

ITEM	4
MANAGER'S REPORT NO.	55
COUNCIL MEETING	90/09/17

TO: MUNICIPAL MANAGER DATE: 1990 SEPTEMBER 04

FROM: DIRECTOR PLANNING & BUILDING INSPECTION

SUBJECT: 1990 TOURISM VANCOUVER AGREEMENT

PURPOSE: To Present Council with a Proposal Regarding the 1990 Tourism Vancouver Program and Municipal Cost Sharing

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RECOMMENDATIONS:

1. THAT Council approve in principle a contribution of not more than \$18,164 which would represent Burnaby's share towards the funding of the 1990 Tourism Vancouver Program for tourism promotion in the Greater Vancouver Area on the understanding
 - that the Municipalities as listed in Section 3 will be participating in the Tourism Vancouver cost sharing arrangement on the basis as outlined
 - that the final contribution amount be determined upon receipt and approval of the specific contract agreement with Tourism Vancouver.
2. THAT a copy of this report be forwarded to Ms. Abby Anderson, Manager, Burnaby Chamber of Commerce, 6525 Sprott Street, Burnaby, B. C., V5B 3B3 and Mr. Tom Walker, Executive Director, Tourism Vancouver, Suite 665, Two Bentall Centre, 555 Burrard Street, Vancouver, B. C., V7X 1M8.

R E P O R T

1.0 BACKGROUND INFORMATION:

- 1.1 During the past two years beginning in 1988, the Municipality has made voluntary contributions to Tourism Vancouver through an intermunicipal contract administered through the GVRD Board for the provision of tourist marketing services. Municipal contributions have helped support Tourism Vancouver's overall destination marketing efforts and increase the exposure of local tourist attractions.
- 1.2 Municipal contributions (other than the City of Vancouver, which contracts directly with Tourism Vancouver) have used a formula based 50% upon the distribution of commercial assessment and 50% upon the distribution of hotel rooms. Based on this formula, Burnaby contributed \$33,160 in 1988.
- 1.3 In 1989, Burnaby contributed \$25,000 which represented the maximum individual Municipal contribution to the 1989 program. This figure was amended from \$31,965 (based on the original formula) due to concerns expressed about equity of Municipal contributions, general value received from the program, etc.
- 1.4 The GVRD no longer administers the intermunicipal contract with Tourism Vancouver. This former multi-party contract system was found to be cumbersome and costly to administer. All Municipal agreements will now be made directly with Tourism Vancouver.



1.5 On 1990 May 22, Council authorized the execution of an agreement with the Burnaby Chamber of Commerce for the operation of the Travel InfoCentre at 6525 Sprott Street for 1990 at a cost of \$32,360.

2.0 1989 TOURISM VANCOUVER PROGRAM:

Appendix 1 of this report provides a Summary of the 1989 program and the associated costs of the various components. The following tourism growth highlights have been provided by Tourism Vancouver:

- Accommodation revenue went up by 12.73% from \$254.73 million in 1988 to \$287 million in 1989.
- The occupancy rate increased 4.6% in 1989 to 75.6%.
- Enquiries at Vancouver Travel Infocentres grew by 22.7% in 1989 to 256,983 tourists serviced.
- There was a 17.5% jump in delegate days at the Vancouver Trade and Convention Centre in 1989 to 185,765.
- 12.2% more conventions and trade shows came to Vancouver in 1989 than in 1988.
- Tourism Vancouver membership increased by 52.9% with 717 members.
- Tourism Vancouver's Off-Season Program brought 8,600 travellers to Vancouver as of January 31, 1990 ... 138.89% more than in 1988.
- Off-Season package travellers brought \$2.62 million to Vancouver ... a 151.24% increase over 1988.
- More people worked in a tourism related business in 1989 ... up 7% from 1988 to 31,158 jobs.

3.0 1990 TOURISM VANCOUVER PROGRAM:

3.1 Appendix 2 of this report outlines the list of services that will be provided to participating Municipalities during 1990. Many of these services have already been provided thus far while several services including a shopping guide and dining guide, not included in the original agreement, have also been provided.

