

REL TOURISM VANCOUVER AGREEMENT

MUNICIPAL MANAGER'S RECOMMENDATION:

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

\* \* \* \* \*

TO: MUNICIPAL MANAGER 1988 March 21  
FROM: DIRECTOR PLANNING & BUILDING INSPECTION Our File: 18.007.1  
SUBJECT: TOURISM VANCOUVER AGREEMENT

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RECOMMENDATIONS:

1. THAT Council authorize the execution of the attached agreement between the District of Burnaby and the G.V.R.D. for the provision of specified tourism marketing services to be undertaken by Tourism Vancouver.

R E P O R T

1.0 BACKGROUND

At its meeting of 1987 October 05, Council received the attached report item and adopted the following recommendation contained therein:

1. THAT Council approve in principle, a contribution of \$33,160 towards the funding of Tourism Vancouver during 1988 on the understanding:
  - the agreement relating to the funding is related only to 1988
  - that Council will be requested to give final approval of the proposed agreement including specifications of the products to be provided by Tourism Vancouver in 1988, as well as the monitoring system proposed to show their delivery and impact at the local municipal level
  - a majority of other Municipalities within the G.V.R.D. will be participating in the Tourism Vancouver cost sharing arrangement
  - that Tourism Vancouver will be soliciting funds, primarily from available Federal and Provincial sources, to conduct a G.V.R.D. Tourism Development Strategy in 1988, as a complement to its marketing initiatives.



This previous report provided background information to the request, the objectives of Tourism Vancouver, the funding formula to be used and a response to certain questions raised by Members of Council including the relationship between the work of Tourism Vancouver and the Tourist Information Centre service undertaken by the Chamber of Commerce on behalf of the Municipality.

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## 2.0 THE AGREEMENT

Staff have reviewed the Agreement and are satisfied that it meets the terms and conditions as presented in Council's previous approval in principle. Of the 12 suburban Municipalities requested to share with the City of Vancouver in the funding of this regionally oriented tourism service, only the District of Coquitlam has chosen not to participate. The District of Richmond is participating, but has adopted an alternate funding formula. Burnaby's contribution of \$33,160 is the same as was presented in our 1987 October 05 report. The City of Vancouver is contributing a minimum of \$640,000 towards the 1988 Tourism Vancouver program, while the surrounding suburban Municipalities will contribute \$115,758 under the terms of the Master Agreement between the G.V.R.D. and Tourism Vancouver.

Funds for this expenditure are included in the 1988 Provisional Operating Budget. Accordingly, it is recommended that authority be granted for the execution of this Agreement for the provision of regionally related tourism marketing services for the 1988 calendar year. Any consideration of an extension of this service beyond 1988 would be based on an evaluation of the success of the program in relation to those items identified in Schedules B and C of the Agreement and its perceived benefits at the regional and municipal levels.



A.L. Parr  
DIRECTOR PLANNING &  
BUILDING INSPECTION

JSB/mcb  
Attachs:

cc: Director Finance  
Municipal Solicitor  
Director Administrative & Community Services

THIS AGREEMENT made as of the \_\_\_\_\_ day of \_\_\_\_\_, 1988.

BETWEEN:

GREATER VANCOUVER REGIONAL DISTRICT, incorporated by Letters Patent under the laws of the Province of British Columbia and having an office at 4330 Kingsway, Burnaby, British Columbia (hereinafter called the "GVRD")

AND:

OF THE FIRST PART

THE CORPORATION OF THE DISTRICT OF BURNABY  
(hereinafter called the "Corporation")

OF THE SECOND PART

WHEREAS:

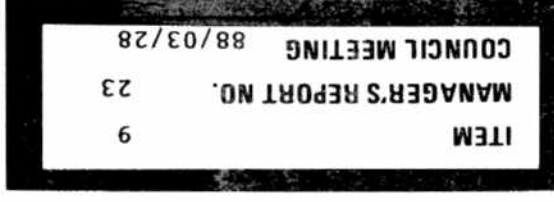
A. The GVRD has entered into an agreement with the Greater Vancouver Convention and Tourism Marketing Association (hereinafter "Tourism Vancouver") to provide to the GVRD on behalf of certain participating municipalities as set out in Schedule "A" to this Agreement (hereinafter the Participating Municipalities") those services listed in Schedule "B" to this Agreement (hereinafter the "Services");

B. The Corporation is one of the Participating Municipalities.

C. The GVRD and the Corporation have agreed that the GVRD will provide to the Corporation the Services during the Term as defined herein on the terms and conditions set out below.

