

ITEM 12  
MANAGER'S REPORT NO. 47  
COUNCIL MEETING 89/07/10

RE: 1989 TOURISM VANCOUVER AGREEMENT

MUNICIPAL MANAGER'S RECOMMENDATION:

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

\* \* \* \* \*

TO: MUNICIPAL MANAGER 1989 JULY 05  
FROM: DIRECTOR PLANNING & BUILDING INSPECTION OUR FILE: 00.830

SUBJECT: 1989 TOURISM VANCOUVER AGREEMENT

PURPOSE: To seek Council authorization to execute the 1989 Destination Marketing Program Agreement administered by the GVRD for Tourism Vancouver on the basis as outlined in this report.

RECOMMENDATIONS:

1. THAT Council authorize execution of the 1989 Destination Marketing Program Agreement administered by the GVRD with the following provisos:
  - a) the Municipality of Burnaby to contribute as its share for 1989 a maximum amount of \$25,000.
  - b) the GVRD be requested to immediately develop in collaboration with Tourism Vancouver an equitable funding approach for the proposed 1990 Program that the member municipalities must all use in their participation decision.
2. THAT a copy of this report be forwarded to the Administrator, Policy Development, Development Services Department, GVRD, 4330 Kingsway, Burnaby, B.C., V5H 4G8.
3. That a copy of this report be forwarded to the Director Membership Services, Tourism Vancouver, Suite 665, 550 Burrard Street, Vancouver, B.C., V7X 1M8.

1.0 BACKGROUND

At its meeting of 1989 January 03, Council adopted the following recommendation in relation to the proposed 1989 Tourism Vancouver Agreement between the GVRD and the regional Municipalities:

- "1. THAT Council approve in principle a contribution of \$31,965 representing Burnaby's share towards the funding of the 1989 Agreement between the GVRD and regional municipalities for the provision of tourism destination marketing services for the Vancouver in 1989 as outlined in this report, on the understanding:

- that the Municipalities as listed in Appendix 2 will be participating in the Tourism Vancouver cost sharing arrangement on the basis as outlined.
- that, in the event that full participation is not received and subsequent significant reductions in the 1989 contract become necessary, Council will be requested to give final approval to the amended Agreement.

As is shown on the attached Appendix 2 taken from our previous report, there were 14 municipalities proposed for inclusion within the 1989 program. The proposed budget of \$150,000 was to be allocated between the participating municipalities on a formula based on hotel room distribution and commercial assessments. The \$31,965 allocated to Burnaby was based on this formula.

**2.0 1989 PARTICIPATION**

The GVRD has now forwarded the 1989 Agreement affecting Burnaby (see attached Appendix 1) for execution. At the time of writing, 10 municipalities (including Burnaby) have resolved to participate in the 1989 Agreement, while 3 (Coquitlam, Port Coquitlam and Langley City) have opted not to participate. The District of West Vancouver is still considering its position.

**3.0 MUNICIPAL COST SHARING**

In 1988, the final cost sharing allocations provided by participating municipalities were the same as proposed using the hotel room/commercial assessment formula, with the exception of Richmond. That municipality agreed to participate in the 1988 program but with a maximum contribution of \$25,000, instead of the original \$46,077 as assessed using the formula.

Staff expressed its concern about the inequity of applying different funding approaches and suggested that this should be avoided in the finalization of the 1989 Agreement. Unfortunately, a similar situation has again occurred in that Richmond has agreed to participate in the 1989 program on the basis of a similar \$25,000 contribution rather than the \$49,162 if using the standard formula.

Tourism Vancouver has advised that it is prepared to absorb the shortfall of funds in the delivery of the 1989 program. Notwithstanding this fact, staff are unable to recommend execution of the 1989 Agreement on the basis of the \$31,965 as allocated which would then make Burnaby the largest single contributor. Instead, it is considered that a more equitable approach would be for the Municipality of Burnaby to contribute an amount of \$25,000 for 1989 representing a maximum ceiling level for participating municipalities. This contribution is recommended on the understanding that a firm policy will need to be established for future cost sharing arrangements of this type to avoid individual participants setting their own "fair share" allocations and all the inequity that could follow.

