



TO: ACTING MUNICIPAL MANAGER 1992 May 12

FROM: DIRECTOR PLANNING AND BUILDING Our File: 00.830

SUBJECT: 1992 FEE-FOR-SERVICE CONTRACT - TOURIST INFORMATION CENTRE

PURPOSE: To provide Council with a recommendation concerning a fee-for-service contract with the Burnaby Chamber of Commerce to operate a tourist information centre during 1992.

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**RECOMMENDATIONS:**

1. THAT the Municipality not enter into a fee-for-service contract with the Burnaby Chamber of Commerce to operate a Tourist InfoCentre during 1992.
2. THAT Council authorize the payment of \$1,713.50 to the Burnaby Chamber of Commerce to offset expenses associated with the transitional operation of the Tourist InfoCentre at 6525 Sprott Street during the months of January, February and March of 1992.

**R E P O R T**

**1.0 BACKGROUND**

In 1986 March, the Municipality entered into an Agreement with the Burnaby Chamber of Commerce, whereby the Municipality provided funding on a fee-for-service basis for the operation of a Travel InfoCentre located at 6525 Sprott Street. The contract was last renewed on 1991 June 24 for the 1991 calendar year at a cost of \$34,140. A similar amount has been budgeted for the 1992 calendar year.

The Burnaby Chamber of Commerce have vacated their premises at 6525 Sprott Street and moved to new facilities within Brentwood Mall. The Chamber in turn leased their Sprott Street building to the Burnaby Centennial Committee until 1993 February 28. As a result, there is no readily available venue for the accommodation of a Tourist InfoCentre during 1992.

This report reviews the possible renewal of a 1992 fee-for-service contract with the Chamber.

**2.0 TOURIST INFOCENTRE ALTERNATIVES**

Staff have undertaken preliminary investigations for finding a replacement venue for a Central Valley Tourist InfoCentre for 1992. Such a replacement would be viewed as a temporary arrangement pending the completion of the work of the Burnaby Tourism Advisory Committee. One of the tasks of the Committee is to recommend the role, nature and location of Tourist InfoCentres in the Municipality. Without prejudging the findings of the Committee, it is conceivable there could be a recommendation to discontinue the Municipal operation of a Tourist InfoCentre in the Central Valley area.

The options considered for the location of a temporary Central Valley Tourist InfoCentre within the Central Valley area include the following:

1. Continued operation at 6525 Sprott Street on a shared space basis with the Burnaby Centennial Committee;
2. Burnaby Village Museum;
3. Store front space at Brentwood Mall;
4. Burnaby Lake Ice Rink;
5. A leased office trailer that would be located adjacent to the former Chamber of Commerce building at 6525 Sprott Street;
6. Discontinue the service for 1992 recognizing the pending completion of the Burnaby Tourism Development Strategy.

Of the first five options listed above, the only one found to be feasible is the leasing of an office trailer to be located adjacent to the existing building at 6525 Sprott Street.

### 3.0 PROJECTED COSTS

The leasing and setting up of an office trailer for use between May and December 1992, exclusive of land lease costs, would be approximately \$2,500 (not accounting for hydro or telephone hook ups).

Discussions with the Chamber of Commerce indicate that on a fee-for-service basis, they would be prepared to operate the temporary InfoCentre until 1992 December 31 for a cost of \$18,825.20. The break down of costs to operate the facility is included in the attached letter from the Chamber.

### 4.0 LEVEL OF SERVICE

As noted in the letter from the Chamber, they intend to operate the outdoor kiosk at Eaton's Centre in Metrotown from 1992 June 22 to 1992 September 7 at no cost to the Municipality. It should be noted that occupancy is subject to the approval of Eaton's Centre.

The Chamber intends to feature community business events, Centennial Celebrations and tourism information. The Chamber was successful in obtaining Provincial Student Employment Grants for 3 students to staff the kiosk.