NOW THEREFORE THIS AGREEMENT WITNESSES that, in consideration of the premises and in consideration of the payments, promises, terms and conditions hereinafter set out, the parties hereto agree as follows:

1. The GVRD shall provide the Services to the Corporation during the period from January 1, 1988 to December 31, 1988 (hereinafter the "Term").
2. The Corporation shall pay \$33,160 to the GVRD for the Services on the 31st day of March, 1988.
3. The GVRD will provide to the Corporation a Greater Vancouver Tourism Development Monitoring Report which includes, but is not limited to, the factors set out in Schedule "C" to this Agreement once such report has been provided to the GVRD by Tourism Vancouver. The purpose of such report is to enable the Participating Municipalities to evaluate their tourism spending.



- 4. The GVRD Board will designate two representatives of the Participating Municipalities for inclusion on the Board of Directors of Tourism Vancouver.
- 5. Notwithstanding the execution and delivery hereof, this Agreement shall not come into force and effect until the GVRD advises the Corporation in writing that the GVRD has executed agreements with all of the Participating Municipalities.
- 6. This Agreement shall not be assigned in whole or in part by either party without the prior written consent of the other party, such consent not to be unreasonably withheld.
- 7. This Agreement shall enure to the benefit of and be binding upon the successors and permitted assigns of the parties hereto.

IN WITNESS WHEREOF the parties hereto have executed and delivered this Agreement as of the date first above mentioned.

The Seal of the GREATER VANCOUVER )  
REGIONAL DISTRICT was hereunto )  
affixed in the presence of: )  
\_\_\_\_\_)  
\_\_\_\_\_)

The Seal of THE CORPORATION OF )  
THE DISTRICT OF BURNABY )  
was hereunto affixed in the )  
presence of: )  
\_\_\_\_\_)  
\_\_\_\_\_)

SCHEDULE A

PARTICIPATING MUNICIPALITIES

Cities:

New Westminster  
North Vancouver  
Port Coquitlam  
Port Moody  
White Rock

Districts:

Burnaby  
Delta  
North Vancouver  
Richmond  
Surrey  
West Vancouver

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SCHEDULE B

SERVICES

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The GVRD shall provide all those services to the Corporation set out in Tourism Vancouver's 1988 Business Plan, which is appended to this Schedule.

Specifically, these services shall include:

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1. One four colour full page advertisement in "YVR" magazine in the June, July, August and December issues published during 1988.
2. Preparation of a GVRD driving tour brochure/booklet covering each participating municipality with an emphasis on heritage, museum and park sightseeing tours.
3. Presentation of material on participating municipalities in all travel trade, consumer or retail shows which Tourism Vancouver or its representatives attend. This will be a minimum of 15 events.
4. Preparation of a GVRD municipal attractions slide program. These slides will be in Tourism Vancouver's slide library and be distributed to travel media, the travel trade, and convention and meeting planners.
5. Coverage of participating municipality attractions in all Tourism Vancouver press release kits.
6. Two four colour full page advertisements in the Convention Facilities Manual highlighting municipal attractions. The Manual is circulated to 2,000 North American convention planners. The content will include local events, attractions and contacts.
7. Provision of one copy of a confidential Convention Schedule to each municipality. This schedule lists all conventions booked and permits municipal tourism organizations to initiate contacts.
8. Preparation of a suggested trip and attractions program highlighting municipal assets to be included in the convention marketing package.
9. Inclusion of municipal attractions in the GVRD Attractions video. Two copies of the video will be provided to each municipality.
10. Inclusion of the municipal attractions brochures in the Infocentre direct mail distribution program.
11. Provision of one rack space per municipality in the Tourism Vancouver Infocentre for any municipal attraction of their choice.
12. Inclusion of municipal attractions in the material and discussions on all tourism development missions.

