

ITEM 10
MANAGER'S REPORT NO. 51
COUNCIL MEETING 88/08/08

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

ACTING MUNICIPAL MANAGER'S RECOMMENDATION:

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

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TO: MUNICIPAL MANAGER 1988 AUGUST 02
FROM: DIRECTOR PLANNING & BUILDING INSPECTION Our File: 10.101.1
SUBJECT: BURNABY CHAMBER OF COMMERCE - REQUEST FOR ASSISTANCE FOR TOURISM BROCHURE

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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 Sprout Street, Burnaby, B.C., V5B 3B8.

REPORT

1.0 BACKGROUND

Council, at its meeting of 1988 July 25, received a report concerning a request from the Burnaby Chamber of Commerce for municipal assistance in the production of a community information brochure. This assistance was requested 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 estimated costs to the Municipality for this assistance is \$5,600.

While this brochure is primarily intended for use in the Burnaby Travel InfoCentre and other distribution points, one of its initial uses would be in conjunction with the World Police and Fire Games to be partially located within the Municipality of Burnaby next year.

Council, in considering this matter, referred Item 5, Manager's Report No. 49 back to staff for further information on this proposal. Information requested related to the degree of municipal input in the content and production of the brochure and the role of advertising within the total budget.

2.0 DISCUSSIONS WITH THE CHAMBER

Staff have discussed this subject with the Manager of the Chamber and included updated information in relation to the proposed budget for this project. The items are broken down by estimated Chamber of Commerce and Municipal costs under the proposed cost-sharing arrangement as follows:

a) Chamber of Commerce

<u>Item</u>	<u>Cost</u>
Special Artwork	\$3,500
Graphics	560
Preparation of draft brochure text, maps and layout	4,700
CHAMBER TOTAL	\$8,760

b) Municipality of Burnaby

<u>Item</u>	<u>Cost</u>
Artwork and layout assistance/printing of 35,000 copies of a folded 16 page, 2 colour brochure	5,600
MUNICIPAL TOTAL	\$5,600

TOTAL BUDGET \$14,360

The Chamber has advised that it is their intention to include advertising in the brochure to help offset their costs. The estimated value of advertising revenues are in the order of \$7,500. However, the actual amount of revenues will depend upon advertising space available following inclusion of all the pertinent tourist related information on the community. The intent is to have small, discreet ads that would be of interest to visitors to the Municipality. Only Burnaby businesses would be eligible to place ads in the brochure.

It was the proposed use of advertising that led staff to the view that this project would best be regarded as a Chamber sponsored one and that municipal support in the form of printing would be appropriate in ensuring that a Burnaby brochure would be available for both general tourist use and for the World Police and Fire Games. It is intended that this Burnaby brochure would meet our visitor information needs for a period of two years.

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In terms of the question of Municipal input into the content of the brochure, the Chamber has agreed that the Municipality should have a role in this regard. While it is not proposed that municipal staff be involved in the actual writing or editing of the material, there is agreement that staff would have a say in the general content and layout of the brochure to help ensure its widest appeal and usefulness. The Chamber has indicated that it would be agreeable to providing a mock-up of the brochure to Members of Council prior to its forwarding for printing.

The Chamber has offered that in the event Council has any remaining questions or concerns with respect to this proposal, it would be pleased to arrange a joint meeting with Council during the next two to three weeks to discuss it further.

JSB/mcb

cc: Director Finance
Municipal Clerk
Municipal Solicitor


A.L. Parr
Director Planning &
Building Inspection

