

ITEM	18
MANAGER'S REPORT NO.	47
COUNCIL MEETING	91/08/06

TO: MUNICIPAL MANAGER 1991 JULY 31

FROM: DIRECTOR PLANNING & BUILDING INSPECTION

SUBJECT: NEIGHBOURHOOD SURVEY
 PROPOSED RETAIL BEER AND WINE STORE
 7557 EDMONDS STREET (SEE ATTACHED SKETCH #1)
 LIQUOR LICENCE APPLICATION #11/90

PURPOSE: To inform Council of the selection of Marktrend Research Inc. to conduct the required neighbourhood survey for the proposed retail beer and wine store.

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RECOMMENDATIONS:

- 1) THAT Council endorse the selection of Marktrend Research Inc. to conduct the required neighbourhood survey for a fee not to exceed \$12,800.
- 2) THAT a copy of this report be sent to Marktrend Research Inc., 2930 Arbutus Street, Third Floor, Vancouver, B.C. - V6J 3Y9, and to the applicant, Mr. R. Shulman, Berger and Nelson, #300 - 171 Water Street, Vancouver, B.C. - V6B 1A7.
- 3) THAT the applicant deposit \$12,800 with the Municipality to cover the survey costs.

R E P O R T

1.0 BACKGROUND INFORMATION:

1.1 On 1991 June 17, Council received a report from the Director Planning and Building Inspection regarding the neighbourhood survey for the subject liquor licence application. The report noted that a Consultant has not yet been engaged to supervise neighbourhood surveys for liquor licence applications and recommended that staff administer the process for the subject application and select an independent marketing firm directly to conduct the neighbourhood survey, as an interim procedure. The report also stated that a further report will be submitted to Council once staff are in a position to recommend the selection of an independent marketing firm. Council adopted the administration procedure outlined at that time.

This report is submitted to seek Council's formal endorsement of the selection of the marketing firm in order to initiate the neighbourhood survey process.

2.0 GENERAL DISCUSSION:

2.1 In accordance with the procedure outlined in the 1991 July 17 Council report, staff sought bids from three independent marketing firms to conduct the neighbourhood surveys. At this time, only Marktrend Research Inc. submitted a proposal to conduct this neighbourhood survey, with the other two firms declining to bid due to other commitments.

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The survey methodology outlined by Marktrend Research Inc. generally coincides with procedures which were approved by the Liquor Control and Licensing Branch and the Municipality and were utilized to conduct neighbourhood surveys in Burnaby in the past.

- 2.2 While it would have been preferable to receive three bids to conduct the neighbourhood survey, staff are satisfied that the survey methodology outlined by Marktrend Research Inc. is comprehensive and exhibits sufficient quality control to merit recommending endorsing their selection to conduct the neighbourhood survey. In terms of cost, the total project fee is considered quite reasonable based on a comparison of the "cost per voter" submitted for other neighbourhood surveys in Burnaby in the past and in particular, a comparison with the cost of the neighbourhood survey conducted for the currently existing neighbourhood pub on the subject site in connection with Liquor Licence Application #6/87.

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While additional bids to conduct the neighbourhood survey could be sought, staff are satisfied that the proposal from Marktrend Research Inc. is of sufficient quality and that the cost is of a reasonable amount that the required neighbourhood survey should be proceeded with. This Department has discussed the situation with the applicant and the applicant has concurred with this approach in order to expedite the liquor licence application.

3.0 CONCLUSION:

- 3.1 In view of the foregoing information, it is recommended that Council endorse the selection of Marktrend Research Inc. to conduct the required neighbourhood survey.


