

ITEM 5
MANAGER'S REPORT NO. 49
COUNCIL MEETING 88/07/25

RE: BURNABY CHAMBER OF COMMERCE - REQUEST FOR ASSISTANCE FOR TOURISM
BROCHURE PRODUCTION

MUNICIPAL MANAGER'S RECOMMENDATION:

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

TO: MUNICIPAL MANAGER 1988 JULY 18

FROM: DIRECTOR PLANNING & BUILDING INSPECTION OUR FILE: 00.830

SUBJECT: BURNABY CHAMBER OF COMMERCE - REQUEST FOR ASSISTANCE FOR TOURISM BROCHURE PRODUCTION.

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RECOMMENDATIONS:

1. THAT \$5,600 be drawn from the Operating Contingency Account to meet the estimated printing costs for a Burnaby tourism brochure with the understanding that this amount will be reflected in the 1988 Recast Budget - Visitor Information Services Account.
2. THAT a copy of this report be forwarded to the Burnaby Chamber of Commerce, 6525 Sproutt Street, Burnaby, B.C., V5B 3B8.

REPORT

1.0 BACKGROUND

The Burnaby Chamber of Commerce has, as one of its tourism related objectives, the desire to produce a Burnaby related brochure for use in the Burnaby Travel Infocentre and other distribution points. This item has been given a priority by the Chamber at this time in order that it can be prepared and integrated with the materials required for the World Police and Fire Games to be held primarily in Vancouver, Burnaby and Richmond next year. The organizers of the games have requested 7500 copies of a Burnaby brochure for inclusion in the registration kits for the participants.

The Chamber is organizing this effort to produce a Burnaby brochure and are intending to market advertising space in the brochure to help offset costs. This department has received a request from the Chamber for municipal assistance in producing the brochure. This request relates to assistance from the Graphics Artist for basic artwork and technical layout support and for printing and assembly of the brochure within the municipal printshop.

2.0 DISCUSSION

Normally, a request to the Municipality for assistance on such an item would occur as part of our tourist services contract with the Chamber. However, staff can appreciate the value of undertaking development of a brochure at this time so that it can be available for use during the Police and Fire Games.

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The proposal is to produce 35,000 copies of a 16 page, folded brochure that will help promote tourist related facilities, attractions and services within the Municipality. It is expected that this number will meet the needs of the Chamber for a two year period.

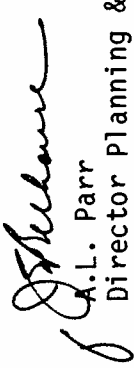
The municipal printshop has estimated the cost for printing a two colour brochure on an 8 1/2 x 14 format, folded twice, to be \$5,600. The services of the Graphic Artist could be made available for providing "camera ready" copy of materials provided by the Chamber using the department's desk top publishing capabilities. In addition, he would be able to provide format and layout advice for the brochure.

In considering this request, staff share the view that the preparation of a Burnaby tourism brochure by year end would be desirable, in responding to the needs of both the general visitor to our community and those who will be attending the World Police and Fire Games. The Chamber's initiative and the Municipality's assistance in relation to this project will help address this void in our existing tourism promotion services. In addition, the preparation and availability of such a brochure will be useful in supplementing the materials and services being provided by Tourism Vancouver which are generally intended to promote the region, rather than any one constituent member. In view of the above, staff would recommend that municipal assistance be given to this Chamber project, in the form of printing and assembly of the brochure and in the provision of final artwork and layout services by our graphic artist.

The Director Finance has indicated that municipal assistance on this project, in the form of printing and assembly of the product, would need to be budgeted in the Operating Budget. It is therefore recommended that \$5,600 be drawn from the Operating Contingency Account on the understanding that this amount will be reflected in the 1988 Recast Budget - Visitor Information Services Account.

JSB/mcb

cc: Director Finance
Municipal Clerk
Municipal Solicitor



A.L. Parr
Director Planning &
Building Inspection