Tourism Vancouver's total budget for 1990 is approximately \$7 million. The total 1990 budget for their Municipal Marketing program is \$123,170 of which \$102,888 represents the requested total Municipal contribution to the program. The Municipal contribution funding has been frozen at the 1989 levels with a maximum Municipal contribution of \$25,000. Burnaby approved \$25,000 in the 1990 Annual Budget to cover the agreement with Tourism Vancouver.

3.2 The current status of funding commitments from Municipalities in the 1990 program is as follows:

Burnaby	\$Pending
Langley Township	\$ 3,709
New Westminster	\$ 6,651
City of North Vancouver	\$ 5,589
District of North Vancouver	\$11,374
Richmond	\$18,164
Surrey	\$13,164
White Rock	\$ 1,060
West Vancouver	\$ 3,396

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The City of Vancouver (not shown) has contributed \$650,000. to the 1990 Program. Richmond has agreed to contribute \$18,164 rather than \$25,000 which would be the maximum contribution based on the original formula. Richmond arbitrarily decided to use another formula as opposed to the original formula (50% distribution of hotel rooms and 50% distribution of commercial assessments) to determine the amount of their contribution.

- 3.3 Burnaby is the last Municipality within the GVRD to decide on its participation in the 1990 Municipal Initiative even though we are well into 1990 and have already received the benefits of Tourism Vancouver's promotional efforts. Staff have withheld its review and recommendations on this matter pending the completion of a report on the economic impact of tourism. This report has now been completed and submitted to staff.

4.0 ECONOMIC IMPACT OF TOURISM:

Vancouver Facts and Research, the market research division of Tourism Vancouver recently commissioned a study to provide an accurate evaluation of the economic effects of tourism in all affected industry sectors in the Greater Vancouver, area. The results of this study included the following information:

- Tourism supports a wide variety of business sectors, including not only those directly involved with the hospitality industry but also a series of secondary businesses who provide materials, services and supplies to the "frontline" of tourism.
- Tourism measure continue to show strong growth in Vancouver, with both the amount and value of tourism increasing steadily following the record year of 1986. This compares well with many other parts of Canada where tourism growth has stalled or declined.
- Direct expenditures by overnight visitors to Greater Vancouver totalled \$1.56 billion in 1989. These expenditures are distributed through communities in Greater Vancouver in that almost 50% of all visitors surveyed indicate they visit other communities in addition to Vancouver. Comparison with provincial figures indicates that this represents 45% of total provincial tourism expenditures.
- Visitor spending generates over \$1.9 billion direct and indirect business and labour income province-wide which in turn generates some \$2.75 billion in overall economic activity in Greater Vancouver based on the output of a variety of industry sectors in response to the demands of tourism.
- Tourism supports over 48,500 jobs in the Vancouver area and 59,200 jobs province-wide. Of these, some 38% are direct hospitality jobs while 62% are indirectly involved through providing support services and supplies to "frontline" tourism businesses.
- Tourism generates over \$702 million in taxes province-wide, including \$339 million in federal taxes, \$283 million in provincial taxes and \$81 million in municipal taxes. Vancouver communities alone receive \$68 million in annual local tax revenues.
- Burnaby/New Westminster received 8.6% of the estimated total tourism activity within the Greater Vancouver area which represents approximately \$133.95 million in revenue and 4,171 jobs.

A copy of this study is available for viewing in the offices of the Planning and Building Inspection Department.



5.0 ECONOMIC DEVELOPMENT STRATEGY:

5.1 Burnaby's recently adopted Economic Development Strategy recognizes the importance of tourism to the local economy and suggests the following actions be pursued to further enhance this sector: **115**

- a) Create a new organization that can adopt a tourism strategy for Burnaby and act as a clearing house or coordinator for the tourism-related initiatives of existing organizations.
- b) Expand Burnaby's role as a conference and meeting centre.
- c) Improve Burnaby's ability to draw day-trip visitors in the short-term by making improvements in signage, marketing and attractions.
- d) Pursue the development of a major visitor attraction that will significantly increase visitor volumes.

