

ITEM 5  
MANAGER'S REPORT NO. 36  
COUNCIL MEETING 89/05/15

RE: BURNABY CHAMBER OF COMMERCE  
1989 FEE-FOR-SERVICE CONTRACT

ACTING MUNICIPAL MANAGER'S RECOMMENDATION:

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

\* \* \* \* \*

TO: ACTING MUNICIPAL MANAGER 1989 May 04

FROM: DIRECTOR PLANNING & BUILDING INSPECTION Our File: 00.830

SUBJECT: BURNABY CHAMBER OF COMMERCE:  
1989 FEE-FOR-SERVICE CONTRACT

PURPOSE: To obtain Council authority to execute an Agreement with the Burnaby Chamber of Commerce for the operation of the Travel Information Centre for the 1989 calendar year.

=====

RECOMMENDATIONS:

1. THAT authority be given for the Corporation to execute the attached Agreement with the Burnaby Chamber of Commerce for the operation of the Travel Information Centre at its premises at 6525 Sprott for the 1989 calendar year.
2. THAT the \$30,528 representing the Municipal cost of operating the Travel Information Centre be financed from the 1989 Operating Budget as a separate line item under the Municipal Council section of the Annual Budget.
3. THAT the request by the Chamber of Commerce for additional special funding in the amount of \$5,720 to assist in providing information in relation to the 1989 World Police and Fire Games not be approved.
4. THAT a copy of this report be sent to the Burnaby Chamber of Commerce, 6525 Sprott Street, Burnaby, B.C., V5B 3B8.

R E P O R T

ITEM	5
MANAGER'S REPORT NO.	36
COUNCIL MEETING	89/05/15

1.0 BACKGROUND

In 1986 March, the Corporation entered into an Agreement with the Burnaby Chamber of Commerce, whereby the Municipality provided funding for the operation of the Travel Information Centre, situated at 6525 Sprout Street, on a fee-for-service basis. The contract was renewed in 1988 April for a subsequent one year, with provision for a review of the contract concerning the advisability of renewing the contract for the 1989 calendar year.

121

2.0 REVIEW OF THE 1988 CONTRACT

Staff have reviewed the 1988 contract and concluded that the basic obligations of the contract have been fulfilled with the exception of the completion and submission of a summary evaluation report of the 1987 Tourism Survey.

2.1 Staffing and Hours of Operation

The basic Travel Information staff was augmented by six travel counsellors. The counsellors were employed from 1988 April 25 to 1988 September 30 under the Challenge '88 Tourism Student Employment Program.

Training for the Tourism InfoCentre Counsellor Training Program was provided by Burnaby Chamber of Commerce staff who also provided coordination of the delivery of the Superhost and Encore hospitality industry programs.

The hours of operation of the Travel Information Centre were consistent with those outlined in the contract.

2.2 Log of Travel Information Centre Users

The Chamber has submitted a record of visitors to the Travel Information Centre as well as telephone and mail enquiries for 1988, and comparative figures for 1987 and 1986 (see Appendix 1 attached). While the total number of visitors served during 1988 is still below the 1986 peak year associated with Expo '86, there was a 7 percent increase from 1987 to 1988 in the number of persons who received services (including telephone and mail responses) from the Travel Information Centre. The total number of visitors to the Centre during 1988 was 20,143 as compared with 18,601 in 1987, 24,662 in 1986 and 8,445 in 1985.

Appendix 2 attached shows the breakdown of the place of residence of those who frequented the Travel Information Centre during 1988.

The figures in Appendices 1 and 2 demonstrate that the Chamber is fulfilling a valuable and growing service as a first contact point for many visitors to Burnaby and the Lower Mainland area. The Chamber staff endeavours to promote Burnaby facilities, destinations and services in response to visitor enquiries and needs.

2.3 Tourism Survey

The Chamber, as part of the 1987 and 1988 contracts, was to undertake a two-phase tourism survey to help identify possible improvements in the services of the Travel InfoCentre and to determine the level of user satisfaction with the range of tourist facilities and services in the municipality.

