

REGIONAL MUNICIPALITY OF OTTAWA-CARLETON
MUNICIPALITÉ RÉGIONALE D'OTTAWA-CARLETON

REPORT
RAPPORT

Our File/N/Réf.
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DATE 25 June 1997

TO/DEST. Committee Co-ordinator
Corporate Services and Economic Development Committee

FROM/EXP. President and General Manager
Ottawa-Carleton Economic Development Corporation

Regional Chair

SUBJECT/OBJET **PROJECT TO REPRESENT THE REGION'S NEW MEDIA
AND TECHNOLOGY INDUSTRIES AT TECHNOLIS /
APEC - SEPTEMBER 1997**

REPORT RECOMMENDATION

That the Corporate Services and Economic Development Committee recommend Council approve the Regional Municipality of Ottawa Carleton invest \$110,000 towards this project in representing the Region's new media and technology industries at Technopolis and Asia Pacific Economic Cooperation (APEC) in September 1997, with the expectation that the Ottawa-Carleton Economic Development Corporation (OCEDCO) and the Ottawa Carleton Research Institute (OCRI) will pursue additional industrial investments and applicable Provincial and Federal government programs in addition to the revenues received to date.

BACKGROUND

The purpose of this document is to describe the Future Ottawa initiative to date, and to secure financing for a project that will project the Region to the world through Technopolis '97 and the APEC (Asia Pacific Economic Cooperation) Forum. (These major events both occur in Ottawa during September 1997)

In April 1996, OCEDCO, OTCA, OCRI, OLSC, OCBoT launched a marketing support concept known as Future Ottawa, intended to make Ottawa known worldwide as a thriving entrepreneurial, high technology and research Capital with exceptional quality of life - supporting companies, municipalities and economic development projects in the community.

Future Ottawa's mission is to make Ottawa known as one of the best places in the world to live, work, visit, invest and do business. Managed under the auspices of OCEDCO, Future Ottawa represents Ottawa's strengths by providing materials and information enabling effective communication and marketing of the region's lifestyle, natural and cultural environment, recreation and status as the national Capital. It also serves to support communication of the Ottawa Region's transformation to an entrepreneurial business center in advanced technology, life sciences, multi-media, tourism sectors and other emerging markets.

Under the leadership of OCEDCO, a task force of volunteers from the five founding partner organizations and a representative from the Mayors Forum oversaw the development of a business plan. The plan responded to the need to better market the region's strengths by promoting Ottawa as one region and centralize regional external marketing activities by pooling community resources.

Business and government consultations were conducted prior to the plan being presented in January 1997. It was endorsed by the Task Force in February 1997 to begin implementation immediately.

Progress to Date:

The following are the key accomplishments of Future Ottawa to date:

- A brand image and logo building on that of the Ottawa Tourism and Convention Authority has been adopted
- An extensive Economic and Community Profile has been produced and is now being actively distributed to companies and business development enterprises to support their marketing programs. This document is now being prepared in French
- A 'lure brochure' has been prepared in both French and English
- Merchandizing materials (pens, shirts, etc.) have been assembled and are being widely distributed

In summary, basic marketing materials which were in great demand are now available to the Ottawa business community. Through work of the Task Force, another key accomplishment has been to cause the infrastructure organizations to work together towards the economic development of the region. (This achievement is manifested in the present proposal which has been jointly developed by OCEDCO and OCRI).

The Technopolis/APEC Project:

This project, to highlight the region and its strengths, is also positioned to showcase the new media and technology industries of the region. Building on the work of Future Ottawa, this project to be carried out by a consortium of new media and high technology companies will produce:

Video - Consisting of a short segment of “welcome” featuring government leaders, edited together with existing material about Ottawa and the high tech and new media industries which OCEDCO has rights to and which was collected for Future Ottawa use. This video would be shown at a dinner at Technopolis. It would also be digitized and be accessible as described below.

Broadband Website - Featuring the digital video and other digitized videos on the region and its companies as well as multimedia demos done by local companies and video demos done by local video producers.

Stand alone multimedia and high technology demonstrations -A number of displays by NRC, CRC, Universities, Algonquin and participating companies showing leading-edge new media, technology and on-line products and applications.

Public Sites:

The displays would be set up as follows:

- a. **Airport** - A stand-alone, looping display of the “welcome” video on large screen plus signage and displays leading the viewer to visit the RMOC and Congress Centre sites and highlighting the participating companies and organizations.
- b. **RMOC** - A display featuring one or more computers accessing the broadband website, including all the videos and the on-line demos. Signage highlighting the participants.
- c. **Congress Centre** - A large booth at the show with a number of stations with access to the broadband website plus stand-alone stations from other local companies, universities, colleges, NRC, CRC, etc. and a small theater running the “welcome” video and demo videos from local producers.

Behind-The-Scenes:

The broadband website would be hosted on powerful servers located either at CRC or at General Assembly (GA is the only local production facility that has the needed technical capabilities at this time). The public sites and the server sites would be connected using the Ottawa Community Network (OCN) with the highest bandwidth available. This would be a limited “intranet” not connected to the rest of the internet for the purposes of this demonstration.

The legacy:

The work embodied in this project builds on the earlier work of the Future Ottawa program, and towards a more extensive multi media description of the Region, which is part of the business plan of Future Ottawa. Results of this project will form the basis for long term welcoming displays at the airport, RMOC, and other locations, as well as provision of more dynamic marketing support materials.

FINANCIAL IMPLICATIONS

In 1996, OCEDCO contributed approximately \$150,000 in staff time, administration, preliminary collateral materials, business plan development and Task Force coordination for Future Ottawa. OCRI also contributed approximately \$35,000.

In 1997, OCEDCO, OTCA, and local municipalities have contributed \$524,000 towards manpower, collateral material development and an Ottawa Website.

The following budget represents the requirement to produce the video/multimedia materials by September 9th - the opening of Technopolis '97. Due to the time constraints, approval to proceed no later than 4 July is necessary to ensure production of the materials on time.

Connectivity (Bell)	\$ 10,000
Video shoot & post	\$ 15,000
Video digitizing	\$ 15,000
Projectors, draping	\$ 10,000
website set-up	\$ 20,000
Project management (manager, OCRI, OCEDCO)	\$ 35,000
Booth costs	<u>\$ 5,000</u>
Total	\$110,000

The following are reasonable assumptions upon which the project is also based:

1. The computers and server machines are provided free on loan. DEC would be the ideal company to do this. OCEDCO and/or OCRI would need to provide the high-level connections in order to get this to happen quickly.
2. The broadband connections can be set up and operated between the Congress Centre and RMOC at a minimum and preferably to GA and/or CRC and all at an affordable cost. This connectivity would be the responsibility of OCRI/OCN.
3. Rights to use existing video in the possession of OCEDCO/Future Ottawa are obtainable quickly.
4. GA is willing to participate for an affordable cost.
5. The quantity of digitized video is limited to what can be afforded, or, a donated source of digitizing services is found.

6. Companies in the region are willing to participate and contribute a significant amount of in-kind service and material.
7. Booth space at Technopolis will be at no cost.

*Approved by
Dr. Brian Barge*

*Approved by
Peter Clark*

FINANCE DEPARTMENT COMMENT

It is recommended that the funding request of \$110,000 in support of the “Future Ottawa Initiative” be charged to Corporate Provision for Unforeseen Account. Uncommitted funds in the amount of \$117,953 are available in this account.

*Approved by T. Fedec
on behalf of the Finance Commissioner*