Thus far, staff have been able to undertake limited effort in pursuit of these actions. However, further effort will be taken in the near future and during 1991 once a specific work program to implement the Economic Development Strategy has been established.

5.2 The 1991 Tourism Vancouver Municipal Initiative Program which has not yet been established is proposing to change its direction by providing services to Municipalities according to their specific needs on a fee for service basis. In this way, each Municipality can develop its own tourism strategy and determine how it can best benefit from the specific services that can be obtained from Tourism Vancouver. This approach is supported by staff since it will be more responsive to the specific needs of the Municipality and will avoid previous problems with establishing an equitable funding formula and obtaining widespread Municipal participation.

6.0 CONCLUSIONS:

6.1 The requested contribution of \$25,000 from Burnaby to the 1990 program should be fair and equitable relative to other participating Municipalities. A contribution of \$25,000 would be the largest single contribution from any of the GVRD participating Municipalities which is somewhat larger when compared with Richmond's \$18,164 contribution. Richmond and Burnaby have made similar contributions to Tourism Vancouver in the past even though Richmond may be better positioned in the tourism industry given the location of the airport and the greater number of hotel rooms found in Richmond. In as much as the formula used by Richmond does not necessarily provide the most accurate a reflection of the tourist industry, it would be inequitable for Burnaby to make a greater contribution than a Municipality that is, in staff's opinion, at least as well or better positioned to receive the benefits of Tourism Vancouver services.

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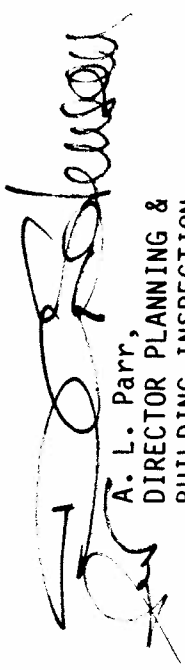
6.2 Staff is of the opinion that the services provided by Tourism Vancouver continue to provide a valuable contribution to the tourism industry in Greater Vancouver and offers the best method of generating tourist related revenue into Burnaby at this time. The 1990 program has made specific improvements over previous years to provide greater exposure and promotion of tourist related attractions located in Burnaby. The economic impact study as outlined in Section 4 also demonstrates that Burnaby along with other Municipalities in the GVRD receives significant economic benefits from the tourism industry. Until such time as the Municipality has developed its own tourist strategy pursuant to the Economic Development Strategy, Burnaby should contribute to and participate in Vancouver's Municipal Initiative Program for 1990, since the services provided are considered to be good value. Assuming Burnaby will be developing its own tourism Strategy in the near future, the Municipality will be in a better position to purchase specific services from Tourism Vancouver offered in the 1991 Program that are complementary to our own efforts.

6.3 In view of the foregoing, it is recommended that Council approve in principle a 1990 contribution of not more than \$18,164 to Tourism Vancouver, the final amount to be determined upon receipt and approval of a specific contract agreement. Participation in the 1990 program is considered to be an appropriate interim measure to promote the tourism industry in Burnaby until such time as the Municipality has developed its own specific tourism strategy. Funds have been provided for this expenditure in the 1990 Annual Operating Budget.

PS/ds

Attachments

cc: Director Finance
Municipal Clerk
Municipal Solicitor



A. L. Parr,
DIRECTOR PLANNING &
BUILDING INSPECTION

THE SUMMARY REPORT
TOURISM VANCOUVER 1989 MUNICIPAL INITIATIVE

The following report represents a summary of the 1989 Tourism Vancouver Municipal Initiative.

