming of the space.

Experience & Education

Minimum two years relevant experience in an event environment.

Marketing background an asset.

Strong connections to the West End community an asset.

Working Conditions

WEBIA will provide a boardroom for meetings as well as a desk, phone and computer as needed. Ideally, WEBIA will arrange for the Coordinator to have access to space at local businesses and support from local businesses during event days (specifics to be determined / negotiated). Coordinator will be expected to maintain close ties with WEBIA staff and adjacent businesses.

The main area of work will be in the plaza itself. This will involve being onsite to support event organizers some early mornings and evenings. You should anticipate working many weekends throughout the year and in various weather conditions. The Coordinator will be 'on call' to help event organizers; living in the neighbourhood could be an asset.

The Coordinator should expect to have to lift and move some equipment e.g. 10x10 tents, small tables, fold-up chairs. Additional cleaning and maintenance may be needed as required.

See Expression of Interest for 'How to Apply'

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EXPRESSION OF INTEREST

Background

July 22, 2015 City Council approved the location and conceptual design for a new public plaza in Davie Village. The permanent plaza will close Bute Street south of Davie to the lane to vehicle traffic and will be named Jim Deva Plaza [the 'Plaza'] in recognition of the late community activist and champion for free speech and LGBTQ rights.

The Plaza is a key part of the City of Vancouver's (CoV) Heart of Davie Village Public Space Improvement Project. A December 2015 CoV staff report described the project in detail, and included the following: "The Davie Village Public Space Improvements project will help achieve several key objectives from Transportation 2040, the West End Plan, and the Healthy City Strategy. It also responds to Council's motion directing staff to explore options for recognizing Jim Deva's life and legacy and the history and contributions of Vancouver's LGBTQ community. The project will improve walkability while maintaining cycling connectivity, create space for gathering and programming, support local business, identify Davie and Bute Streets as the distinctive "Heart" of Davie Village, and help recognize the Village as the culturally and historically important hub of Vancouver's LGBTQ community."

Construction of the Plaza will start in February 2016 and continue through the spring with an opening targeted for July 2016.

A Jim Deva Plaza Stewardship Committee [the 'Committee'] was formed on February 4, 2016. It is the first 'plaza oversight committee' for the CoV and as such is a test case for developing best practices in plaza stewardship, broadly understood as management and programming. This Committee is advisory in nature and will aim to maximize the space's connection to the community. It will consider the day-to-day needs of the space as well as long term needs and opportunities. The Committee will include representatives from community groups and adjacent businesses. The Committee will be co-chaired by the CoV and West End Business Improvement Association (WEBIA).

Given the Plaza's location on a commercial street in the WEBIA's catchment, WEBIA was identified as the lead community organization to help deliver the plaza's management and programming strategy. WEBIA will take the responsibility for the hiring and managing the Plaza Coordinator position (See Schedule 'A' - Position Description). As needed, office space, boardroom and some backend technical support will be provided by WEBIA.

The Plaza will have a website to assist in information dissemination plus an email address and phone number for general inquiries. Social media promotional tools will also be developed. A communications protocol will be created by the Committee and the Coordinator will be expected to adhere.

The Plaza will have modest programming and promotions budget for its first two years. Most of this funding is coming from the CoV and WEBIA. The Plaza will need to have a self-sustaining funding model in the medium and long-term. This may include a combination of ongoing CoV and WEBIA funding supplemented by grants, sponsorships and rental funding sources. Helping the Committee develop recommendations for a funding model will be part of the Coordinator's role.

Time Lines

	Dates	Key Activities
Contract Term 1 (8 months)	April 15, 2016 (approx.) to December 15, 2016 (approx.) Plaza opening anticipated July 2016	Pre-Launch Launch First 6 months of programming
Evaluation (2 months)	December 15, 2016 to February 15, 2017	Full program evaluation, including role and performance of coordinator Coordinator contract may be extended for 2 months during this evaluation phase at WEBIA's discretion
Contract Term 2 (10 months)	February 15, 2017 to December 15, 2017	Second year of programming building on successes, expanding partnerships and refining processes
Evaluation (2 months)	December 15, 2017 to February 15, 2018	Full program evaluation Coordinator contract may be extended for 2 months during this evaluation phase at WEBIA's discretion

Budget

The Plaza Coordinator has a \$15,000 budget for the first contract term i.e. 8 months. This is an all-in budget for the Plaza Coordinator role based on a per hour compensation model with no benefits provided.

An additional \$15,000 Plaza Coordinator budget has been set aside for the second contract term i.e. 10 months. This budget may expand depending on first term learnings and successes. But for application purposes, plan on a \$15,000 budget.

In addition, there is a modest budget for plaza programming and promotions for the full two years. This could also expand based on learnings and successes. Details of the first contract term budget to be worked out in the pre-launch phase.

Deliverables

- Up to 50 event days over a full calendar year; pro-rated during each contract term
- Creation of plaza guidelines, and forms that will be needed to facilitate the safe and enjoyable use of the space

- High user satisfaction including both user group and participant feedback (survey tool(s) need to be developed)

How to Apply

Individuals should submit their resume, cover letter and hourly compensation expectations.

Organizations or Businesses: short proposal format highlighting relevant experience, bios of key individual(s) involved and brief statement as to how you would manage and program the space (in lieu of a cover letter)

Acceptable submission are:

- Printed and delivered to: #411 – 1033 Davie Street, Vancouver, BC V6E 1M7
- Emailed in PDF format to: l.mcgrath@westendbia.com
- **Expressions must be received by the WEBIA before 16:00hrs (PST), Monday April 4, 2016 to be considered for this opportunity.**

Please contact Laurie McGrath with any questions at l.mcgrath@westendbia.com or 604.696.0144

Terms & Conditions

General

The terms of the agreement will commence on the 'Effective Date'. The Effective Date, Early Termination and Extension(s) will be specified in the 'Services Agreement' contract. Other Terms & Conditions elements will be identified in the Service Agreement contract and will include, but not be limited to: Conflict of Interest, Intellectual Property Rights, and Non-Disclosure of WEBIA Information.

Award of the contract resulting from this Expression of Interest will be based upon the most responsive to the WEBIA's needs.

The WEBIA reserves the right to:

1. Reject any or all expressions and discontinue this process without obligation or liability to any person or potential vendor,
2. Accept other than the lowest priced offer,
3. Award a contract on the basis of initial offers received, without discussions or requests for best and final offers, and
4. Award more than one contract.