

THE CORPORATION OF THE DISTRICT OF BURNABY

REPORT OF THE GRANTS AND PUBLICITY COMMITTEE

HIS WORSHIP THE MAYOR
 AND MEMBERS OF THE MUNICIPAL COUNCIL:

Madam and Gentlemen:

Your Committee would report as follows:

<u>Application No.</u>	<u>Recommendation</u>
22. <u>"ALL ABOARD - ROYAL HUDSON"</u>	NII

We received an application for an ad to be placed in a magazine that is made available to tourists boarding and alighting from the Royal Hudson train.

Last year, in anticipation of many people coming to Burnaby because of the 1984 Summer Games, we are told that the Parks and Recreation Department approved the expenditure for an ad to be placed in the centrefold of the souvenir brochure. This year, however, there are no funds available to repeat the ad, but we are told that Simon Fraser University, Burnaby Art Gallery and the Burnaby Craft Market have agreed to participate in the centrefold again this year.

The cost is \$450. for half a page and \$225. for a quarter of a page (plus 20% for a portion of the centrefold); the whole of the centrefold costs \$1,800. It has been explained to us that if we took out an ad in the centrefold this year, there would be no extra charge of 20% and we could have the same arrangement during Expo' year.

Your Committee is of the opinion that this is a matter for the Burnaby Chamber of Commerce Tourist Centre to consider and we would therefore recommend that this application be denied.

INTERNAL DISTRIBUTION

: - AGENDA 1985 APRIL 09
 : - COPY - MUNICIPAL MANAGER
 : - DIRECTOR FINANCE
 : - SECRETARY, GRANTS &
 : PUBLICITY COMMITTEE

Respectfully submitted,

Donald N. Brown (Ald.)
 Chairman,
 Grants and Publicity Committee

Members: Aldermen E. Nikolai
 and V. V. Stusiak