A. L. Parr
DIRECTOR PLANNING &
BUILDING INSPECTION

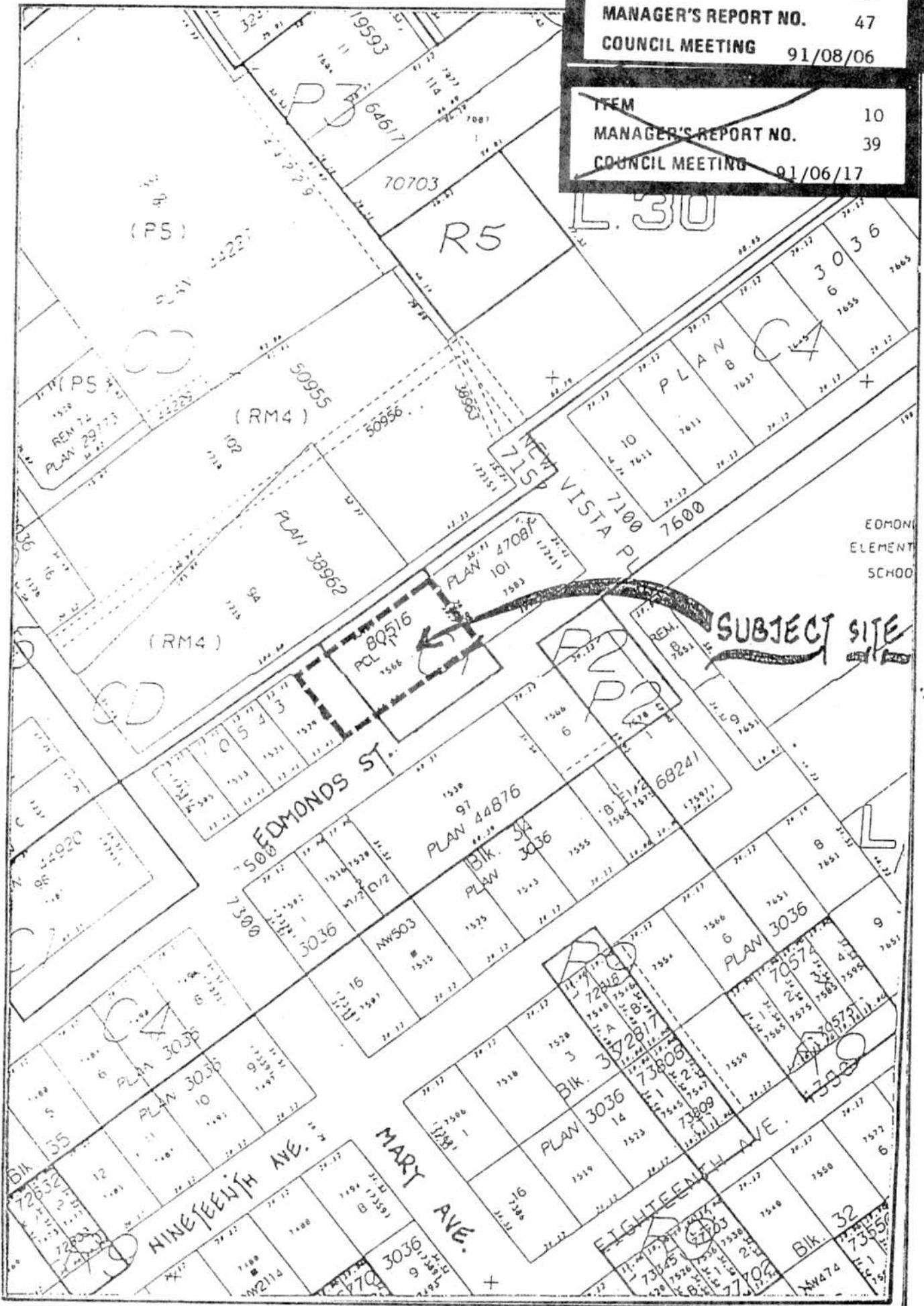
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Attach.

c.c. Purchasing Agent

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~~ITEM 10
 MANAGER'S REPORT NO. 39
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Date:
 1991 June

Scale:
 1:2000

Drawn By:



THE CORPORATION OF
BURNABY
 Planning &
 Building Inspection
 Department

Liquor Licence Application # 11/90



