

**RESORT MUNICIPALITY OF WHISTLER**

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STAFF REPORT TO COUNCIL

PRESENTED: January 23, 2024
FROM: Village Animation & Events
SUBJECT: 2024 WHISTLER SUMMER CONCERT SERIES PRODUCER ROLE –
CONTRACT RENEWAL

REPORT: 24-007
FILE: 8100-20

RECOMMENDATION FROM THE CHIEF ADMINISTRATIVE OFFICER

That the recommendation of the General Manager of Community Engagement and Cultural Services be endorsed.

RECOMMENDATION(S)

That Council authorizes the Resort Municipality of Whistler (RMOW) to enter into a contract with Kristen Robinson Productions (Contractor) for production of the 2024 Whistler Summer Concert Series (WSCS) in the amount of \$805,000 (exclusive of GST) in a form substantially similar to the sample producer contract attached as Appendix A to Administrative Report No. 24-007; and

That Council direct the corporate signatories for the RMOW to execute the WSCS contract with the Contractor.

PURPOSE OF REPORT

The purpose of this report is to request Council's authorization for the Resort Municipality of Whistler (RMOW) to enter into a contract renewal over \$500,000 in value with Kristen Robinson Productions (Contractor) in accordance with *Administrative Procedure D-1: Procurement*, to enable the Contractor to deliver the 2024 Whistler Summer Concert Series (WSCS) program.

☐ Information Report

☒ Administrative Report (Decision or Direction)

DISCUSSION

Background

The RMOW Festivals, Events & Animation (FE&A) invests in a variety of programs designed to benefit Whistler economically, socially and culturally. Through value-added experiences related to outdoor sport and recreation, arts and entertainment, natural history, and heritage, FE&A programs enhance the sense of community pride and belonging for residents as well as visitors. FE&A features programming that supports Whistler's need periods, encourages longer stays as well as off-peak and mid-week visits. Further, the FE&A staff works closely with the RMOW's day-to-day operations team and community partners to seamlessly integrate programs into the resort community which helps to

mitigate any potential negative impacts. The FE&A team is always mindful that the investments made locally not only provide opportunities for Whistler's entertainment, arts, nature and heritage sectors to generate income, but also help the Province of BC to achieve its goals related to tourism.

The WSCS program has been delivered by the FE&A program since the summer of 2011. The WSCS features a diversity of programming genres designed to appeal to different audiences for each performance. Since 2011, timing and days of the performances has evolved based on feedback received from community partners, concert attendees, and WSCS producers. Concert timing is intended to help prolong visitation, and it allows for visitors to complete their daytime activities while also finishing early enough to comply with Whistler's "Noise Regulation Bylaw No. 2362, 2022" (Noise Bylaw).

In January 2023, the FE&A team issued a Request for Proposals (RFP) seeking proponents interested in the 2023 WSCS Producer role. The Contractor was selected through this process. The 2023 RFP document is attached as Appendix B. The RMOW and the Contractor signed a contract for the Contractor to produce the WSCS (the Contract).

2023 Procurement RFP Process

The 2023 WSCS Producer role was determined through an RFP posted publicly on January 6, 2023, on BC Bid and the RMOW website, and closed on January 23, 2023, with valid proposals received.

The 2023 proposals were assessed by FE&A staff according to the assessment criteria and weighting outlined in the RFP. After checking with references to ensure the proponent was qualified to do the work, the RMOW awarded the 2023 WSCS Producer role to the Contractor.

The 2023 RFP included language that enabled an extension of the Contract. Subsequently, the 2023 Contract signed with the Contractor indicated that the RMOW, in its sole and absolute discretion, reserves the right to renew the contract with the successful proponent on an annual basis beyond the term identified. Further, the Contract indicated that if the RMOW elects to renew the Contract for 2024, the RMOW reserves the right to modify the Contract to reflect the goals, strategies, schedules, and budgets for the 2024 WSCS program.