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13. Membership in Tourism Vancouver for each participating municipality's chamber of commerce, tourism bureau or designated tourism organization.
14. Quarterly meetings of representatives of participating municipalities. These meetings will discuss new issues and information, and will be used to review the status of Tourism Vancouver's municipal program.
15. Provision of two Tourism Vancouver Board seats for GVRD representatives.
16. Preparation of terms of reference and application to the federal and/or provincial governments for funds to prepare a Greater Vancouver Tourism Development Strategy.
17. Municipal attractions included in the Tourism Vancouver guides.
18. Reprinting of the back page of the Tourism Vancouver "lure piece" to include Greater Vancouver coverage.
19. Coverage of Greater Vancouver attractions through familiarization trips of tour wholesalers and operators.
20. Coverage of Greater Vancouver attractions in Tourism Vancouver "Discover the Magic" program or a similar regional marketing program. This may include familiarization trips for media writers from target markets.

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SCHEDULE C

GREATER VANCOUVER TOURISM MONITORING REPORT FACTORS

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The following factors will be included in preparation by Tourism Vancouver of a Greater Vancouver Tourism Monitoring Report:

1. Greater Vancouver hotel room tax revenue.
2. Number of enquiries recorded by municipal Infocentres.
3. Number of conventions booked by Tourism Vancouver and estimated number of delegates.
4. Douglas Border crossings.
5. Selected factors for Greater Vancouver from the Panel, Kerr Forster publication entitled "Trends in the Tourism Industry".

w/21:180



RE: PROPOSED TOURISM VANCOUVER FUNDING

MUNICIPAL MANAGER'S RECOMMENDATION:

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

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TO: MUNICIPAL MANAGER 1987 September 30

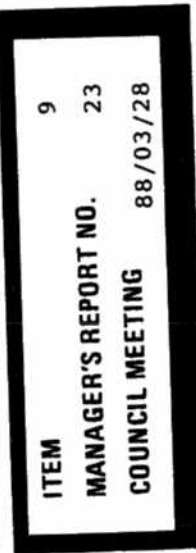
FROM: DIRECTOR PLANNING & BUILDING INSPECTION Our File: 18.007.1  
X-Ref: 07.800

SUBJECT: PROPOSED TOURISM VANCOUVER FUNDING

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RECOMMENDATION:

1. THAT Council approve in principle, a contribution of \$33,160 towards the funding of Tourism Vancouver during 1988 on the understanding:
  - the agreement relating to the funding is related only to 1988
  - that Council will be requested to give final approval of the proposed agreement including specifications of the products to be provided by Tourism Vancouver in 1988, as well as the monitoring system proposed to show their delivery and impact at the local municipal level
  - a majority of other Municipalities within the GVRD will be participating in the Tourism Vancouver cost sharing arrangement
  - that Tourism Vancouver will be soliciting funds, primarily from available Federal and Provincial sources, to conduct a GVRD Tourism Development Strategy in 1988, as a complement to its marketing initiatives.
2. THAT a copy of this report be forwarded to Mr. T. Baker, Chairman, Policy Coordinating Committee, GVRD, 600-4330 Kingsway, Burnaby, B.C. V5H 4G8; Ms. Joanne Wolff, Manager, Burnaby Chamber of Commerce, 6525 Sprout Street, Burnaby, B.C. V5B 3B3; Mr. John Munro, Executive Director, Tourism Vancouver, 1055 West Georgia Street, Vancouver, B.C. V6E 4C8.



R E P O R T

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1.0 INTRODUCTION

At its meeting of 1987 August 24, Council received a letter dated 1987 August 14 (see attached) from Mr. T. Baker, Chairman, G.V.R.D. Policy Coordinating Committee requesting financial support from the Municipality of Burnaby for Tourism Vancouver for 1988. Under the proposed funding arrangement, this Municipality is being requested to contribute an amount of \$33,160. This represents 22.1 percent of the proposed contributions from local Municipalities with the exception of the City of Vancouver who as a prime sponsor for this not-for-profit agency are contributing \$640,000.