Tourism Vancouver and GVRD staff are aware of our recommendations in this matter and are prepared to support this approach.

**4.0 CONCLUSION**

As outlined in our previous report on this matter, staff are of the view that the agreement with Tourism Vancouver provides good value for the products and services to be provided and for the first time has begun a coordinated approach to increase the tourism profile of the suburban areas hinterland to the City of Vancouver.

ITEM	12
MANAGER'S REPORT NO.	47
COUNCIL MEETING	89/07/10

Staff are therefore recommending that Council authorize the execution of the 1989 Destination Marketing Program Agreement administered by the GVRD with the following provisos:

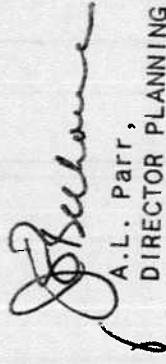
1. the Municipality of Burnaby to contribute as its share for 1989 a maximum amount of \$25,000.
2. the GVRD be requested to immediately develop, in collaboration with Tourism Vancouver, an equitable funding approach for the proposed 1990 Destination Marketing Program that the member municipalities must all use in their participation decision.

For the information of Council, the most recent product from Tourism Vancouver is the Vancouver - Spectacular by Nature map of the GVRD area which includes brief references to the participating municipalities and key numbers related to tourist features. Members of Council have been provided with a copy of this item along with their agenda materials. Burnaby, as part of its participation in the program, has received 20,000 copies of this map which is proving to be very useful and helpful to the staff and users of the Burnaby InfoCentre.

 JSB/jp

Attachments

cc: Director Finance  
Manager, Burnaby Chamber of Commerce

  
A.L. Parr,  
DIRECTOR PLANNING &  
BUILDING INSPECTION

THIS AGREEMENT made as of the \_\_\_\_\_ day of \_\_\_\_\_, 1989.

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")

OF THE FIRST PART

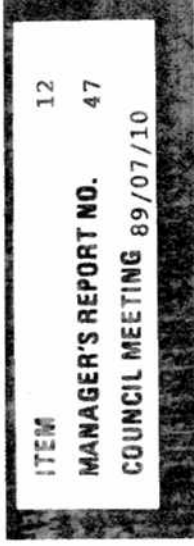
AND:

THE CORPORATION OF THE DISTRICT OF BURNABY

(hereinafter called the "Corporation")

OF THE SECOND PART

156



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 (hereinafter the Participating Municipalities") those services listed in Schedule "A" 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, 1989 to December 31, 1989 (hereinafter the "Term").
2. The Corporation shall pay \$31,965.00 to the GVRD for the Services.
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 "B" 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. 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.

6. 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: )  
\_\_\_\_\_)  
\_\_\_\_\_)

ITEM 12  
MANAGER'S REPORT NO. 47  
COUNCIL MEETING 89/07/10

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

W:2:11

SCHEDULE A

ITEM	12
MANAGER'S REPORT NO.	47
COUNCIL MEETING	89/07/10

SERVICES

Tourism Vancouver shall provide to participating municipalities the following services:

158

1. Advertisement of municipal attractions in the 1989 Accommodation Guide.
2. Provision to each participating municipality of a copy of the bi-annual Convention Schedule.
3. Inclusion of information on municipal attractions and events in all material provided to convention planners.
4. Placement of advertisements in Greater Vancouver magazines to encourage travel throughout the region by visitors and residents.
5. Revision and production of a 1989 Greater Vancouver driving tour brochure, presenting a cartographic map and highlighting municipal attractions.
6. Inclusion of information on municipal attractions in press kits for media and travel writers.
7. Inclusion of municipal information in Tourism Vancouver's downtown Infocentre and direct mail program.
8. Inclusion of information on municipal attractions at all travel and trade shows where Tourism Vancouver is a participant.
9. Provision of free membership in Tourism Vancouver to a chamber of commerce or tourist bureau from each participating municipality.
10. Sponsorship of a Greater Vancouver tourism development strategy, contingent upon funding for the study from the federal and provincial governments.
11. Provision of a listing of all hotels, motels, recreational vehicle areas, and campgrounds by municipality within Greater Vancouver for use by Infocentres.
12. Production of a Greater Vancouver events calendar listing such activities as community and cultural festivals by municipality.
13. Participation in regular meetings of the Tourism Vancouver Contract Committee to help in developing and refining products specified in this agreement.

SCHEDULE B

ITEM 12  
MANAGER'S REPORT NO. 47  
COUNCIL MEETING 89/07/10

GREATER VANCOUVER TOURISM MONITORING REPORT FACTORS

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. Traffic at selected border crossings.
5. Selected factors for Greater Vancouver from the Panell, Kerr Forster publication entitled "Trends in the Tourism Industry".
6. The results of a tracking system which identifies the distribution of Greater Vancouver marketing materials.

W:2:11

TOURISM VANCOUVER PARTICIPATION

TO JULY 4, 1989

PARTICIPATING IN 1989

Burnaby	\$ 31,965	160
Delta	\$ 6,942	
Langley Township	\$ 3,709	
New Westminster	\$ 6,651	
City of North Vancouver	\$ 5,589	
District of North Vancouver	\$ 11,374	
Port Moody	\$ 1,125	
Richmond	\$ 25,000	
Surrey	\$ 13,042	
White Rock	\$ <u>1,060</u>	
	\$106,547	
West Vancouver	\$ 3,396	

UNDER CONSIDERATION

West Vancouver

NOT PARTICIPATING IN 1989

Coquitlam

Port Coquitlam

Langley City

W:2:11



HOTEL	PERCENT	SHARE	1988 COMMERCIAL	PERCENT	SHARE	TOTAL
ROOMS			ASSESSMENT			SHARE
NEW WESTMINSTER	226	4.36%	\$3,268	4.51%	\$3,383	\$6,651
NORTH VANCOUVER CITY	57	1.10%	\$824	6.35%	\$4,765	\$5,589
PORT COQUITLAM	82	1.58%	\$1,186	1.63%	\$1,225	\$2,411
PORT MOODY	41	0.79%	\$593	0.71%	\$532	\$1,125
WHITE ROCK	44	0.85%	\$636	0.57%	\$424	\$1,060
BURNABY	887	17.10%	\$12,828	25.52%	\$19,138	\$31,965
COQUITLAM	293	5.65%	\$4,237	6.58%	\$4,934	\$9,171
DELTA	157	3.03%	\$2,271	6.23%	\$4,672	\$6,942
NORTH VANCOUVER DISTRICT	543	10.47%	\$7,853	4.70%	\$3,522	\$11,374
RICHMOND	2247	43.33%	\$32,496	22.22%	\$16,666	\$49,162
SURREY	247	4.76%	\$3,572	12.63%	\$9,470	\$13,042
WEST VANCOUVER	52	1.00%	\$752	3.53%	\$2,644	\$3,396
LANGLEY TOWNSHIP	128	2.47%	\$1,851	2.48%	\$1,858	\$3,709
LANGLEY CITY	182	3.51%	\$2,632	2.36%	\$1,768	\$4,400
TOTAL	5186	100.00%	\$75,000	100.00%	\$75,000	\$150,000

APPENDIX 2

ITEM 12  
 MANAGER'S REPORT NO. 47  
 COUNCIL MEETING 89/07/10

ITEM 2  
 MANAGER'S REPORT NO. 1  
 COUNCIL MEETING 1989/01/03