ITEM	5
MANAGER'S REPORT NO.	36
COUNCIL MEETING	89/05/15

Phase 1 of the survey was to have been submitted by 1988 April 30 and Phase 2 by 1988 November 01. Staff have for some time now been requesting completion and submission of this item in compliance with the terms of the contract. At the time of writing, the Chamber staff has stated that this survey will be forwarded to the Municipality no later than 1989 May 31.

2.4 Audited Statement

Staff have reviewed the audited statement for the 1988 expenses of the Travel Information Centre. The actual expenses totalling \$30,473 for 1988 are 3.8 percent higher than those budgeted for 1988, with the result that the Chamber has incurred a slightly higher proportion of the costs associated with the operation of the Travel Information Centre. This is similar to the circumstance in 1987 when the actual expenses were 1 percent less and, as a result, the Chamber paid only about 9 percent of the operating costs. Under the terms of the contract, the municipal contribution is a fixed amount, based upon 90 percent of the budgeted expenses.

3.0 1989 FEE-FOR-SERVICE CONTRACT

The Chamber submitted a preliminary budget for the 1989 calendar year, which represented a 15.1 percent and 10.8 percent increase over the 1988 budgeted and actual figures of \$29,354 and \$30,473 respectively. Discussions with the Finance Department have indicated that a 4 percent increase to cover inflationary costs would be considered reasonable.

The final budget submitted by the Chamber reflects a 4 percent increase for the Municipality over the 1988 budgeted amount of \$29,354. The budget is detailed on Schedule A of the attached fee-for service Agreement.

With Council approval of a 4 percent increase, the Municipal contribution to the operation of the Travel Information Centre for the 1989 calendar year, based on the Chamber budget, would be \$30,528. Payment would be made in two instalments: 50% on 1989 June 01, and the remaining 50% on 1989 September 01.

Authority is sought from Council for the Corporation to execute the attached Agreement with the Burnaby Chamber of Commerce. The Manager of the Chamber is satisfied with the terms of the Agreement.

Sufficient funds are provided in the 1989 Annual Operating Budget for the operation of the Travel Information Centre.

4.0 REVIEW OF THE FUNDING FORMULA

The Chamber has indicated that it intends to review the funding formula to meet its obligations for the Travel Information Centre for 1990 and beyond. This department will be participating in the review process which will be completed in time for the 1990 Provisional Budget.

5.0 REQUEST FOR ADDITIONAL FUNDING

In addition to the 1989 fee-for-service contract, the Chamber has requested that the Municipality provide funding in the amount of \$5,720 to hire a temporary employee to handle information requests in relation to the 1989 World Police and Fire Games to be held July 29 to August 06. The Chamber is also applying for assistance under the Challenge '89 Employment Program for this amount.

ITEM	5
MANAGER'S REPORT NO.	36
COUNCIL MEETING	89/05/15

The Municipality has already provided funding for the Games. A special contribution was made to the Chamber in 1988 in the amount of \$6,936 to help offset the costs of preparing a tourist brochure, partially intended to be used as part of the information distributed to the participants of the Games.

In addition, Council at its meeting on 1988 August 22 approved a cash grant of \$10,000 to the British Columbia Police and Fire Athletic Federation and approved the use of Parks and Recreation Department facilities, services and equipment, subject to a maximum amount not to exceed \$8,625.

In view of the above contributions made by the Municipality, staff are **123** not recommending that an additional special contribution be made for hiring a temporary employee in relation to the Games.

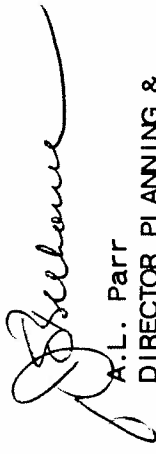
**6.0 CONCLUSION**

The Chamber of Commerce plays an important role in providing information services to the travelling public. It is therefore recommended that Council approve the renewal of the fee-for-service contract with the Chamber for the operation of the Travel Information Centre for the 1989 calendar year.