The goal of the Tourism Vancouver municipal initiative is to support the growth of tourism throughout all municipalities in the Greater Vancouver Regional District. To assist in this undertaking in 1989, Tourism Vancouver entered into a multi-party contract with participating municipalities to provide selected products and services in exchange for funding support by the municipalities. A summary report of the results of those products and services is provided below:

1. Advertisement of Municipal Attractions in the 1989 Accommodation Guide.

A four colour advertisement was placed in the 1989 Tourism B.C. Accommodation Guide. The four colour ad entitled "Make Yourself at Home Around Vancouver" gave a brief outline of potential tourist activities in the GVRD municipalities.

Cost: \$16,000

2. Conventions Schedule.

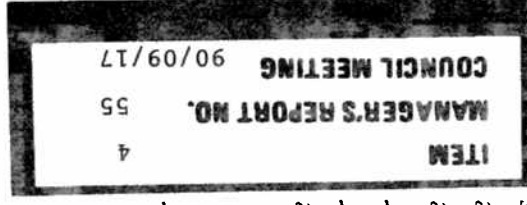
Each municipality and/or Infocentre location was provided with a copy of Tourism Vancouver's Bi-annual Convention Schedule listing the group attending, the date of the convention and the local contact.

Cost: Nil

3. Inclusion of Municipal Information to Convention Meeting Planners.

Included in the Tourism Vancouver 1989/1990 Meeting Planner's Guide is information about municipal attractions, street maps showing access routes to the various municipalities, and listings of businesses in the various municipalities who cater to the meetings and conventions services trade. This publication is distributed at all convention tradeshows attended by Tourism Vancouver convention marketing staff. As well, Tourism Vancouver hosted 200 meeting planners on familiarization trips. Information on municipal attractions was provided to them as well as site inspections at municipal facilities.

Cost: \$11,500



4. Placement of Advertisements in Greater Vancouver Magazines.

It was felt that the benefit of encouraging travel throughout the region by advertising in local magazines would be minimal. Therefore, it was decided that the back cover of Tourism Vancouver's city information brochure would be used to provide a suggested itinerary for tourist activities to do in the Greater Vancouver Region. This information piece is distributed as a direct mail fulfilment piece to all Vancouver Infocentre inquires and is distributed to Tourism B.C. offices and travel infocentres.

Cost: \$7,200

5. Revision and Production of a 1989 Greater Vancouver Fold-out Map and Municipal Attractions Brochures.

500,000 fold-out maps were produced and distributed in substantial quantities to participating municipal Infocentres and throughout the British Columbia travel infocentre network. Maps were also made available to members upon request and were provided to both tour and travel planners and convention meeting planners as a fulfilment piece. As well, 500,000 "tear-off" maps were produced showing similar regional map depiction. These maps were distributed to all members and regional Infocentres.

Cost: \$68,650

6. Tourist Information Fulfilment.

Tourism Vancouver provided information on municipal attractions and accommodations as follows:

- Materials produced by the various municipalities were included in press kits for 183 media and travel writers in 1989.
- Municipal information was also distributed as a fulfilment piece from Tourism Vancouver's downtown infocentre. The city brochure noted in #4 above as well as a rackable city lure piece are being used as fulfilment pieces. Also, municipally produced information is provided upon request.
- Inclusion of information on municipal attractions is provided at all travel tradeshows where Tourism Vancouver is a participant.



The following travel trade shows were attended by Tourism Vancouver during 1989:

- (1) Pacific Asia Travel Association - April/89 - Bali
- (2) Rendez-Vous Canada - April/89 - Vancouver
- (3) Cruise-a-thon - June/89 - Los Angeles, California
- (4) Huddle West - Aug/89 - Reno, Nevada
- (5) Natural Tour Association - Oct/89 - Salt Lake City
- (6) Travel Canada Inc. - Oct/89 - Western U.S.A.
- (7) World Travel Mart - Nov/89 London, England
- (8) American Business Association - Dec/89 - Orlando, FL

Cost: \$17,200

7. Provision for a Free Membership in Tourism Vancouver to a Chamber of Commerce or Tourist Bureau From Each Participating Municipality