The Chamber also made application to the Provincial Student Employment Grant Program for staffing of the Tourist InfoCentre facility. The Chamber has received notification that their application was not approved by the Province. As a result, the Chamber has noted that the staffing of the InfoCentre has been priced (i.e. \$18,825 for all of 1992) using volunteers. The Chamber cautions that with the use of volunteers there can be no guarantee of the level of service provided in terms of the hours of operation and continuity. The use of volunteers to staff an InfoCentre on an interim basis at the Centennial Committee offices on Sprott Street has not proven to be successful. Staff could not recommend advancement of a fee-for-service contract based on the use of volunteers, even on a one year temporary basis.

#### 5.0 STAFF COMMENT

The relocation of the Chamber from their offices at 6525 Sprott has made the continued use of that facility not feasible for 1992. In addition, the Chamber has stated that it would need to operate any temporary facility with volunteers, if it were requested to continue the fee-for-service contract for 1992.

It is also recognized that the Burnaby Tourism Development Strategy will be prepared and submitted to Council during 1992. That strategy will outline a recommended course of action in relation to Tourist InfoCentres in the Municipality that may well suggest a refocusing towards a more Burnaby oriented clientele. The estimated completion date for this study is 1992 June 30.

A Central Valley Tourist InfoCentre does provide a valuable regional service in giving freeway oriented visitors directions to major destination points in the region. However, the Chamber has indicated that although there is an attempt to direct visitors to Burnaby facilities, the large majority of visitors use the facility as a "first stop" facility seeking information on the Greater Vancouver and surrounding areas. Given the highly regional context for a Central Valley InfoCentre, one could argue that Municipal financial support for tourism should be directed more to promoting Burnaby based facilities rather than regional ones.

Considering the above in combination with the fact the Chamber would need to utilize volunteers to operate the temporary InfoCentre with no guarantee on the level of service provided, staff are of the view that the Municipality should not enter into a fee-for-service contract for 1992.

A recommendation with respect to the matter of Tourist InfoCentres for 1993 and beyond will be forthcoming from the Burnaby Tourism Development Strategy.

If Council concurs with the staff recommendation, arrangements will be made to remove the existing Tourist InfoCentre signage on the Freeway and to initiate a general monitoring of visitor requests in other municipal venues and InfoCentres in other parts of the region.

In the event that Members of Council desire that a replacement facility be arranged for 1992, staff would intend to pursue a lease arrangement with Burnaby Four Rinks for the purpose of locating a leased office trailer, on a temporary basis only, adjacent to the existing building at 6525 Sprott Street.

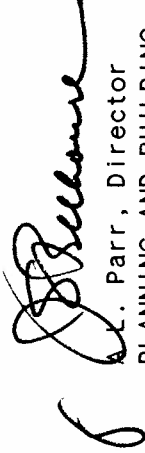
#### 6.0 COMPENSATION FOR TRANSITIONAL SERVICES

Included within the materials submitted by the Chamber is an invoice to the Municipality in the amount of \$2,941.00 for services provided in keeping the Tourist InfoCentre on Sprott Street operational, using volunteers, during the months of January to March of 1992. The InfoCentre was kept open on a transitional basis with the co-operation of the Chamber by using their volunteers, pending resolution of the fee-for-service arrangement for 1992.

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Staff have responded to the Chamber indicating that there is no contract in place, nor any request or authorization from Council or staff, to provide the services on a fee-for-service basis. As a result, the Municipality is not in a position to provide compensation on the basis as requested.

Notwithstanding this fact, the Chamber has been cooperative in providing a minimal level of service through the use of their volunteers during this transition period. As a result, staff would recommend that Council authorize payment of \$1713.50 to cover the appropriate portion of their administrative costs associated with the interim operation of the InfoCentre. These funds would be drawn from the \$34,140 budgeted for the 1992 Tourism InfoCentre fee-for-service contract.



L. Parr, Director  
PLANNING AND BUILDING

JSB/mm

Attach:

cc: Director Finance  
Municipal Clerk  
Municipal Solicitor  
Director Recreation and Cultural Services  
Economic Development Officer



ITEM	2
MANAGER'S REPORT NO.	36
COUNCIL MEETING	92/05/19

The Corporation of the District of Burnaby  
4949 Canada Way  
Burnaby, B.C. V5G 1M2

Attention: Mr. Jack Belhouse

Dear Jack:

As you know, the Ministry of Tourism have cut back dramatically on the number of summer students we will be granted for the 1992 peak tourism season.


