

TO: MUNICIPAL MANAGER 1991 NOVEMBER 14

FROM: DIRECTOR PLANNING & BUILDING

SUBJECT: 1991 TOURISM VANCOUVER AGREEMENT

PURPOSE: To obtain Council approval for funding the 1991 Tourism Vancouver Municipal Initiative Program.

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RECOMMENDATIONS:

1. THAT Council approve payment of \$9,888 to Tourism Vancouver which represents Burnaby's share towards the funding of the 1991 Tourism Vancouver Municipal Initiative Program for tourism promotion in the Greater Vancouver Area.
2. THAT a copy of this report be sent to Tourism Vancouver, Suite 665, Two Bentall Center, 555 Burrard Street, Vancouver B. C. V7X 1M8 and Ms. Abby Anderson, General Manager, Burnaby Chamber of Commerce, 6525 Sprout Street, Burnaby B. C. V5B 3B8.

R E P O R T

1.0 BACKGROUND INFORMATION:

- 1.1 In consideration of a 1991 February 18 Report regarding Burnaby's participation in the 1991 Tourism Vancouver Municipal Initiative Program, Council adopted the following recommendations:
 1. THAT Council provide preliminary support for the 1991 Tourism Vancouver Municipal Initiative Program as outlined in this report on the understanding that support must be obtained from other Municipalities in the GVRD in order to proceed with the specific program components.
 2. THAT a further report to Council be prepared outlining the details of the 1991 Program prior to the finalization of Burnaby's financial contribution to the program.
- 1.2 As outlined in the 1991 February 18 Report, Burnaby's contribution to the 1991 Tourism Vancouver Program was proposed to be \$9,600 which would include the following components:
 - a. "Base Buy-In" - The provision of a number of items where Municipal events, maps and information are included in a variety of brochures such as the Calendar of Events and Information brochures prepared and circulated by Tourism Vancouver. - \$2,500.
 - b. "Regional Touring Guide" - The production of a separate brochure in which each participating Municipality has the opportunity to feature the attractions, facilities, etc. that are significant from a tourism perspective. One page of the brochure will be devoted to each Municipality and the back cover will outline a variety of suggested touring itineraries. These brochures would be displayed at Tourist Info Centers and widely circulated through Tourism Vancouver's information and promotion networks. - \$5,600.

- c. "Flat Sheet Guide"- The production of 5,000 copies of a single page reprint of the Burnaby feature promotional placement in the Touring Guide with a map of Burnaby on the back side. The flat sheet guides would be displayed and circulated at the Municipality's discretion.

- \$1,500.

2.0 GENERAL COMMENTS:

- 2.1 Tourism Vancouver has fulfilled its obligations as outlined above and now requests payment of \$9,888, which includes the total cost of the three foregoing items plus GST. Copies of the relevant fulfillment pieces have been distributed to Council under separate cover. Council will refer specifically to the Greater Vancouver Touring Guide and the Burnaby Flat Sheet Guide which are the new items that have been introduced in the 1991 Program.
- 2.2 Council will recall that Burnaby's participation in the 1991 Tourism Vancouver Municipal Initiative Program was supported on the basis that it would serve Burnaby's tourism promotion efforts in the interim until such time as the Burnaby Tourism Strategy is completed and when appropriate Municipal promotion and marketing initiatives have been determined and implemented.
- 2.3 In reference to status of the Burnaby Tourism Strategy, Council is advised that the strategy process is now well underway. The Tourism Advisory Committee has had two meetings thus far, the latest one was held on 1991 November 12. A copy of the Tourism Advisory Committee membership list has been provided in Appendix A. Several additional Committee meetings are scheduled over the next few months and a final report to Council is expected to be submitted in the spring of 1992. The effectiveness of Burnaby's participation in future Tourism Vancouver promotional programs and the desirability of continued participation will be specifically addressed in the tourism strategy development process.
- 2.4 Burnaby's contribution to the 1991 program is \$8,276, less than the amount contributed to the 1990 program which was \$18,164. Tourism Vancouver's 1991 Municipal Initiative Program has been more responsive to the needs of individual municipalities than in previous years.
- 2.5 The Greater Vancouver Touring Guide has been a useful component of the program. It is an attractive and convenient document which provides good exposure to facilities, features and events in areas outside of Vancouver City proper. The suggested itineraries on the back cover along with the convenient reference map also encourage travel throughout the region. A total of 60,000 copies of Touring Guide were produced of which half were received by the participating Municipalities for display in Tourist Information Centres. Tourism Vancouver has thus far distributed 20,000 copies in response to telephone and visitor information requests. Tourism Vancouver sales staff also distributed the Touring guide during the course of their ongoing sales initiatives to key meeting planners as well as both U.S. and international tour operators. The balance of the undistributed Touring Guides will in part be utilized by Tourism Vancouver's 1991/92 Discover the Spectacular off-season marketing campaign in the Seattle, Portland and San Francisco target markets.

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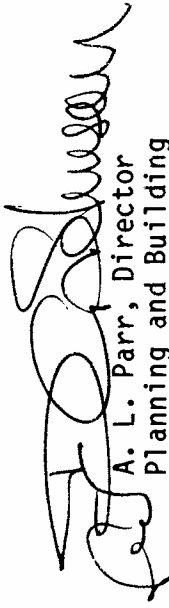
2.6 The Burnaby Flat Sheet Guide has been used for both tourism and general promotion purposes. Its single page format is easy to circulate as a "lure piece" which highlights the major features of the Municipality and it provides a useful multipurpose municipal reference map. It has been well utilized for tourism and economic development promotion as well as providing general information about the Municipality. One half of the 5,000 copies are being used at the Tourist Information Centre and the other half by the Municipality.

2.7 In view of the favourable response that Tourism Vancouver has received from the participating Municipalities, the Touring Guide is considered to be the appropriate foundation for the development of the 1992 Municipal Initiatives Program. The 1992 program is intended to continue to offer its program on a fee-for-service basis where each municipality will determine its own specific promotional requirements from a variety of products to be made available. Municipal financial contributions to the 1992 Program will thus be dependent upon their respective needs. Any future recommendation regarding Burnaby's participation will depend upon the outcome of the forthcoming Tourism Strategy.

3.0 CONCLUSIONS:

In view of the foregoing, it is recommended that Council approve payment of \$9,888 which represents Burnaby's contribution towards the 1991 Tourism Vancouver Municipal Initiative Program for tourism promotion in the Greater Vancouver Area. The 1991 program has been improved over previous years by being more responsive to the specific needs of the participating municipalities. It has also provided an effective means of promoting tourism in the interim until such time as Burnaby implements its own initiatives through the development of the Burnaby Tourism Strategy. Funds have been provided for this expenditure in the 1991 Annual Operating Budget.

ALP
PS/ds



A. L. Parr, Director
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Attachments

APPENDIX "A"

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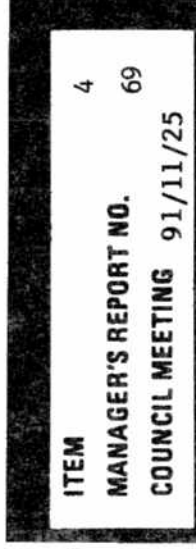
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