Granted

Cost: Nil

8. Sponsorship of a Greater Vancouver Tourism Development Strategy.

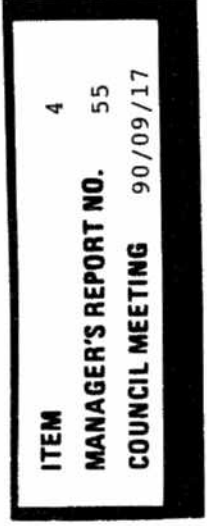
Tourism Vancouver has endorsed the creation of a tourism development strategy on a regional basis. However, financial commitment from Tourism Vancouver to support this study was contingent upon funding from both the federal and provincial governments. To date, no formal funding commitment has been provided by these levels of government.

Cost: Nil

9. Provision for a Listing of all Municipal Accommodations Including Hotels, Motels, Recreational Vehicle Parks and Campgrounds by Municipality.

To date, Tourism Vancouver has produced a listing for use only in the infocentres which it operates directly. This listing is updated monthly. In spring of 1990, Tourism Vancouver will produce its own accommodation guide wherein the above noted accommodations will be listed as prescribed. These guides will not only be distributed for use by travel infocentres within B.C., but they will also be distributed to tour operators and travel agents as reference material.

Cost: \$5,000



10. Production of a Greater Vancouver Events Calendar Listing Community and Cultural Festivals by Municipality.

Each month, a calendar of events is prepared and distributed through the Vancouver Travel Infocentres to visitors. As well, this listing is distributed to travel agents, meeting planners and travel media writers.

Cost: \$2,400

11. Tracking System/Tourism Monitoring Report

The creation of Vancouver Facts & Research in 1989 has enabled Tourism Vancouver to provide information to the committee on the status of regional tourism in 1989. A presentation of the results was given to the committee in February 1990. An economic impact study on the tourism industry in the region will be completed in early 1990.

Cost: Nil. Some costs to be included as part 1990 municipal initiative.

12. Participation in Regular Meetings of the Tourism Vancouver Contract Committee.

Meetings of the committee were held approximately every quarter. The committee was instrumental in providing municipal input to Tourism Vancouver during its substantial reorganization in 1989. The committee identified problem areas requiring attention, such as changes to the GVRD fold-out maps and provided ideas for future program items.

Cost: Nil

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1989 BUDGET SUMMARY

TOURISM VANCOUVER
1989 GREATER VANCOUVER DESTINATION MARKETING PROGRAM

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1989 1989
BUDGET ACTUAL

EXPENDITURE:

Accommodation 1989 Advertisement	\$ 27,000	\$ 17,000
Convention Schedule	Nil	---
Convention Delegate Program	2,500	11,500
Magazine Advertising	7,500	7,200
Greater Vancouver Driving Tour Brochure	95,000	68,650
Media/Travel Writer Information Program	2,000	6,600
Municipal Brochure Rack Space	2,000	6,000
Representation at Travel/Trade Shows	10,000	4,600
GVRD Board Representation	Nil	---
Chamber/Tourist Bureau Membership	Nil	---
Tourism Development Strategy	Nil	---
Greater Vancouver Accommodation Listing	7,500	5,000
Greater Vancouver Events Listing	4,500	2,400
Tracking System/Tourism Monitoring Report	5,000	---
Municipal Review Committee	Nil	---
Production Total	\$163,000	\$128,980
Overhead/Administration	<u>36,000</u>	<u>36,000</u>
TOTAL PROGRAM BUDGET	\$199,000	\$164,950
	=====	=====

REVENUE

Carry-over from 1988	\$ 13,000	\$ 13,000
Participating Municipality Contributions	150,000	102,888
Overhead/Administration from Tourism Vancouver	<u>36,000</u>	<u>36,000</u>
TOTAL PROGRAM REVENUE	\$199,000	\$151,888
	=====	=====

(1990 PROGRAM DEFICIT) - Financed by Tourism Vancouver \$ 13,062
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**TOURISM IN THE GREATER VANCOUVER REGIONAL DISTRICT
 HIGHLIGHTS**

