

CITY OF BURNABY
EXECUTIVE COMMITTEE OF COUNCIL
(GRANTS)

HIS WORSHIP, THE MAYOR
AND COUNCILLORS

RE: TOURISM VANCOUVER, MUNICIPAL INITIATIVE PROGRAM-1993 FUNDING

RECOMMENDATIONS:

1. THAT Council approve payment of \$5,900 (plus applicable GST) to Tourism Vancouver for funding the 1993 Tourism Vancouver Municipal Initiative Program which provides tourism promotion of the Greater Vancouver area.
2. THAT a copy of this report be sent to Tourism Vancouver, Suite 210, Waterfront Center, 200 Burrard Street, Vancouver, B.C. V6C 3L6.

R E P O R T

The Executive Committee of Council (Grants), at its meeting held on 1993 March 29, received and adopted the attached staff report recommending Council's approval of Burnaby's financial contribution to the 1993 Tourism Vancouver Municipal Initiative Program.

The Committee therefore submits the report for Council's endorsement.

Respectfully submitted,

Councillor D.P. Drummond
Chair

Mayor W.J. Copeland
Member

Councillor D.R. Corrigan
Member

Councillor L.A. Rankin
Member

Councillor J. Young
Member

: COPY - CITY MANAGER
- DIRECTOR PLNG. & BLDG.

TO: EXECUTIVE COMMITTEE OF COUNCIL 1993 MARCH 16
FROM: ACTING DIRECTOR PLANNING & BUILDING
SUBJECT: TOURISM VANCOUVER, MUNICIPAL INITIATIVE PROGRAM-1993 FUNDING
PURPOSE: To obtain Council approval of Burnaby's financial contribution to the 1993 Tourism Vancouver Municipal Initiative Program.

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RECOMMENDATIONS:

1. THAT Council approve payment of \$5,900 (plus applicable GST) to Tourism Vancouver for funding the 1993 Tourism Vancouver Municipal Initiative Program which provides tourism promotion of the Greater Vancouver area.
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R E P O R T

SUMMARY

This report provides a review of the proposed 1993 Tourism Vancouver Municipal Initiative Program and recommends the manner in which Burnaby should participate. It takes into account the status of the Burnaby Tourism Strategy and the advantages of Burnaby's participation as an interim measure until such time as Burnaby's marketing and promotion plans can be implemented. It recommends that Burnaby contribute \$5,900 (plus GST) to the 1993 Program for which funds have been provided in the 1993 Provisional Budget.

1.0 BACKGROUND INFORMATION:

- 1.1 Since 1988, Burnaby has participated in the Tourism Vancouver Municipal Initiative Program as a means of marketing local tourist attractions and supporting associated businesses in the community. Until 1990, all Municipal contributions to the program were made to Tourism Vancouver through an intermunicipal contract administered through the GVRD Board. In 1991, the program was changed to become a fee-for-service contract that was established between each participating Municipality and Tourism Vancouver.
- 1.2 In 1992, Burnaby contributed \$6,955 to the Municipal Initiative Program which included the following basic components that related to individual participating municipalities:

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a) "Base Buy-In"

The production of a number of promotional items including maps, brochures, etc. that provide general information about the various attractions, facilities, features and events found within the Greater Vancouver Region.

b) "Regional Touring Guide"

The production of a separate brochure in which each participating Municipality had the opportunity to feature the attractions, facilities, etc. that are significant from a tourism perspective. A full page of the brochure was devoted to Burnaby with a regional map provided on the centre page. The back cover outlined a variety of suggested touring itineraries. These brochures were displayed at Tourist Info Centers and widely circulated through Tourism Vancouver's information and promotion networks.

Copies of the various promotional items have been provided to Council for reference purposes.

- 1.3 During 1992 Burnaby was in the midst of preparing its own Tourism Strategy which was recently completed and submitted to Council on 1993 March 01. Participation in the 1992 Municipal Initiative Program was considered by Council to be an appropriate interim measure until such time as the Tourism Strategy was completed and further promotional and marketing efforts determined and implemented.

2.0 GENERAL COMMENTS:

- 2.1 Nine municipalities participated in the 1992 Program including seven municipalities who participated in the Regional Touring Guide component. In general, the 1992 Program was well received and provided a responsive approach to the needs of individual municipalities. It is expected that a similar level of municipal commitment will be made to the 1993 program.
- 2.2 Tourism Vancouver's Municipal Initiative Program has also been considered by the Burnaby Tourism Strategy Advisory committee during the course of developing the Tourism Strategy. The Committee concluded that the City should continue to participate in the 1993 program in the interim until such time as Burnaby's own marketing and promotional plan is up and running. It concluded that Tourism Vancouver continued to provide excellent international exposure to the Greater Vancouver area which has benefited Burnaby and provided high quality promotion of Burnaby and its attractions for a relatively small budget that would be difficult for Burnaby to produce on its own. The Committee also concluded that consideration should be given to continued participation with Tourism Vancouver to complement Burnaby's future marketing program through its own Tourism Strategy.