Mr. James Coleridge of Tourism Vancouver is appearing as a delegation to this evening's Council meeting regarding the Tourism Vancouver Program and the request for municipal funding assistance.

2.0 BACKGROUND

The GVRD Board dealt with this subject on 1987 July 23, at which time it endorsed the concept of Tourism Vancouver as being the marketing vehicle for tourism for Greater Vancouver and its member Municipalities. It further agreed to help facilitate member Municipality participation in Tourism Vancouver by collecting and remitting the respective contributions by Municipalities subject to:

- a) an agreement being worked out between the GVRD and Tourism Vancouver which specifies the products to be produced and the guidelines for monitoring the delivery and effectiveness of those products;
- b) the Board appointing two municipal representatives, other than from the City of Vancouver, to the Board of Tourism Vancouver;
- c) an agreement being reached with the Municipalities (other than the City of Vancouver) for the contribution of each Municipality as proposed and based on a formula using a combination of regional shares of hotel rooms and commercial assessments.

Under this arrangement it is expected that Tourism Vancouver would:

- a) provide the overall promotion and marketing of Greater Vancouver to potential tourists beyond the region itself, including promotion and marketing of tourist attractions in the Municipalities;
- b) enable the Municipalities to take advantage of the provisions of the "partners in tourism" program of the provincial government (because of Tourism Vancouver's agreement with the Ministry of Tourism);
- c) seek grants from Tourism BC of at least 50 percent of each dollar contributed to Tourism Vancouver by GVRD on behalf of the member Municipality.

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### 3.0 OBJECTIVES OF TOURISM VANCOUVER

During the review of the letter from Mayor Baker by Council at its meeting of 1987 August 24, a series of questions were raised. To help address these questions it is necessary to state the objectives of Tourism Vancouver. These are as follows:

1. Increase number of visitors, their length of stay and their average per diem expenditure by better marketing of the region, its attractions and its goods and services.
2. Link the member organization and businesses with the marketing efforts through tourism marketing programs and packages.
3. Establish the Vancouver Travel Info Centre as a subsidiary but separate and self-sustaining operation in the City of Vancouver as a show window for the BC tourist industry to display its products and to be a point of sale for such products.
4. To assist the Greater Vancouver travel and tourist industry improve its image, products, merchandising and enable them to market their products more effectively.

### 4.0 COUNCIL ENQUIRIES

#### 4.1 HOW WILL THE WORK OF TOURISM VANCOUVER RELATE TO THE WORK BEING UNDERTAKEN BY THE CHAMBER OF COMMERCE?

It is clear that the main purpose of Tourism Vancouver is to attract the global visitor to the Greater Vancouver area. The various marketing efforts and programs are aimed at increasing the number of visitors, their length of stay and average per diem expenditure by a better marketing of the entire region and its feature attractions. The Burnaby Chamber of Commerce on the other hand is oriented to attending to the immediate and future needs of the tourists who frequent the Municipality. The Tourist Information Centre operated by the Chamber of Commerce for the Municipality on a fee-for-service basis is its main tool in fulfilling this role. These are regarded as complementary rather than competing functions, with Tourism Vancouver attracting visitors from the balance of Canada, the U.S.A. and abroad to the metropolitan area and the Chamber giving tourist information services to those who come to Burnaby, as well as promoting the specific attributes of the Municipality as a sub-regional tourist location. Tourism Vancouver intends to supplement its regional marketing with coverage of all Municipalities which participate in its program. As a result, Tourism Vancouver maintains that Burnaby and the Chamber, through advertisement of its phone number, location and services, will gain exposure to a large market which is currently unaware of the Municipality, the Chamber and available facilities and services.

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4.2 HOW BEST COULD THE EFFORTS OF THE BURNABY CHAMBER OF COMMERCE AND THE OTHER CHAMBERS OF COMMERCE, THE TOURISM ASSOCIATION OF SOUTHWESTERN B.C. AND TOURISM VANCOUVER BE COORDINATED TO ENSURE MAXIMUM BENEFIT IN THE DELIVERY OF TOURIST PROMOTION AND SERVICES?

