

ITEM 9
MANAGER'S REPORT NO. 14
COUNCIL MEETING 92/02/24

TO: MUNICIPAL MANAGER 1992 FEBRUARY 18
FROM: DIRECTOR PLANNING AND BUILDING
SUBJECT: BURNABY BUSINESS DIRECTORY

PURPOSE: The purpose of this report is to obtain Council's support for the publication of a Burnaby Business Directory that will be published for the Burnaby Chamber of Commerce by DoMac Publications Ltd.

=====

RECOMMENDATION:

1. THAT Council support the publication of a Burnaby Business Directory by DoMac Publications Ltd. for the Burnaby Chamber of Commerce as described in this report.

R E P O R T

1.0 INTRODUCTION:

- 1.1 The Municipality was recently approached by the Burnaby Chamber of Commerce regarding the publication of a Burnaby Business Directory which would provide a listing of businesses, government agencies, community resources and service organizations found in Burnaby. The Business Directory or "BOARD" (which stands for Business, Organizational, Administrative, and Resource Directory) would be published for the Burnaby Chamber of Commerce by DoMac Publications Ltd. Publication of the Directory would be supported through advertising contained in the document. Council will refer to the attached letter from the Burnaby Chamber of Commerce.

2.0 GENERAL DISCUSSION:

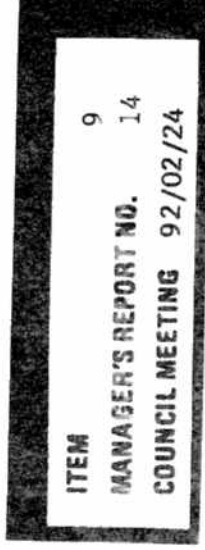
2.1 General Concept

As outlined in the Chamber's letter, the general concept of the Directory would be to provide a comprehensive list of businesses, community and government agencies located in Burnaby. The Chamber proposes to produce approximately 15,000 copies which will be made available to every business listed in the directory and will also be distributed through the B.C. Government business information network across Canada and worldwide. Such distribution would be undertaken by the Chamber.

2.2 Municipal Involvement

The Chamber has requested that the Municipality become involved with the publication in the following manner:

- i) To provide an editorial section of approximately two pages in length describing the economic and community profile of Burnaby with supportive photography.
- ii) To provide an Introductory Message to the Directory from the Mayor.
- iii) To purchase a one page advertisement in the Directory.



2.3 Timing and Coordination

DoMac Publications Ltd. advises that the Directory will be published on May 15, 1992 and circulated shortly thereafter by the Chamber of Commerce. Advertisement booking must be made by March 15 and the submission of related artwork by April 15. DoMac Publications Ltd. will be responsible for the production of the Directory as well as the solicitation of all advertising. All of the information regarding the listing of businesses, government agencies etc. will be gathered by the Chamber of Commerce. The Municipality will not be responsible for the accuracy or completeness of the information contained in the Directory.

2.4 Costs

The Chamber of Commerce has requested the Municipality purchase a full page advertisement at a cost of \$1,500. Additional cost items include \$250 for full color for the advertisement, \$500 if placed on either the front or back inside cover, and approximately \$100 for artwork. The costs of the artwork is an estimate only. All cost items do not include GST. If the Municipality wishes to include all of the foregoing items in its advertising package, the total cost would be approximately \$2,350 plus GST.

3.0 CONCLUSION:

- 3.1** The publication of a Burnaby Business Directory as proposed is a good concept. Business directories of this kind have been published in many other cities and municipalities throughout Canada either by local government, private sector publishers or as a joint venture project. Staff have considered production of a similar business directory using the Municipal business licencing information as a data source. However, due to limited resources and level of priority, this project has not been pursued by the Municipality. Nonetheless, support should be given to the publication of the business directory which can provide a useful source of information for the business community from both a local and international perspective. Making such information available to the public in a directory format is also consistent with the Municipality's Economic Development Strategy.

- 3.2** In view of the foregoing, it is recommended that the Municipality provide the specific support for the proposed business directory as outlined in Section 2.2 above. However, in order to keep the Municipality's costs down in this first endeavour of its kind, it is recommended that the Municipality purchase a full page, black and white advertisement without placement in the front or back inside cover. This will keep the total Municipal costs at approximately \$1,700, including G.S.T. It is recommended that funds to cover the Municipal costs of this project be drawn from the 1992 Provisional Operating Budget Contingency.