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2.3 The proposed 1993 Tourism Vancouver Municipal Initiative Program is somewhat similar to the 1992 Program. A copy of the 1993 Program outline has been attached for reference. The 1993 Program essentially covers four optional packages of products/services that are available for purchase by participating municipalities. These include the following:

A. "Base Buy-In" (\$2,600).

Includes various maps, information brochures etc. (similar to those produced in 1992) for distribution and display by individual municipalities, membership in Tourism Vancouver, newsletters, research reports, racking space for municipal information/promotion within Tourism Vancouver's relocated main InfoCenter located in the Waterfront Center development across from Canada Place.

B. "Greater Vancouver City Guide" (\$5,900 full page, \$2,950 half page).

Includes the integration of the former Vancouver City Guide and the Regional Touring Guide. The purchase of this package also includes the purchase of the Base Buy-In (Package A). Council will note that "Option A-Stand Alone Publication" as outlined on the attached program outline has been cancelled in favour of "Option B-Integration Option".

C. "Regional Information Center Research Study" (\$800).

Provides access to information and research on visitor demographics.

D. "Regional Travel InfoCenter Gateway Concept" (\$2,000 - \$2,500).

This includes additional advertising and promotional space for participating municipalities within the new Tourism Vancouver's main InfoCenter located in the Waterfront Center development.

2.4 The Regional Touring Guide which is intended to be integrated with the City Guide as outlined in Package B above had been a successful component of the 1991 and 1992 programs. It was an attractive document which provided good exposure to facilities and attractions throughout the region. The suggested itineraries on the back cover along with the regional map encouraged travel throughout the region.

The general format of the 1992 Regional Touring Guide will be retained and form an insert to the larger Greater Vancouver City guide document. The proposed integrated document is considered to be a positive marketing effort since it will have widespread and targeted distribution and is designed to encourage customer retention for reference purposes. The purchase of Package B at a cost of \$5,900 also includes all of the items provided in the Base Buy-In (Package A) at no extra cost. Package C is not considered to be relevant to Burnaby's requirements at this time.


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The Regional Travel InfoCenter Gateway concept (Package D) has not been finalized by Tourism Vancouver at this time. However, it appears that while this concept shows some promise, Burnaby's commitment would be premature given that the implementation component of Tourism Strategy has not been addressed. Further consideration of this package should be given in the near future and could be perhaps undertaken by specific attractions and/or facilities within Burnaby who wish to obtain the exposure offered by this specific proposal.

Burnaby's total costs for participation in the 1993 Program by purchasing Package B as recommended above is \$5,900 plus applicable GST.

3.0 CONCLUSIONS:

In view of the foregoing information, it is recommended that Council approve payment of \$5,900 plus applicable GST to Tourism Vancouver which will represent Burnaby's contribution towards the 1993 Municipal Initiative Program for tourism promotion in the Greater Vancouver area. The proposed 1993 program along with the 1991 and 1992 programs have been considerably improved over previous Tourism Vancouver programs and is responsive to the needs of individual municipalities. Participation in the 1992 and 1993 programs have also been reviewed and supported by the Burnaby Tourism Advisory Committee which concluded that the money would be well spent until such time as the Municipality implements its own marketing and promotional program through the Tourism Strategy. Funds have been provided for this expenditure in the 1993 Provisional Budget.


D. G. Stenson,
Acting Director
Planning and Building

PS/ds

Attach.

1993 Municipal Initiative Programme

The 1993 Municipal Initiative Programme will pursue a similar course to the 1992 programme with some revisions and modifications resulting from input from the Municipal Initiative Committee. The programme will remain a contract-based fee for service relationship with optional levels of participation for all Municipalities. All components of the programme will be conducted at the direction of the participating Municipalities. It is felt by pursuing this strategy, individual Municipal tourism marketing needs can be adequately represented throughout all aspects of the programme.

I. 1993 Programme Summary

The 1993 programme will consist of four packages of products/services available for purchases by participating municipalities:

1. Base Buy in for Participating Municipalities (\$2,600 per participant)

- ▶ This package will consist of Municipal InfoCentre support material including the supply of tourism promotional materials.
 - i. Detailed Tear Off Maps
 - ii. City Information Brochures
 - iii. Lure Pieces (four languages)
 - iv. Greater Vancouver Visitor Guide
 - v. Conventions Schedule with periodic updates
- ▶ 1993 production quantities of the above materials have not been finalized at this point.
- ▶ Includes also information fulfilment and distribution services for municipal visitor enquiries directed to Tourism Vancouver.
- ▶ Provide Vancouver Facts & Research reports and information on a regular basis.
- ▶ Provide one racking space for each participating municipality in Tourism Vancouver's main InfoCentre, specifically for Municipal information; and
- ▶ Membership in Tourism Vancouver for each Municipality or designated Chamber of Commerce/Tourism Organization including bi-monthly newsletter and participation in Tourism Vancouver events and seminars.