In partial response to this question, it is noted that Tourism Vancouver and the Tourism Association of Southwestern B.C. have struck an agreement whereby Tourism Vancouver will be responsible for tourism activities within the Greater Vancouver area. A membership in Tourism Vancouver provides associate membership status in the Tourism Association of Southwestern B.C. Association. The Burnaby Chamber of Commerce believes that the most appropriate way for all tourist related agencies (including local Chambers of Commerce, Tourism Vancouver and Tourism B.C.) would be by producing a long term, well planned program involving tourism as an element within a GVRD economic development strategy. Tourism Vancouver sees its Chamber/Municipal Committee structure as an additional means that all organizations working towards increasing regional and local tourism are united, informed and working as a team.

4.3 HOW WILL WE MEASURE THE PERFORMANCE OF TOURISM VANCOUVER TO DETERMINE WHETHER OR NOT IT IS PROVIDING THE SERVICE THAT IS REQUIRED OF IT BY THE PARTICIPATING MEMBERS? WHAT ARE THE FACTORS THAT SHOULD BE CONSIDERED?

The measure of performance of Tourism Vancouver as referred to in question 3 ultimately must relate to the achievement of its stated objectives. Tourism Vancouver is to provide, prior to 1987 October 31, the specifications of the products to be provided in 1988, as well as the monitoring system proposed to show their delivery and impact of those products at the local municipal level. A final Council review of their appropriateness and relationship to their stated objectives should occur before entering into the proposed agreement.

4.4 HOW DOES THE PROMOTION OF TOURISM FIT WITH THE ECONOMIC DEVELOPMENT STRATEGY OF THE MUNICIPALITY? WHAT PART DOES IT PLAY?

In considering this question, one is tempted to claim that the promotion of tourism will be to the economic benefit of Burnaby as increased visitors bring added dollars to the community together with the associated multiple effects. However, this is an oversimplification. The true long term worth of a consistent commitment to tourism promotion must be gauged against an accurate assessment of:

- . the potential of the region as a significant tourist destination centre
- . an understanding of the needs and wants of the targeted visitor
- . the tourist related "strengths" and "weaknesses" of our Municipality to respond to those wants and needs in a competitive regional setting.

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In our discussion with Tourism Vancouver, we have emphasized a concern that an extended tourism marketing program is proposed to occur in the absence of a regional tourism development strategy. For Burnaby to more effectively direct its own tourist service activities, it must have a better understanding of the profiles, needs and wants of present and future regional visitors. We believe and have stated to Tourism Vancouver that it should, as an objective, take the initiative in implementing a tourism development strategy in conjunction with Tourism B.C., the GVRD, the Chambers of Commerce and the local participating Municipalities. It is intended that this would complement the tourism marketing programs as presently proposed. A similar initiative has just been completed in the Comox Valley with the assistance of Tourism B.C.

Tourism Vancouver has stated it strongly agrees to the benefits of such a study and that it could commit to attempting to obtain the necessary funding largely from Federal and Provincial sources as well as coordinating and initiating its preparation in 1988. The final results of this effort would be a policy guide for tourism development for GVRD with specific proposals for what is required for the GVRD with specific proposals attractive to tourists in the next 5 to 10 years and beyond.

#### 5.0 FUNDING PROPOSAL

The GVRD Manager's Committee in examining the funding implications of this proposal indicated that the following factors should be used:

- . any agreement should be just for 1988
- . participation by Municipalities should be voluntary
- . the combined funding from all Municipalities, other than the City of Vancouver, be not more than \$150,000. Since participation is to be voluntary, the amount raised would depend on the number of participants. At the time of writing, only one Municipality (Coquitlam) had indicated that it would not be participating
- . that the cost be allocated among Municipalities, other than the City of Vancouver on the basis of funding alternative 6 (see attached) - 50 percent of the cost allocated on the distribution of hotel rooms and 50 percent on the basis of the distribution of commercial assessment. This alternative was selected with the view that tourism development will have a greater benefit for the hotel and commercial sectors. The six alternatives considered ranged, in the case of Burnaby, from a low of \$26,309 (relative 1986 population) to a high of \$36,851 (distribution of commercial and industrial assessment).