We have met to evaluate how the Chamber of Commerce can best serve Burnaby with the resources available to us and we propose the following:

- i) We will train, staff and supervise the Metrotown kiosk during shopping centre hours at no cost to the Municipality.
- ii) To staff a Travel InfoCentre, expenses to date and estimates for following months are provided on the pages attached. The Travel InfoCentre would be fully staffed by volunteers and there can therefore be not guarantees that we will indeed be able to meet the open hours and continuity once provided to the Municipality by this organization.

We remind council that our estimated annual budget to operate such a centre would approximate some \$ 250,000.00 annually if it were to meet the standards the Chamber of Commerce deem to be professional. In a spirit of cooperation we have provided a quotation based on minimal outlay. We have reported over the long term economic results from out participation in tourism that have annually resulted in significant losses that are reflected in our current financial crisis.

Sincerely yours,

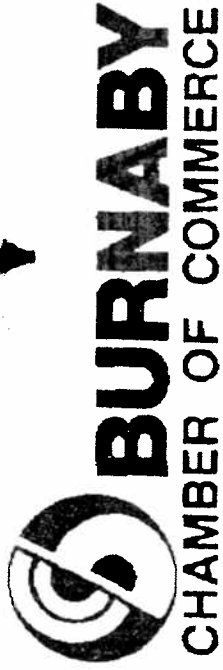
BURNABY CHAMBER OF COMMERCE

  
Abby Anderson  
General Manager

Business Centre, #262 - 4567 Lougheed Hwy. Burnaby, B.C. V5C 3Z6 • Phone (604) 293-1771 • FAX (604) 299-0580

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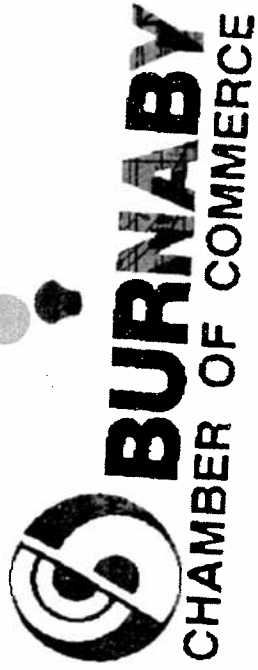


Invoice # 14117  
As Follows:

ITEM	2
MANAGER'S REPORT NO.	36
COUNCIL MEETING 92/05/19	

	<u>Total</u>	<u>Cumulative</u>
<u>Postage</u>		
January-----	\$ 23.00	\$ 23.00
February-----	35.00	58.00
March-----	44.00	102.00
<u>Courier</u>		
January-----	25.00	127.00
February-----	25.00	152.00
March-----	25.00	177.00
<u>Training</u>		
January 16 hrs. @ 20.00-----	320.00	497.00
February 16 hrs. @ 20.00-----	320.00	817.00
March 16 hrs. @ 20.00-----	320.00	1137.00
<u>SuperHost Training</u>		
January 12 hrs. No Charge-----	0.00	1137.00
March 6 hrs. No Charge-----	0.00	1137.00
<u>SuperHost Kits @ 25.00 No Charge</u> -----	0.00	1137.00
<u>Evaluations January 3 hrs. @ 16.50</u> -----	49.50	1186.50
<u>Updates</u>		
February Nil-----	0.00	1186.50
March 4 hrs. @ 16.50-----	66.00	1252.50
<u>Advertising - Volunteers 3 @ 87:00</u> -----	261.00	1513.50
<u>Ministry of Tourism Training</u>		
2 @ 100.00-----	200.00	1713.50
<u>Lunch Per Dim Ministry Training</u>		
2 @ 25.00-----	50.00	1763.50
<u>Paid Staff Manning Sprrott Street</u> -----	1178.00	\$2941.50