2. Regional Touring Guide Buy-in (\$5,900 full page, \$2,950 half page)

- ▶ There are two Regional Touring Guide publication options which Tourism

Vancouver is considering for the 1993 programme. We would appreciate input from the Committee on this matter as ultimately the direction will be set by the Municipal participants. In both instances the cost includes base buy-in benefits.

A. Stand Alone Publication

This publication option is identical to the method of publication utilized in 1991 and 1992 and includes:

- ▶ 40,000 four colour, 12 page, 8 1/2 inch x 11 inch Regional driving tour publication for distribution to visitors and potential visitors;
- ▶ Participating Municipalities will have the option to purchase feature space in the publication.
- ▶ To be distributed by Tourism Vancouver and participating Municipal InfoCentres;
- ▶ Tourism Vancouver to act as creative and production agents on behalf of the participating Municipalities;
- ▶ Tourism Vancouver to purchase front and back covers and centre spread insert map (# key to each Municipality) as its contribution to the guide.

B. Integration Option

In 1992 Tourism Vancouver published its first annual Vancouver City Guide. The City Guide was produced to be a comprehensive visitor publication with complete information on regional history, accommodation, attractions, shopping and dining. It was not only distributed to visitors and potential visitors to Greater Vancouver but it was also distributed through the *Vancouver Sun* to Greater Vancouver households to help Vancouverites entertain and host their guests during the course of the year. Some very brief information was included on each of the GVRD Municipalities in the guide to help visitors acquaint themselves with the various areas around Greater Vancouver.

Tourism Vancouver is currently considering the possible integration of the existing Regional Touring Guide into the Vancouver City Guide to create The Greater Vancouver City Guide. The integrated piece would have a separate section featuring participating municipalities and the Regional Touring itineraries would be included along with a comprehensive regional map.

Other particulars of the guide include:

- ▶ Circulation to meeting and convention delegates and cruise ship passengers;

- ▶ Distribution as the primary guide book through Tourism Vancouver's InfoCentres
- ▶ Distribution directly to regional households hosting visiting friends and relatives (a market segment representing almost half our visitors).
- ▶ 150,000 - 200,000 will be available for distribution in Spring 1993.

Note: As noted in the last Municipal Initiative Programme meeting, the Committee feels that copy and photography changes are necessary for the 1993 Greater Vancouver Touring Guide. An additional charge per participating municipality of \$500 is necessary if a participant wishes to make major copy and/or photography changes.

3. Regional Information Centre Research Study (\$800 per participant)

- ▶ The objective of the programme would be to allow participating municipal InfoCentres an opportunity to obtain information on travel patterns and demographics of Municipal InfoCentre visitors. The research information would be compiled by Tourism Vancouver's inhouse market research group Vancouver Facts & Research. Information gathered from this research study will provide base-line information on visitor demographics as well as information for assessing tourism industry economic impact for each municipality.
- ▶ Vancouver Facts & Research will manage the project in conjunction with the Municipal Initiative Committee.

4. Regional Travel InfoCentre Gateway Concept (\$2,000 - \$2,500 per participant)

With the relocation of Tourism Vancouver's main InfoCentre to the Waterfront Centre development, the accessibility of convention delegates and cruise ship passengers will be substantially enhanced for 1993. Tourism Vancouver estimates that visitations by convention delegates and cruise ship passengers could increase by 300 - 400% in 1993 as a result of the relocation. With the close proximity of the Seabus terminal, the Skytrain and other forms of transit, Tourism Vancouver would like to dedicate a portion of its InfoCentre display space to informing visitors about how they can easily move throughout the region to local visitor attractions and points of interest on public transit.

While no details have been finalized this "gateway" initiative contemplates:

- ▶ Creation of a backlit displays highlight participating municipalities.
- ▶ Certain municipalities may choose to "share" participation costs for this option.
- ▶ The allocation of additional racking space for participating municipalities

to include information specific to their own municipality.

- ▶ Confirming participation from B.C. Transit as a sponsor tying in information on how to get around the GVRD on transit. (Initial meetings have already taken place).

Research studies show that 43% of all Greater Vancouver visitors visit the Canada Place area where Tourism Vancouver's InfoCentre is now located. Utilization of InfoCentre display space by participating Municipalities will be a cost effective way of providing municipal tourist information to the highest number of regional visitors and thereby encouraging redistribution of visitors throughout the region.

Several new concepts have been introduced for the 1993 programme in response to input from the Committee. We welcome feedback on the proposed 1993 programme and would be happy to make modifications, based on your input, to ensure the continued growth and success of the programme.

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