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Staff consider the criteria associated with alternative 6 (i.e. hotel rooms and commercial assessment) to be an equitable basis for the municipal cost sharing.

6.0 CONCLUSION

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Staff have reviewed the material provided by both the GVRD and Tourism Vancouver regarding the tourism marketing program for the region and as well have discussed the subject with the Chamber of Commerce (see attached letter\* from the Chamber dated 1987 September 28) and representatives of Tourism Vancouver. As a result, we are of the opinion that it is a worthwhile initiative, from both the regional and municipal perspective. This department is particularly pleased to see a commitment from Tourism Vancouver to take the lead in securing available senior government funds, and coordinating the preparation of a regional tourism strategy to guide tourism development over the next 5 to 10 years and beyond as a complementary action to its marketing program. Staff are recommending approval in principle to the funding request in the amount of \$33,160 subject to the provisions as outlined in the recommendations of this report.

  
A.L. Parr  
DIRECTOR PLANNING &  
BUILDING INSPECTION

JSB/mcb  
Attach:

cc: Director Finance  
Municipal Solicitor

\* Not included in this report for purposes of brevity.

CORRESPONDENCE AND PETITIONS  
Regular Council Meeting  
1987 August 24

ITEM 9  
MANAGER'S REPORT NO. 23  
COUNCIL MEETING 8/03/28

## POLICY COORDINATING COMMITTEE OF MAYORS IN GREATER VANCOUVER

600-4330 Kingsway, Burnaby, B.C. V5G 1M2 (604) 432-4376

Mayor W. Lewarne  
District of Burnaby  
4949 Canada Way  
BURNABY, B.C. V5G 1M2

Dear Mayor and Members of Council

Re: Municipal Support for Tourism Vancouver

The Policy Coordinating Committee of Mayors for Greater Vancouver has been discussing various strategies for encouraging increased employment and enterprise growth in Greater Vancouver in order to reduce unemployment levels and increase per capita income here. The Committee is convinced that one of the most cost-effective ways of bringing such changes about is to increase the number of tourists and the duration of their stay. Such changes can be achieved by marketing the area in an aggressive and coordinated way, building on the Expo '86 awareness, and utilizing the under-utilized facilities and under-employed trained labour force.

Accordingly, the Policy Coordinating Committee has agreed to support the efforts of Tourism Vancouver as the industry/government agency to market the area to potential tourists and tourist-related businesses outside the area.

The Municipal Managers/Administrators (RAAC) have examined six options for sharing the cost of funding Tourism Vancouver. The Committee believes that Option 6 outlined in the attached report is the most equitable.

The GVRD Board has agreed to facilitate the participation of municipalities in Tourism Vancouver through the administration of a joint contract on behalf of the municipalities subject to Tourism Vancouver fulfilling four key conditions outlined in the Regional Manager's report dated July 23, 1987. Tourism Vancouver representatives will be in contact with you to outline how it proposes to meet those obligations to the benefit of the District of Burnaby.

Accordingly, your Council is requested to advise if you would be prepared to contribute to Tourism Vancouver for 1988 up to an amount of \$33,160. The Policy Coordinating Committee would like to be in a position to finalize an arrangement with Tourism Vancouver early in the Fall. Accordingly, your response prior to September 30, 1987, would be appreciated.

Yours very truly

*Tom Baker*

Mayor Tom Baker  
Chairman  
Policy Coordinating Committee

INTERNAL DISTRIBUTION:

: - AGENDA - 1987 AUGUST 24  
: - COPY - MUNICIPAL MANAGER  
          - DIRECTOR FINANCE  
          - DIR. PLNG. & BLDG. INSP.  
          - DIR. REC. & CULT. SERV.

Village of Belcarra, District of Burnaby, District of Coquitlam, Corporation of Delta, City of New Westminster,  
City of North Vancouver, District of North Vancouver, City of Port Coquitlam, City of Port Moody, Township of Richmond  
District of Surrey, City of Vancouver, District of West Vancouver, City of White Rock.

