

TO: Municipal Council

FROM: Grants and Publicity Committee

SUBJECT: Grant to the Burnaby Chamber of Commerce

The Grants and Publicity Committee met with the President, the Manager and one additional member of the Chamber of Commerce on 1984 July 23. The meeting was arranged as a result of Council's 'tabling' of the Committee's recommendation re the \$21,500.00 grant to the Chamber, and Council's suggestion that the Committee meet with the Chamber to discuss their justification for additional funds. (The Chamber requested a grant of \$40,000.00)

The following information was obtained from this meeting relevant to the Tourist Information Centre:
Please include attachment #1.

As a result of this discussion the Committee recommends that the motion of 1984 July 9, be lifted from the table, and further recommends that the Chamber of Commerce's request for a grant be the same as 1983.....\$21,500.00

.....
The major part of the discussion centred around the Chamber's request for \$40,000.00. They submitted the following information to justify their request. (Please add the information as it appears on Attachment #2)

The Committee could not accept this 'justification', and recommended to the Chamber that a complete breakdown of expenses relative to the Tourist Information Centre, together with a format (with costs) relative to Burnaby Maps, brochures, and other tourist oriented information, be submitted to the Council, through the Grants and Publicity Committee, prior to September of 1984, for the Budget Re-Cap.

(D.N.Brown) Chairman

(E.Nikolai) Member

(V.Stusiak) Member

Agenda 1984 August 07
Copy - Municipal Manager

TOURIST INFORMATION CENTRE

PROGRESS TO DATE

TOURISTS SERVED

May - September 1983 - (22 weeks) - 2,126
 May - July 21st 1984 - (11 weeks) - 3,946

N.B. These figures do not include telephone enquiries which average 25 per day.

ACTIVITIES & SERVICES

The following have been developed to better serve our visitors:

CARD REFERENCE FILE - an index file of information on all tourist facilities, attractions, and services in the Greater Vancouver area.

TOURISM RESOURCE FILES - a comprehensive filing system containing a broad range of facts, brochures and reference material on recreational opportunities, attractions, special events, festivals, etc. throughout the Province with special emphasis on Southwestern B.C.

TOWNS & CITIES RESOURCE - files containing profiles and specific information on most requested destination points in the Province.

BURNABY MAP - a detailed map of Burnaby showing access to major highways and major thoroughfares in the community.

CAMPSITE MAP - a map indicating location of all campsites and trailer parks in the Greater Vancouver area. This is supplemented by an information sheet listing addresses, available services and facilities and costs.

HIGHWAY ACCESS MAP - basic map showing how to get back onto Highway One, East (difficult from this location).

BURNABY ACCOMMODATIONS - a listing of accommodations in Burnaby. It is our policy and practice to encourage tourists to stay in the municipality where possible.

B.C. SUMMER GAMES - July 19th - 22nd

375 in-person enquiries
 163 phone calls for tourist information

SUMMER GAMES MAP - as there appeared to be no comprehensive map showing locations of events, etc. one was produced and supplemented with an information sheet.

PROMOTION - The Tourist Information Centre also distributed promotional material for the Games encouraging tourists to visit the Games. Office staff also participated as volunteers.

JUSTIFICATION OF REQUEST FOR \$40,000

EXPENSES, 1983-1984

As can be seen from the enclosed financial statements, operational expenses in all areas have increased substantially.

Salary expenditures reflect the fact that it was necessary to add one staff person to assist with the Tourist Information Centre from September to May. Unfortunately, due to lack of funding, this person could only be hired on a part-time basis.

In this, the first year of operations, it was not possible to project activity, expenses, and demands on staff time for the Centre. In retrospect it is estimated that approximately one third (1/3rd) of the Manager's time was devoted to the operation of the Tourist Information Centre. This time was expended on administrative functions such as the development of grant proposals, payroll, hiring, supervision training, etc. Increased correspondence, telephone communication, and general office 'traffic' all create demands on the Manager's time.

PROJECTIONS, 1984-1985

OPERATIONS

Increased office expenses will continue as an ongoing factor. The costs of maintaining the building; an additional telephone line; updated equipment and office supplies are all requirements for the functioning of the Tourist Information Centre.

Given the increased tourist figures to date in 1984 (almost four times as many), it is fair to assume that traffic in the "off-season" will increase proportionately. It will be necessary, therefore, to add one full-time staff person as of September 4th, 1984.

The Chamber is also committed to fostering the economic foundation of our community through increased services to small business. These activities will place greater demands on current staff. If both Chamber and Tourist Information Centre are to effectively meet the needs of their respective publics consideration must be given to adequate staff resources for each.

Cost of additional staff including benefits

\$12,000

REPORTS
 Regular Council Meeting
 1984 August 07

EFFECTIVENESS

The obvious mandate of a Tourist Information Centre situated in the Burnaby Chamber of Commerce, is to encourage visitors to spend time (and dollars) in our community. However, it has rapidly become apparent that the lack of promotional material (or even an adequate map) limits our effectiveness in this regard.

It is our strong recommendation, therefore, that sufficient funds be made available to produce generic promotional material relevant to Burnaby, and a printed map similar to that drafted by staff.

Cost \$10,000

SUMMARY OF REQUEST

| | |
|------------------------|-----------------|
| * Operational Expenses | \$18,000 |
| Salary | 12,000 |
| Promotional material | <u>10,000</u> |
| TOTAL | <u>\$40,000</u> |

* 50% of 1983 actual operational expenses as per Touche Ross, Schedule II

Attachemnt #2(continued)