*ASL*  
JSB:SL/jp

Attachments

cc: Director Finance  
Municipal Solicitor

  
A.L. Parr

DIRECTOR PLANNING &  
BUILDING INSPECTION

Appendix 1: Record of Visitors, Telephone Enquiries and Mail Enquiries, 1986 - 1988

ITEM 5  
 MANAGER'S REPORT NO. 36  
 COUNCIL MEETING 89/05/15

TRAVEL INFOCENTRE MONTHLY STATISTICS (1986)												
	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
Visitors	234	255	331	491	2675	4555	5910	5373	3309	997	389	143
Telephone Inquiries	115	120	100	198	372	420	558	496	525	70	39	35
Mail Inquiries	9	10	7	37	21	16	13	9	6	8	10	6
TRAVEL INFOCENTRE MONTHLY STATISTICS (1987)												
	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
Visitors	225	335	415	460	991	3176	5644	4484	1198	837	499	337
Telephone Inquiries	62	64	95	102	102	222	255	184	94	63	65	63
Mail Inquiries	3	15	20	12	9	6	18	10	5	13	10	4
TRAVEL INFOCENTRE MONTHLY STATISTICS (1988)												
	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
Visitors	345	523	685	803	1780	4040	6138	4240	744	439	269	137
Telephone Inquiries	91	105	114	98	259	239	183	132	10	31	24	25
Mail Inquiries	8	3	19	5	34	13	21	21	7	1	4	2
Year to Date 20143												
1311												
138												

Appendix 2: Record of Visitors by Place of Residence, 1988

ITEM 5  
 MANAGER'S REPORT NO. 36  
 COUNCIL MEETING 89/05/15

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Tot
Burnaby	33	72	62	104	211	258	256	94	20	23	27	23	1183
L. Mainland	39	51	73	56	146	194	162	108	9	17	19	34	908
Van. Isl.	3	20	19	29	54	46	59	43	8	11	2	2	296
B.C.	49	98	131	77	153	316	412	253	48	41	30	8	1616
Alta.	37	60	125	169	203	546	1186	957	52	66	30	12	3443
Canada	47	62	104	121	250	729	1380	840	111	94	45	11	3794
Wash/Ore/Calif	50	78	55	119	280	455	778	645	92	25	40	9	2626
U.S.A.:	14	14	25	37	221	817	1073	718	221	71	26	3	3240
Overseas	16	11	31	38	142	446	640	454	119	44	14	5	1960
Misc.	57	57	60	53	120	233	192	128	64	47	36	30	1077
Total	345	523	685	803	1780	4040	6138	4240	744	439	269	137	20143
Cumulative Comparison	868	1553	2356	4136	8176	14314	18554	19298	19737	20006	20143		
Telephone	91	105	114	98	259	239	183	132	10	31	24	25	1311
Mail	8	3	19	5	34	13	21	21	7	1	4	2	138

125

ITEM	5
MANAGER'S REPORT NO.	36
COUNCIL MEETING	89/05/15

THIS AGREEMENT dated the \_\_\_\_\_ day of \_\_\_\_\_, 1989

BETWEEN:

**THE CORPORATION OF THE DISTRICT OF BURNABY**  
 4949 Canada Way  
 Burnaby, B.C. V5G 1M2

(hereinafter called the "Municipality")

OF THE FIRST PART

AND:

**THE BURNABY CHAMBER OF COMMERCE**  
 6525 Spratt Street  
 Burnaby, B.C. V5B 3B8

(hereinafter called the "Chamber")

OF THE SECOND PART

**WHEREAS** the Municipality recognizes the importance of promoting Burnaby as a regional visitor centre;

**AND WHEREAS** the Chamber has provided and desires to continue to provide a Travel Information Centre service at its Business Centre in Burnaby as a means of promoting Burnaby as a regional visitor centre;

**NOW THEREFORE THIS AGREEMENT WITNESSETH** that in consideration of the mutual covenants and other recited considerations of the mutual covenants and other recited consideration, the parties agree as follows:

1. The Municipality agrees to pay a fixed amount of \$30,528 to the Chamber in support of their providing services as hereinafter specifically set forth during the 1989 calendar year.
2. The parties agree that the Municipality's payment to the Chamber is based on the budget prepared by the Chamber and set out in Schedule A hereto attached and forming part of this Agreement.