ALP
PS/ds

A. L. Parr, Director
Planning and Building

Attachments

cc: Director Finance

ITEM 9
MANAGER'S REPORT NO. 14
COUNCIL MEETING 92/02/24



December 10th, 1991

Mr. Robert Moncur
Director of Administration and Community Services
The Corporation of the District of Burnaby
4949 Canada Way
Burnaby, B.C. V5G 1M2

Dear Mr. Moncur:

As you have requested, we are submitting a further proposal for your consideration. This proposal provides the greater detail that you and Phil Sanderson requested in response to our October 2nd, 1991 letter.

We are outlining the proposal under the headings of:

1. Background
2. Concept
3. Distribution
4. Corporation involvement
 - i) Editorial
 - ii) Financial

1. BACKGROUND

A comprehensive Burnaby directory, known as Burnaby Centennial BOARD, will be published in early 1992 by DoMac Publications Ltd. for the Burnaby Chamber of Commerce. (BOARD stands for Business, Organizational, Administrative and Resource Directory.)

Such directories are currently published for Chambers of Commerce in many North American communities. They serve to put the communities and their businesses "on the map" through effective domestic and international distribution networks.

Our objective in publishing BOARD is to enhance the opportunities for economic development in Burnaby, through the showcasing of its business, community agencies and government sectors.

Because BOARD will be sustained by advertising, its costs will be mainly paid by Burnaby's non-government sector. At the same time, we extend to the Corporation the opportunity to be involved in relevant editorial content.

RECEIVED

DEC 11 1991

Director Administration
and Community Services

ROBERT MONCUR
THE CORPORATION OF THE DISTRICT OF BURNABY
PAGE TWO

2. CONCEPT

The Burnaby Centennial BOARD will be approximately 150 pages, perfect bound and of high quality for long use. We are consulting with printers on the feasibility of using recycled or recyclable paper.

Our objective is to contract the printing and production work through a fair bidding process, to firms which are members of the Burnaby Chamber of Commerce, thus keeping as much of the employment and dollar flow as possible circulating in Burnaby.

The Burnaby Centennial BOARD would provide a comprehensive listing of Burnaby's businesses, government agencies, community resources and service organizations. The Chamber has been working for close to a year compiling this list. It presently contains just over 10,000 entries.

The directory would be supported by advertising. Editorial content and graphic design would be shaped by DoMac Publications Ltd. in cooperation with the Chamber. We would be soliciting editorial input and advice from the municipality, Centennial committee as well as educational, government and quasi-government institutions and major corporate citizens in Burnaby.

3. DISTRIBUTION

The distribution of the Burnaby Centennial BOARD would take two forms.

- i) It would be made available to every business listed in the directory, for a total of at least 10,000 copies within Burnaby
- ii) It would be circulated through the British Columbia government's Business Information Network, in the various places throughout Canada, North America, the Pacific Rim and the rest of the world where British Columbians do business. It would be a point of reference in trade missions and trade offices throughout the world complementing other resources which "put Burnaby on the map" in those areas.

Total distribution for the directory would be 15,000. Distribution is to be undertaken by the Chamber.

4. CORPORATION INVOLVEMENT

We would like to encourage Corporation involvement on the following levels:

ROBERT MONCUR
THE CORPORATION OF THE DISTRICT OF BURNABY
PAGE THREE

4. CORPORATION INVOLVEMENT CONTINUED

i) Editorial

We would like to work with the Corporation to include a two-page economic and community profile of Burnaby, including photographic support.

In addition, we would like to include a message from the mayor in the introductory section of the Directory.

ii) Advertising

We are proposing the purchase of a one page advertisement by the Corporation, camera ready at a cost of \$ 1,500 plus an additional \$ 250 for full colour. Should the Corporation wish the advertisement on either the front or back inside cover, the premium would be \$ 500.

As you will note by the accompanying rate sheet, we have priced this advertisement in such a way as to recognize that taxpayer dollars are covering its costs. In effect, the return to DoMac Publications Ltd. is being recovered by advertising from the private sector.

In closing, we would like to express our pleasure at having the opportunity to offer the Burnaby Centennial BOARD to the community and to see that it is placed strategically throughout Burnaby and the rest of the world. We expect that the Directory will be helpful to the Chamber as it works to develop quality economic and business initiative in the community. Beyond that, however, we want to work with the Corporation and other significant Burnaby institutions in bringing to the community the recognition it deserves.

Sincerely yours,

BURNABY CHAMBER OF COMMERCE

Abby Anderson

Abby Anderson
General Manager

Otto Killy

Otto Killy
President