Subject to an annual performance review, staff only consider a one-year renewal of the Contract and will not renew the Contract more than three times with the same Contractor before issuing another RFP for the WSCS Producer Role. This means that the current Contractor could be recommended again for renewal in 2025 if performance expectations are met, but regardless of their performance in 2025, the RMOW will issue an RFP for proponents interested in the 2026 WSCS Producer role.

Analysis

The 2023 WSCS program was delivered on time and on budget. Tourism Whistler's (TW) summer surveys indicated positive outcomes related to the WSCS program. The concert lineup was comprised of 14 headliner performances, 13 DJs from the Sea to Sky region, and one producer/DJ from Vancouver. Collectively, the artists who performed on the Whistler Olympic Plaza stage had received 25 Juno Awards, seven Grammy Awards, and included three Order of Canada recipients. Together, it is estimated they attracted over 40,000 concertgoers to the Whistler Olympic Plaza.

The 2024 WSCS budget allocation is included in the overall 2024 FE&A budget, reviewed and accepted by the FE&A Oversight Committee and aligns with the "Five-Year Financial Plan 2024-2028 Bylaw No. 2424, 2024" (2024-2028 Financial Bylaw) to be adopted by Council on January 23, 2024.

The Contractor will report to both the RMOW Manager of Village Animation & Events and the RMOW Supervisor of FE&A, and will work with a total budget of up to \$805,000 (approximately a four per cent inflation increase) to deliver free, all ages-friendly, outdoor live music including, but not limited to, the following services:

- a) Programming
- b) Performer Services
- c) Administration
- d) Technical & Production Services

Similar to 2023, the 2024 WSCS will feature approximately 13 to 14 show dates with the first show on or around Canada Day and the last performance just before Labour Day. The shows will include a DJ opener at 6:30 p.m. and will run between 90 and 150 minutes (whether one act or more than one act). The shows will conclude no later than 10:00 p.m. (including encore) in compliance with the Noise Bylaw.

Currently, the specific show dates are yet to be confirmed. This allows the Contractor and FE&A staff greater flexibility in terms of exploring and leveraging opportunities (i.e., securing an amazing performer only available on a specific date). The concert show dates will be communicated as soon as possible to enable local businesses sufficient time to plan for, and leverage, the concerts. The performer lineup will be announced in the spring.

POLICY CONSIDERATIONS

Relevant Council Authority/Previous Decisions

In accordance with *Administrative Procedure D-1*, Council's authorization is required for the RMOW to enter into a contract over \$500,000 in value.

At the [Regular Council meeting on February 7, 2023](#), Council authorized the RMOW to enter into a Contract with the Contractor for the 2023 WSCS and directed the corporate signatories for the RMOW to execute the contract with the Contractor ([Administrative Report No. 23-017](#)).

2023-2026 Strategic Plan

The [2023-2026 Strategic Plan](#) outlines the high-level direction of the RMOW to help shape community progress during this term of Council. The Strategic Plan contains four priority areas with various associated initiatives that support them. This section identifies how this report links to the Strategic Plan.

Strategic Priorities

- ☐ Housing

Expedite the delivery of and longer-term planning for employee housing.

- ☐ Climate Action

Mobilize municipal resources toward the implementation of the Big Moves Climate Action Plan by supporting the safe and enjoyable use of the Whistler Transit System.

- ☒ Community Engagement

Strive to connect locals to each other and to the RMOW.

- ☒ Smart Tourism

Preserve and protect Whistler's unique culture, natural assets, and infrastructure.

- ☐ Not Applicable

Aligns with core municipal work that falls outside the strategic priorities but improves, maintains, updates and/or protects existing and essential community infrastructure or programs.

Community Vision and Official Community Plan

The Official Community Plan (OCP) is the RMOW's most important guiding document that sets the community vision and long-term community direction. This section identifies how this report applies to the OCP.

Chapter 2 – Community Vision

WSCS adds to a vibrant and lively pedestrian Village by featuring performances in Whistler Olympic Plaza, helping to create a “Sense of Place”. Further, WSCS supports the tourism economy by featuring high-quality, live free entertainment offering diverse and authentic experiences that offer exceptional value and sustain visitation.