	1989	1988	Change
Accommodation Revenue	\$ 303 million	\$ 268 million	+ 13.1%
Occupancy Rate	73.8%	68.9%	+ 4.9%
Enquires at Vancouver Travel InfoCentres	256,983	209,458	+ 22.7%
Enquiries at Southwest B.C. Travel InfoCentres	597,147	600,519	- 0.6%
Membership Base in Tourism Vancouver	717	469	+ 52.9%
Room-Nights Booked in Off-Season Programs	9,978	4,306	+ 131.7%
Number of Conventions and Meetings	415	370	+ 12.2%
Number of Convention and Meeting Delegates	217,460	182,410	+ 19.2%
Number of Overnight Visitors	6,137,486	5,682,857	+ 8.0%
Direct Overnight Visitor Expenditures	\$1.476 billion	\$1.302 billion	+ 13.4%
Non-Resident Entries at Pacific Highway Border	1,839,534	1,837,835	+ 0.1%
Non-Resident Entries at Vancouver Airport	904,308	736,861	+ 22.7%
Number of Disembarking Cruise Ship Passengers	276,911	148,400	+ 86.6%

TOURISM VANCOUVER
1990 MUNICIPAL INITIATIVE PROGRAM SUMMARY

It should be noted that each of the municipal initiative programs listed below will be supported by complementary and additional marketing programs that Tourism Vancouver has planned to undertake during 1990. Tourism Vancouver's total marketing budget for 1990 is estimated as \$6.0 million. Participating municipalities in the 1990 municipal initiative will reap advantages of this total program budget as a result of their funding support.

The following list of products and services and their approximate costs will be made available to the participating municipalities as part of the 1990 Tourism Vancouver municipal initiative.

1. Listing of Member Municipal Accommodations in the 1990 Accommodation Guide

Tourism Vancouver will place an advertisement in the Tourism B.C. Accommodation Guide (circulation one million) marketing the Greater Vancouver Municipalities and encouraging visitors to explore the entire region. Also, Tourism Vancouver will have municipal accommodations listed in the guide. (Budget cost is for placement only and does not consist of production costs estimated at \$4,000.)

Scheduled completion time: Jan. 1990

Budget: \$17,000

2. Convention Schedule

The schedule is a bi-annually updated list of conventions which have been booked in Greater Vancouver. It is intended for use by Chambers of Commerce and Convention Bureaus in targeting specific delegate groups to visit municipal attractions.

Scheduled completion time: Jan. & July 1990

Budget: nil

3. Convention Meeting Planner Program

Building upon the success of last year's familiarization trip program, Tourism Vancouver will again host approximately 200 meeting planners for an inspection of convention and visitor facilities in the region. Information on municipal attractions and events will be provided to all meeting planners during the course of their familiarization trip in Vancouver.

As well, convention sales staff will again attend numerous meeting planner tradeshows and will provide information on municipal attractions to contacts made at these tradeshows.

Scheduled implementation time: ongoing

Budget: \$15,000

4. Tourism Vancouver Bi-monthly Newsletter

Tourism Vancouver publishes, on a Bi-monthly basis, a newsletter about upcoming events in the regional tourist industry, marketing program announcements and results, information concerning member program buy-ins and information concerning the regional tourism industry in general.

Scheduled implementation: bi-monthly basis beginning in March 1990

Budget: nil

5. Revision and Production of a 1990 Greater Vancouver Fold-out Map

Despite the enormous success of the 1989 fold-out map and tear-away map, there were several revisions, suggested by the Tourism Vancouver Contract Committee, that need to be made prior to production in 1990. Five hundred thousand fold-out maps will be produced in 1990 and as yet an undetermined number of tear-away maps. The fold-out map will again highlight municipal attractions and be available for distribution in municipally sponsored InfoCentres.