3. The Municipality and the Chamber mutually acknowledge that the said sum of \$30,528 referred to in clause 1 represents 90% of the approved budgeted operating costs for the said Travel Information Centre as provided in Schedule A attached hereto and forming part of this Agreement and that the Municipality's payment to the Chamber is calculated on that basis. The Chamber shall, by February 28, 1990, submit to the Municipality an audited financial statement, certified by a Chartered Accountant licensed to practice in British Columbia, specifying the actual operating costs associated with the operation of the Business Centre and the Travel Information Centre during the term of this Agreement that can, to the reasonable satisfaction of the Municipality, be compared with the projected expenses included in Schedule A. In the event that the operating costs of the Travel Information Centre during the term of this Agreement were less than the budgeted operating costs stated in Schedule A, the Municipality's payment shall be re-calculated on the basis of 90% of the actual operating costs. The difference between this sum and the sum of \$30,528 paid to the Chamber as provided in clause 1 shall be applied as a credit to any payment made by the Municipality pursuant to any subsequent agreement for the year 1990.
4. The Municipality and the Chamber agree that in the event the Ministry of Labour's Challenge SEED Program grant of \$19,000 shown in Schedule A for the hiring of 6 part-time Travel Counsellors is not forthcoming in 1989, the level of service described in Section 7(iii) herein shall, if necessary, be reduced to reflect the actual amount received following consultations between the Municipality and the Chamber.
5. The Municipality and the Chamber agree that in the event no funds are forthcoming from the Ministry of Labour's Challenge SEED Program in 1989, the Chamber shall nonetheless provide the service necessary to operate the Travel Information Centre during normal business hours (during the entire year).



ITEM 5  
MANAGER'S REPORT NO. 36  
COUNCIL MEETING 89/05/15

6. The Municipality agrees to provide payment to the Chamber in two equal instalments of \$15,264 on June 1, 1989 and September 1, 1989.

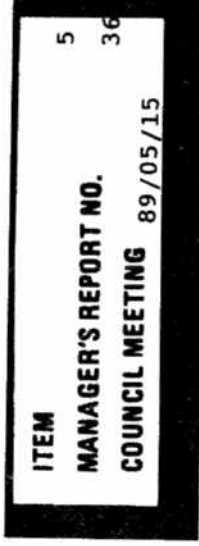
7. The Chamber covenants and agrees to the following relating to promotion of tourism in the Municipality:

i) The Chamber will administer, staff and operate a Travel Information Centre intended to provide visitor information services to both residents of the Municipality and tourists.

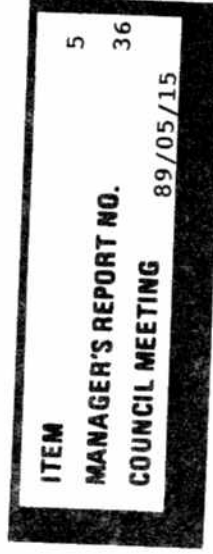
ii) The Travel Information Centre will be housed within the Chamber's Business Centre situated at 6525 Sprout Street, Burnaby, B.C. with at least 50 percent of the premises allocated to the operation of the Travel Information Centre.

iii) During the term of this Agreement, the Travel Information Centre will be operated in conformity with the following timetable:

<u>Period</u>	<u>Days/Week</u>	<u>Hours of Operation</u>
1989 January 01 -	5	
1989 May 19	(Mon.- Fri.)	9 am - 5 pm
1989 May 22 -	7	
1989 September 01		8:30 am - 8:30 pm
1989 September 05 -	5	
1989 December 31	(Mon. - Fri.)	9 am - 5 pm



- iv) The Chamber will provide adequate staff and other resources for the effective operation of the Travel Information Centre during the times set forth in Clause 7(III), including the use of the Chamber Manager, membership Services Coordinator and Secretary, as well as the use of part-time Travel Consultants provided through the 1989 Challenge SEED Program during the period from 1989 May 22 to 1989 September 01. 129
  
- v) The Chamber will acquire and distribute suitable brochures and descriptive literature, particularly pertaining to Burnaby and the Lower Mainland, for the benefit of residents of the Municipality and tourists.
  
- vi) The Chamber will actively promote Burnaby as a centrally situated regional visitor centre through referrals to local facilities, businesses and attractions, including specific facilities as identified through coordination with the Municipality.
  
- vii) The Chamber will prepare and pursue available senior government grant applications, will hire and supervise Travel Counsellors and prepare a Tourist Information Program and budget that will be the basis for preparing a subsequent Agreement between the parties.
  
