

ITEM 7
MANAGER'S REPORT NO. 59
COUNCIL MEETING 88/09/19

RE: LINKING HERITAGE AND TOURISM - CORRESPONDENCE FROM
MINISTRY OF TOURISM AND PROVINCIAL SECRETARY

MUNICIPAL MANAGER'S RECOMMENDATION:

1. THAT the recommendation of the Director Planning & Building Inspection be adopted.

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TO: MUNICIPAL MANAGER 1988 SEPTEMBER 12

FROM: DIRECTOR PLANNING & BUILDING INSPECTION OUR FILE: 00.830

SUBJECT: LINKING HERITAGE AND TOURISM - CORRESPONDENCE FROM MINISTRY OF TOURISM AND PROVINCIAL SECRETARY

PURPOSE: The purpose of this report is to advise Council that the potential use of the approach as outlined in the "Linking Heritage & Tourism ..." manual will be reviewed in the context of the Economic Development Strategy being prepared for the Municipality of Burnaby.

RECOMMENDATIONS:

1. THAT this report be received for information purposes.

R E P O R T

1.0 BACKGROUND

Appearing on the Council Agenda of 1988 September 12 was a letter dated 1988 August 25 from the Ministry of Tourism and Provincial Secretary (see attached) advising of an initiative undertaken in the City of New Westminster to identify opportunities for developing tourism and heritage attractions.

This project was funded under the Canada/British Columbia Tourism Development Agreement to help develop an approach in integrating tourism with heritage resources. It resulted in the production of a manual entitled, "Linking Heritage and Tourism: A Guidebook for Community Groups".

2.0 RELEVANCE TO THE MUNICIPALITY OF BURNABY

This manual, which was prepared by the Corlolls Consulting Corporation, outlines a three step process aimed at helping communities to use their heritage and historic resources to enhance the tourism sector of their local economy.

As Council will recall, authorization was given at the Council Meeting of 1988 September 12 for the retention of the Corlolls Consulting Corporation to assist in the preparation of an Economic Development Strategy for the Municipality. As part of the strategy development process, tourism will be one of the economic sectors to be considered in the review of our relative strengths and weaknesses. The possible linkage between tourism and heritage within Burnaby will be considered as part of that review. The fact that Corlolls is assisting in the preparation of our Economic Development Strategy, and as well prepared the manual outlining the approach for considering the possible tourism/heritage linkage, will ensure that this matter receives proper consideration in the context of the overall strategy.

It should be made clear that the purpose of the manual forwarded to the Municipality is to share an approach for developing initiatives in those communities that want to use their special heritage and historic resources to increase tourism. At the present time, there are no programs or funding sources available to specifically finance such initiatives.

The preparation of the Economic Development Strategy will involve the establishment of an Advisory Committee representing a broad range of community interests. During the course of the strategy development process, staff will ensure that the availability and general contents of the manual relating to linking heritage and tourism is made known to the representatives of the Advisory Committee. A copy of the manual has already been forwarded to the Heritage Advisory Committee and the Burnaby Chamber of Commerce.



A.L. Parr
DIRECTOR PLANNING &
BUILDING INSPECTION

JSB/mcb

cc: Economic Development Coordinator

CORRESPONDENCE AND PETITIONS
REGULAR COUNCIL MEETING
1988 SEPTEMBER 12

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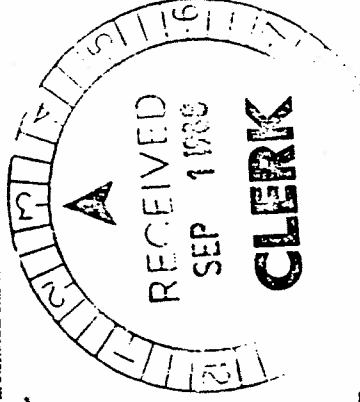


Province of
British Columbia

Ministry of
Tourism and
Provincial Secretary

1117 Wharf Street
Victoria
British Columbia
V8W 2Z2

August 25, 1988



To all Mayors and Council:

Dear Mayor and Council:

SUBJECT: Linking Heritage and Tourism

The Ministry recently completed a project to assist the City of New Westminster identify opportunities for developing tourism and heritage attractions. The project was funded under the Canada/British Columbia Tourism Development Agreement.

The project provided an opportunity for heritage and tourism groups to work together to plan for tourism attractions and projects that enhance heritage in the City.

Another result was the production of a manual "Linking Heritage and Tourism: A guidebook for Community Groups". I am pleased to provide you with a copy for use in your community.

Best wishes,

Jim Doswell
Assistant Deputy Minister
Ministry of Tourism and
Provincial Secretary

INTERNAL DISTRIBUTION:

- : - AGENDA 1988 SEPTEMBER 12
- : - COPY - MUNICIPAL MANAGER
- DIR. PL. & BLDG. INSP. (FOR REPORT)
- DIR. REC. & CULT. SERVICES

NOTE: The Manual is available
in the office of the
Municipal Clerk