Scheduled completion time: May 1990

Budget: \$37,500 (cost represents unit costs of maps distributed to participating municipalities - revision costs will be paid entirely by Tourism Vancouver)



6. Municipal Information Fulfilment

Municipal attraction and facility information will be included in the following ongoing Tourism Vancouver marketing programs:

- Media and travel writer hosting including preparation of press kits.
- Information distribution through Tourism Vancouver's Downtown InfoCentre (including direct mail fulfilment).
- Inclusion of municipal information at all travel and tradeshow in which Tourism Vancouver participates.

Scheduled implementation date: ongoing

Budget: \$5,300

7. Membership in Tourism Vancouver

A Chamber of Commerce or Tourist Bureau will be designated by each municipality as receiving a free membership in Tourism Vancouver. This will enable the municipal designate to participate in all of Tourism Vancouver's programs and attend functions as applicable.

Schedule implementation date: ongoing

Budget: nil

8. Vancouver Facts and Research Sponsored Economic Impact Study

Each participating municipality will have a copy of a regional economic impact study on the tourism industry as prepared by Vancouver Facts and Research, Peat Marwick and Kellogg, and the Conference Board of Canada.

Scheduled completion date: May 1990

Budget: \$13,000

9. Regional Accommodation Listing

For 1990 Tourism Vancouver will produce its own accommodation guide listing all member accommodations by municipality. Forty thousand will be produced and supplied to tour operators and travel agents as consumer fulfilment during the course of Tourism Vancouver's marketing programs.

Members of Tourism Vancouver will be listed according to region and accommodation sector. This publication will be made available to all participating municipal infocentres, travel agents, tour planners and convention planners.

Scheduled completion date: May 1990
Budget: \$6,000

10. Greater Vancouver Events Calendar

A calendar of events and festivals will be produced listing major regional events such as cultural festivals and the municipality in which they take place. This publication will be made available to all participating municipal InfoCentres.

Scheduled completion date: June 1990
Budget: \$9,000

11. Tourism Vancouver Municipal Initiative Committee

A representative from each municipality and/or Chamber of Commerce or Visitors Bureau will be permitted to sit on this committee from each participating municipality. The committee will help in the co-ordination of services and delivery of products specified in this agreement.

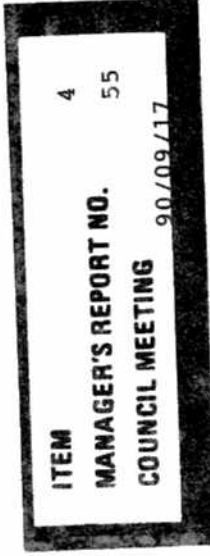
Scheduled implementation date: ongoing
Budget: nil

12. GVRD Board Representation

As in 1989, two Tourism Vancouver board positions will be made available for members of the GVRD Board.

Schedule implementation date: ongoing
Budget: nil

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1990 BUDGET SUMMARY

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TOURISM VANCOUVER
1990 MUNICIPAL INITIATIVE PROGRAM

EXPENDITURE:

	1990 <u>BUDGET</u>
Listing of Member Municipal Accommodation in the 1990 Tourism Vancouver Accommodation Guide.	\$ 17,000
Convention Schedule	Nil
Convention Meeting Planner Program	15,000
Tourism Vancouver Bi-monthly Newsletter	Nil
Revision and Production of a 1990 Greater Vancouver Fold-out Map	37,500
Municipal Information Fulfilment	5,300
Membership in Tourism Vancouver	Nil
Economic Impact Study	13,000
Regional Accommodation Listing	6,000
Greater Vancouver Events Calendar	9,000
Tourism Vancouver Municipal Initiative Committee	Nil
GVRD Board Representation	Nil

Production Total	\$102,800
Overhead/Administration	<u>20,370</u>
Total Program Budget	\$123,170
	=====

REVENUE

Participating Municipality Contributions	\$102,800
Overhead/Administration from Tourism Vancouver	<u>20,370</u>
TOTAL PROGRAM REVENUE	\$123,170
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