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ESTIMATE

Travel InfoCentre Service  
for soulder Tourism season period  
April & May

	<u>Total</u>	<u>Cumulative</u>
<u>Postage</u>		
April-----	\$ 97.20	\$ 97.20
May-----	100.00	197.20
<u>Courier</u>		
April-----	50.00	247.20
May-----	50.00	297.20
<u>Training</u>	0.00	297.20
<u>Updates/Retrain 4 hrs. @ 16.50</u>	66.00	363.20
<u>Train the Trainer (Kamloops)</u>	350.00	713.20
<u>Grant Applications/Administration</u> 12 hrs. @ 25.00	300.00	1013.20
<u>Auto, Transportation, Mileage</u>	150.00	1163.20
<u>Supervision</u> 4 hrs. weekly for 9 wks @ 18.50	166.50	\$1329.70



# BURNABY CHAMBER OF COMMERCE

ESTIMATE

Travel InfoCentre Service  
for peak tourism season between  
June 21 & September 7

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	<u>Total</u>	<u>Cumulative</u>
<u>Postage</u> -----		
June-----	\$ 125.00	125.00
July-----	125.00	250.00
August-----	125.00	375.00
<u>Courier</u> -----		
June-----	75.00	450.00
July-----	75.00	525.00
August-----	75.00	600.00
<u>Training</u> 48 hrs. @ 20.00-----	960.00	1560.00
<u>SuperHost Training</u> 6 @ 25.00-----	150.00	1710.00
<u>Evaluations</u> 6 @ 3 = 18 @ 16.50-----	297.00	2007.00
<u>3 Hrs. Supervision</u> @ 18.50 @ 58 days 1073.00-----	3080.00	3080.00
<u>1 Hr. Administration</u> @ 25.00 @ 58 days-----	1450.00	4530.00
<u>Reports</u> 4 hrs. monthly @ 3 mos. @ 20.00-----	240.00	4770.00
<u>Querries - Written &amp; Telephone</u> 3 hrs. @ 15.00 @ 58 days-----	2610.00	7380.00
<u>Uniforms</u> -----	300.00	7680.00
<u>Telephone</u> 3 mos @ 45.00-----	135.00	7815.00
<u>Name Tags</u> -----	125.00	7940.00
<u>Stationery/Supplies</u> -----	250.00	9190.00
<u>Auto/Transportaion/Mileage</u> -----	350.00	\$8540.00



ESTIMATE

Travel InfoCentre Service  
for shoulder Tourism season between  
September 8 to December 31, 1992

@ 9 - 5 p.m. manned with volunteers. This estimate does not reflect  
Chamber staff manning centre on occasions when volunteers are  
unavailable.

	<u>Total</u>	<u>Cumulative</u> <u>Total</u>
<u>Postage</u>		
September-----	\$ 50.00	\$ 50.00
October-----	25.00	75.00
November-----	25.00	100.00
December-----	25.00	125.00
<u>Courier</u>		
September-----	25.00	150.00
October-----	25.00	175.00
November-----	25.00	200.00
December-----	25.00	225.00
<u>Training</u>		
September 16 hrs. @ 20.00-----	320.00	545.00
October nil-----	0.00	0.00
November 16 hrs. @ 20.00-----	320.00	865.00
SuperHost 6 @ 25.00-----	150.00	1015.00
<u>Evaluations</u>		
September 3 hrs. @ 16.50-----	49.50	1064.50
November 3hrs. @ 16.50-----	49.50	1114.00
.5 Hrs. Evaluations for 80 days @ 18.50-----	740.00	1854.00
<u>Volunteer Recognition</u>		
Dinner and Awards-----	1250.00	3104.00
<u>Querries Written &amp; Telephone</u>		
1.5 hrs. @ 15.00 @ 80 days-----	1800.00	4904.00
<u>Storage</u>		
\$75.00 @ 12 mos.-----	900.00	5804.00
<u>Stationery Supplies/Photocopies</u>		
- September 15.00----->		
- October 15.00----->		
- November 15.00----->	60.00	5864.00
- December 15.00----->		
<u>Provincial Ministry Reports</u>		
- September 6 hrs. @ 25.00-----	150.00	\$6014.00

