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MANAGER'S REPORT NO.	14
COUNCIL MEETING	93/03/01

TO: CITY MANAGER 1993 FEBRUARY 23

FROM: ACTING DIRECTOR PLANNING AND BUILDING

SUBJECT: BURNABY TOURISM STRATEGY

PURPOSE: To present to Council the Burnaby Tourism Strategy Document as prepared through the efforts of the Burnaby Tourism Advisory Committee.

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RECOMMENDATIONS:

1. THAT Council receive the Burnaby Tourism Strategy Document developed by the Burnaby Tourism Advisory Committee and concur in the approach described for tourism coordination and promotion.
2. THAT Council authorize staff to develop an implementation plan for the Tourism Strategy for submission to Council.

R E P O R T

1.0 SUMMARY:

- 1.1 The work undertaken by the Burnaby Tourism Advisory Committee, the Consultants and Staff towards the preparation of the Tourism Strategy for the City has now been completed. It is now appropriate for Council to receive the Tourism Strategy Document for consideration. Council will have received the Burnaby Tourism Strategy under separate cover.
- 1.2 The analysis undertaken by the Tourism Strategy development process concludes that Burnaby is very well positioned in the market place to maximize the benefits of visitors to the City. Burnaby offers a wide array of tourist related assets which include retail facilities, sports fields, recreation facilities, parks and open space, heritage, arts, and cultural resources, accommodation and restaurants. It was estimated that approximately 1.5 million non-residents visit Burnaby each year which represents between 3 and 4 million visitor days spent shopping, visiting friends and relatives, playing in tournaments, taking art classes, eating in restaurants, taking classes at BCIT and SFU and visiting attractions and events. Tourism thus has a significant economic impact on the City and through proper coordination, marketing and promotion the community can build on this revenue base to create jobs, improve resources and enhance the general quality of life in Burnaby.

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2.0 BACKGROUND INFORMATION:

- 2.1 On 1991 February 18, Council authorized staff to prepare a Tourism Strategy for the City and to tender for the services of a consultant specializing in the field of tourism marketing and development to assist in the preparation of the strategy.
- 2.2 On 1991, May 13, Council awarded the consulting contract to SNC Lavalin Inc. to assist in the Tourism Strategy preparation. The primary responsibility of the consultant was to help facilitate the work of a Tourism Advisory Committee that was subsequently established for the purposes of developing the strategy for the City.
- 2.3 Pursuant to the adopted Tourism Strategy development process, a 23 member Advisory Committee was established representing a full range of tourism industry related interests in the City. A complete membership list is provided in Appendix C in the Strategy Document.
- 2.4 The Tourism Strategy Advisory Committee held meetings on nine occasions over a 13 month period to develop the Strategy. The Draft Document was submitted to Council for informal review and discussion on January 19, 1993.

3.0 GENERAL COMMENTS:

- 3.1 The preparation of the Tourism Strategy was the result of responding to a number of specific initiatives outlined in Burnaby's Economic Development Strategy and the City's involvement with the Tourism Vancouver Municipal Initiative Program. It was determined that Burnaby should prepare a Tourism Strategy and that an appropriate organization or function be established to coordinate tourism-related initiatives of existing organizations and to implement the Strategy.
- 3.2 The preparation of the Tourism Strategy involved a process that is in some ways as important as the Strategy Document itself. This process provided for 23 individuals from both the private and public sector who, as key players involved in the various facets of the local tourism industry, have had considerable networking opportunities as members of the Tourism Advisory Committee (refer to Appendix C of the Strategy Document). The Committee participated in a goal-oriented workshop environment that with the expertise provided by the consultants has provided a cohesive document that the City can use to increase the value of tourism to Burnaby. The individual members brought a wealth of information, experience and expertise to the process that would be difficult to duplicate in any other situation. These individuals, who share common interests and goals, can also be called upon in the future to assist in a variety of ways to help implement the Strategy and participate in a number of specific initiatives.

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- 3.3 The Tourism Strategy satisfies the original terms of reference adopted by Council and reflects the Tourism Philosophy that was established prior to the initiation of the strategy development process (see Section 1.3 of the Document). While the Strategy provides a means of capturing the more traditional economic opportunities associated with tourism, it also recognizes and enhances the important roles that environmental conservation, the pursuit of the arts, culture and recreation play in the tourism industry and general quality of life in the City. Implementing the Strategy will also provide a vehicle to link all of these important elements which will contribute to their enhancement and prominence and help to develop a clearer image of Burnaby as a healthy, multifaceted city.
- 3.4 The Tourism Strategy provides a comprehensive examination of the tourism industry in Burnaby by identifying all the resources found within the city such as hotels, attractions, facilities, etc., and reviewing the numerous market segments to determine their relative significance to current and potential levels of income generation. Several tourism themes were identified for marketing and promotional purposes based on the assets and strengths that exist in the city followed by an outline of product development opportunities. An analysis of the tourism coordinating function was provided along with a marketing program.
- 3.5 The Tourism Strategy provides a logical and effective means of coordinating all of the various tourism initiatives that have been pursued by numerous public and private sector groups in the community. That is not to say that any of these groups cannot continue to undertake their own specific marketing and product development programs but rather by coordinating and pursuing joint marketing and promotional efforts where appropriate, it is believed that a much more effective impact can be realized.

4.0 CONCLUSIONS:

- 4.1 As outlined in the foregoing, the tourism industry is one of Burnaby's important economic sectors. The Tourism Strategy concludes that with appropriate support, coordination and promotion, the industry can be expanded to broaden Burnaby's economic base and provide a wide range of benefits to the community. Increasing the number of visitors to Burnaby will increase revenues to both government and the private sector which will help to create employment opportunities, provide a stronger, positive image of Burnaby, assist in upgrading facilities and improve the general quality of life.

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4.2 In order for the City to take advantage of the many opportunities that are available through the growth of the tourism industry, it is appropriate for Council to consider the approach for tourism coordination and promotion as outlined in the Tourism Strategy Document. Upon approval of the approach, staff would then provide a further report outlining an appropriate tourism implementation plan to establish the tourism coordination function and recommending the appropriate measures to put the strategy into effect.



D.G. Stenson,
Acting Director
Planning & Building

PS:ds

- cc: Director Engineering
- Director Finance
- Director Administrative and Community Services
- Director Recreation and Cultural Services