- viii) The Chamber will maintain a log of Travel Information Centre users with statistics being available on the number of individuals served in person, by telephone and through correspondence as one measure of the service provided pursuant to this Agreement.



- ix) The Chamber will complete the compilation and evaluation of Phase I of a Tourism Survey together with a summary report, both in a form satisfactory to the Municipality on, or before, May 31, 1989. The Chamber will also complete the compilation of Phase II of a Tourism Survey together with a summary report both in a form satisfactory to the Municipality on or before May 31, 1989.
- x) The Chamber will provide secretarial, bookkeeping and other office services as are necessary for the efficient operation of the Travel Information Centre.
- xi) The Chamber will not incur any expense for which the Municipality shall be required to reimburse the Chamber, or for which the Municipality in any other way shall become liable to any person without prior consent of the Municipality in writing.
- xii) The Chamber will indemnify and save the Municipality harmless from all loss, damage, costs, actions and suits arising out of or in connection with the services to be supplied by the Chamber under this Agreement and provide proof of comprehensive public liability insurance.
8. In the event that the Chamber desires to commence negotiations for a subsequent agreement with the Municipality, the Chamber shall so advise the Municipality on, or before, February 28, 1990. The Chamber's application shall be accompanied by
- i) an audited financial statement of actual operating expenses associated with the operation of the Business Centre and the Travel Information Centre in 1989, certified by a Chartered Accountant licenced to practice in British Columbia that can, to the reasonable satisfaction of the Municipality, be compared with the projected expenses included in Schedule A



II) a final report of the log of tourist enquiries and tourism programs

III) a proposed operating budget for 1990.

131

It is mutually understood that nothing herein creates a binding obligation by the Municipality to enter into any subsequent agreement.

9. The Municipality and the Chamber agree that the provisions of this Agreement shall be given such reasonable interpretation as will facilitate a full and proper handling of tourist and related information services for all residents of and visitors to the Municipality.

IN WITNESS WHEREOF the Corporate Seals of the Parties hereunto been affixed in the presence of their duly authorized officers the day and year first above written.

THE CORPORATE SEAL OF THE  
CORPORATION OF THE DISTRICT OF BURBARY  
WAS HEREUNTO AFFIXED IN THE PRESENCE OF:

---

Municipal Clerk - Authorized Signatory

THE CORPORATE SEAL OF THE  
BURBARY CHAMBER OF COMMERCE  
WAS HEREUNTO AFFIXED IN THE PRESENCE OF:

---

President - Authorized Signatory

Schedule A

1989 Proportional Share of Projected Expenses ;  
Burnaby Chamber of Commerce Business Centre and Burnaby Tourism InfoCentre

ITEM  
MANAGER'S REPORT NO. 5  
COUNCIL MEETING 89/05/15 36

	Combined Total	Business Centre	Tourism InfoCentre
<u>Staff Expense</u>			
Salaries, Commissions & Benefits	95452	60038	35414
Staff Benefits	2000	1200	800
	<u>97452</u>	<u>61238</u>	<u>36214</u>
<u>Building Expenses</u>			
Land Rental and Taxes	3600		
Utilities	1452		
Janitorial & Maintenance	2720		
Insurance and Security	1495		
Interest	3400		
	<u>12667</u>	<u>6334</u>	<u>6333</u>
<u>Office Expenses</u>			
Accounting and Audit	3200	2134	1066
Conference & Memberships	1600	800	800
Equipment Rental	4583	3056	1527
Interest (Operating)	480	480	
Office Supplies	8050	5367	2683
Postage	6600	5600	1000
Telephone	3400	2267	1133
Newspaper	21430	21430	
	<u>49343</u>	<u>41134</u>	<u>8209</u>
Total Expenses	159462	108706	50756
<u>Depreciation</u>			
Buildings	4329	2165	2164
Furnishings	1005	1005	
	<u>5334</u>	<u>3170</u>	<u>2164</u>
Grand Total	164796	111876	52920
Less			
Challenge SEED funding			19000
Summer Student Employment	19000		
	<u>145796</u>	<u>111876</u>	<u>33920</u>
Less Net 10% Assessment to Chamber of Commerce			3392
Net Assigned Municipal Cost of Operating Tourism InfoCentre			<u>30528</u>

