

| ITEM | 5 | 55 |
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| MANAGER'S REPORT NO. | | |
| COUNCIL MEETING | | |
| | | 90/09/17 |

TO: MUNICIPAL MANAGER

DATE: 1990 SEPTEMBER 12

FROM: DIRECTOR PLANNING & BUILDING INSPECTION

SUBJECT: LETTER FROM THE TOURISM ASSOCIATION OF SOUTHWESTERN, B. C.

PURPOSE: To respond to a request from the Tourism Association of Southwestern B. C. for a financial contribution from the Municipality

RECOMMENDATION:

1. THAT a copy of this report be sent to Jean Anderson, President, Tourism Association of Southwestern B. C., #304, 828 W. 8th Avenue, Vancouver, B. C., 5VZ 1E2.

REPORT

1. Appearing on the Council Agenda is a letter from the Tourism Association of Southwestern B. C. outlining their request for a financial contribution from Burnaby to assist in their marketing activities.
2. At this time, staff are not familiar with this organization, their marketing activities, membership, etc. It is thus difficult to evaluate the effectiveness of their tourism promotion efforts towards impacting tourism in Burnaby.
3. Council will refer to a report also appearing on the Agenda regarding the 1990 Tourism Vancouver Agreement which recommends that the Municipality continue to participate in the Municipal Initiative Program for 1990 which includes a financial contribution. In view of this recommendation, staff is of the opinion that this program continues to provide a valuable service to the Municipality relative to the tourism sector.
4. As outlined in Burnaby's recently adopted Economic Development Strategy, the Municipality recognizes the importance of tourism to the local economy. In this regard, the Strategy outlines the following actions that should be pursued to further enhance this sector:
 - 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.

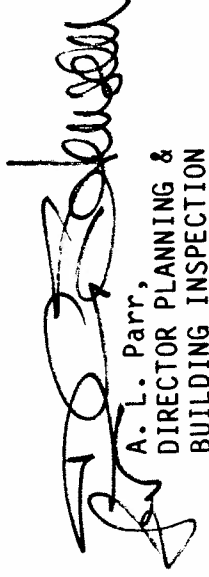
It is expected that effort in this area will be taken in the near future and during 1991 once a specific work program to implement the Economic Development Strategy has been established.

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5. In view of the actions that are proposed to be taken pursuant to the Economic Development Strategy, and with specific reference to item 4(a), it would be appropriate to give consideration to the efforts of the Tourism Association of Southwestern B. C. along with other related tourist organizations towards the development of an effective tourism strategy for Burnaby. Staff will make contact with the Association to specifically explore this topic.

It is therefore recommended that a copy of this report be sent to Jean Anderson, President of Tourism Association of Southwestern B. C., #304, 828 W. 8th Avenue, Vancouver, B. C., V5Z 1E2.

PS/ds


A. L. Parr,
DIRECTOR PLANNING &
BUILDING INSPECTION