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2.2 Arising from the discussion of this matter, Council also adopted the following resolution:

"THAT Municipal staff prepare a report recommending a process for overall implementation of a tourism strategy based on the Burnaby Economic Development strategy and suggesting tangible actions to be taken in the shorter term."

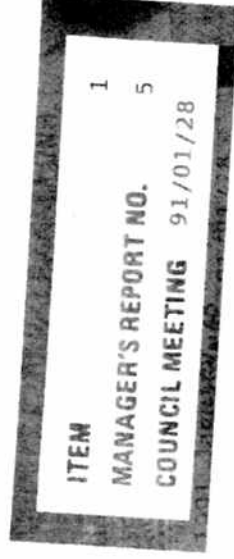
2.3 The importance of tourism to the local economy has also been acknowledged in the recently adopted Burnaby Economic Development Strategy. In order to enhance the tourism sector, Strategy 8, Action 8.1 suggests that the following be undertaken:

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.

3.0 GENERAL DISCUSSION:

3.1 In response to the Council resolution outlined in Section 2.2 above, staff will be preparing a report in the near future recommending a process for developing and implementing a tourism strategy for Burnaby. However, prior to preparing a report on the process, it would be appropriate for Council to establish a general philosophy about tourism as it relates to the Municipality. This general philosophy will be essential in guiding the preparation of the tourism strategy and ensuring that all relevant Municipal goals and policies are fully recognized and observed. In this regard, it is suggested that all tourism initiatives in the Municipality be guided by a number of general principles. The following general principles are considered to be applicable:

1. Ensure that tourism initiatives maintain the integrity of the Official Community Plan and other related Municipal policies
2. Ensure that tourism initiatives maintain and enhance the quality of life and the natural environment.
3. Encourage tourism activities that complement and enhance cultural, neighbourhood and artistic endeavours.
4. Encourage tourism initiatives that promote and expand many of the unique facilities found in Burnaby, i.e. Burnaby Village Museum, Deer Lake Arts Centre, Metrotown, SFU campus, etc.
5. Encourage tourism activities that can take advantage of Burnaby's central location within the GVRD.
6. Encourage tourism activities that support the use of public transportation and which make efficient and sustainable use of Burnaby's resources.
7. Encourage tourism activities that relate to the needs of the residents of Burnaby, and that are not of an inappropriate unrelated highly commercialized nature.
8. Encourage tourism activities that do not place undue burden on public resources and infrastructure.



3.2 The recent growth and trends in the tourism sector offer many opportunities that should be pursued on a local and regional basis as long as they can satisfy the principles outlined above. In practical terms, Burnaby is not likely to become a major international tourist destination with large scale theme parks and attractions. However, Burnaby has many unique facilities and characteristics that are beginning to be discovered and need to be nurtured and properly promoted to become more viable and achieve their full potential. With proper identification, coordination and marketing, Burnaby will be able to take maximum advantage of the opportunities in business, the arts and recreation that are available through the tourism industry.

3.3 The adoption of the foregoing principles and the development of a tourism strategy will provide a useful guide in pursuing opportunities available through the use of many of the existing public and private facilities in Burnaby. If properly promoted and utilized, such facilities could become a much improved asset to better serve both the community and the tourism sector in a variety of ways. Some of these existing facilities include:

- . Burnaby Village Museum
- . Resource Library/Civic Square
- . Central Park
- . Burnaby Art Gallery/Deer Lake Arts Centre
- . BCIT/SFU Campuses
- . Metrotown office/retail complexes
- . Swanguard Stadium
- . Bridge Movie Studios
- . Parks and urban trail system
- . Discovery Parks
- . Various recreation centres and sports fields
- . Deer Lake Park Heritage Precinct

The existence of these various facilities also provides many opportunities to hold a variety of events of a local and regional scale. Such events would provide a greater venue for local artists and entrepreneurs and could generate revenue to assist with necessary capital improvements to be made to the facilities. Some events could include:

- . Music, arts, ethnic and childrens festivals
- . Art shows
- . Sports tournaments
- . Heritage tours
- . Urban Trail tours
- . Multitheme tours
- . Theatrical events

Expansion of the tourism sector will also provide many business opportunities which will lead to employment growth and further development of infrastructure which would serve both the community and the tourist sector. Such infrastructure development could include:

- . Hotel accommodation
- . Restaurants
- . Convention Centre
- . Office and retail
- . Sports and recreation facilities
- . Specialty Retailing

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3.4 Once Council has established a Municipal tourism philosophy through the adoption of these principles, the next step will be to proceed with the preparation of a Burnaby tourism strategy. Pursuant to the Economic Development Strategy initiative outlined in Section 2.3 above, the tourism strategy will specifically examine the concept of creating a new Municipally based organization or clearing house body that can coordinate tourist related initiatives in Burnaby in the best interests of the community.

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PS/ds

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