Chapter 3 – Reconciliation with the Lílwat Nation and Squamish Nation

The FE&A program, supports Reconciliation and relationship building by exploring opportunities to showcase local and other Indigenous artists in WSCS programming; provides opportunities to share each Nation's history and culture through events and gatherings in Whistler that draw residents and visitors alike; supports Indigenous cultural presence throughout Whistler; and lastly, by exploring opportunities for both Nations' involvement in events and activities to add to the experience of Whistler.

Chapter 6 – Economic Viability

WSCS is a popular annual program that helps to attract visitors and enhance the visitor's experience which plays a key role in Whistler's tourism economy. The WSCS program supports increased cultural, education and learning, arts, entertainment, events, sport tourism, and health and wellness opportunities that helps diversify our tourism-based economy using existing infrastructure.

Chapter 9 - Learning Culture and Recreation

WSCS programming, where appropriate, supports local performers and local Indigenous content by leveraging various partnerships and venues to further develop Whistler's Arts, Nature, and Heritage (ANH) sector and helps promote ANH programming and venues for residents and visitors.

Chapter 10 – Climate Action and Energy

WSCS helps promote active transportation by featuring Whistler Bike Valet services during concerts which supports the policy of using every reasonable opportunity to further the use of preferred modes of transportation. Also, the WSCS 2024 program will implement solid waste mitigation strategies in Whistler Olympic Plaza during concerts supporting Whistler in meeting its zero waste goals.

BUDGET CONSIDERATIONS

The WSCS is funded entirely through the Province of British Columbia's Municipal and Regional District Tax Program (MRDT). The MRDT Program is jointly administered by the Ministry of Finance, the Ministry Tourism, Arts, Culture and Sport, and Destination British Columbia. The 2024 WSCS budget allocation was included in the FE&A budget reviewed and accepted by the FE&A Oversight Committee. The proposed contracted expenditures for WSCS are included within the 2024-2028 Financial Bylaw.

LÍLWAT NATION & SQUAMISH NATION CONSIDERATIONS

The RMOW is committed to working with the Lílwat People, known in their language as *L'il'wat7úl* and the Squamish People, known in their language as the *Skwxwú7mesh Úxwumíxw*, to: create an

enduring relationship; establish collaborative processes for Crown land planning; achieve mutual objectives; and enable participation in Whistler's resort economy.

The FE&A program explores opportunities to showcase both local and other Indigenous artists in WSCS programming. Each evening begins with a welcome by SLCC Ambassadors, providing an opportunity for each Nation to share history, culture and context with residents and visitors.

COMMUNITY ENGAGEMENT

Level of community engagement commitment for this project:

☒ Inform ☐ Consult ☐ Involve ☐ Collaborate ☐ Empower

The 2023 RFP for the WSCS Producer role and associated 2023 WSCS Producer Contract award process complied with all RMOW procurement rules and policies, and the contract renewal process does include an opportunity for community engagement.

The FE&A Oversight Committee had an opportunity to comment on the WSCS and are aware that staff are recommending a renewal of the contract. FE&A staff also met separately with staff from TW and the Whistler Chamber of Commerce (Chamber) to hear feedback about the 2023 WSCS, and then the Chamber hosted a meeting of representatives from the Restaurant Association of Whistler, FE&A staff and TW staff to provide an additional feedback opportunity.

REFERENCES

Appendix A – Sample 2024 WSCS Producer Contract
Appendix B – 2023 RFP WSCS Producer Role

SUMMARY

Following a positive staff review and evaluation of the WSCS 2023 services provided by the current Contractor, it is the recommendation of the General Manager of Community Engagement and Cultural Services that Council approve the 2024 Contract renewal in the amount of \$805,000 (exclusive of GST) with the Contractor in accordance with the renewal option indicated both in the 2023 RFP for WSCS Producer role and in the 2023 WSCS Contract. This value is within the FE&A program budget and is included in the 2024-2028 Financial Bylaw.

SIGN-OFFS

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