

CITY OF BURNABY

TO: MAYOR AND COUNCILLORS 1995 FEBRUARY 07

**FROM: ECONOMIC DEVELOPMENT AND TOURISM
STRATEGY COMMITTEE**

SUBJECT: BURNABY TOURISM STRATEGY - 1995 IMPLEMENTATION PROGRAM

RECOMMENDATIONS:

1. THAT Council approve the program for implementing the Burnaby Tourism Strategy for 1995 as outlined in this report.
2. THAT provision be made in the 1995 Annual Budget to cover the costs of the 1995 Tourism Implementation Program.

R E P O R T

1.0 SUMMARY:

This report outlines a program for implementing the Burnaby Tourism Strategy which was developed and approved by Council in 1993. The program is intended to cover the 1995 calendar year and includes the operation of a Seasonal Tourism Infocentre in Metrotown, a Primary Tourist Infocentre in City Hall, a marketing and promotion plan and the establishment of a Tourism Advisory Committee.

2.0 BACKGROUND INFORMATION:

- 2.1 On 1993 March 08, Council completed its review of the Burnaby Tourism Strategy Report at which time they concurred with the approach described for tourism coordination and promotion. Council then authorized staff to develop an implementation plan for further submission to the Executive Committee of Council. On 1993 March 29, the Executive Committee of Council received and considered a further report which provided a recommended implementation program for the remainder of 1993.
- 2.2 For 1993 and 1994 the City approved grants to the Burnaby Chamber of Commerce, which operated a Tourist Infocenter at 6525 Sprott Street during the peak tourist season months in 1993 and 1994.

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2.3 In October 1994, the Economic Development and Tourism Strategy Committee requested that staff review and report on Burnaby's tourism strategy for the 1995 year in view of the overall approach to tourism and address the issues of informing the public, producing brochures, Burnaby's relationship with Tourism Vancouver and the use of the kiosk in Metrotown.

3.0 1995 TOURISM PROGRAM

3.1 The Committee has considered a number of alternative scenarios that would provide tourism services for 1995. The recommended program for 1995 provides a basic range of services or program elements that are considered to be effective and responsive to the needs of tourists and the local tourism industry. Given that this is the first City based tourism program, a conservative approach has been taken which provides a solid foundation for developing a more comprehensive program that may be required in future years once the 1995 program is evaluated.

3.2 The total costs of the 1995 program are estimated at approximately \$33,000 of which staffing the seasonal tourist infocentre and marketing and promotion are the major cost items. Staff have made initial contact with the Provincial and Federal Governments to obtain any grants that may be available to offset the City's costs.

A Budget Summary and a brief description of each program element is provided as follows:

BUDGET SUMMARY - 1995 PROGRAM

PROGRAM ELEMENT	COSTS
Tourist InfoCentre (Metrotown) (Seasonal)	\$17,000.
Tourist InfoCentre (City Hall) (Primary)	\$ 0.
Tourism Advisory Committee	\$ 1,000.
Marketing and Promotion	\$15,000.
Tourism Coordination	\$ 0.
TOTAL COSTS	\$33,000.

1995 PROGRAM ELEMENTS

Seasonal Tourist Infocentre (Metrotown)

- Established at the outdoor kiosk situated in the Eaton Centre Metrotown plaza or alternatively in the indoor community information booth located on the pedestrian walkway between Eaton Centre and Metrotown Centre with display of promotional literature, brochures, etc.
- Operated during the peak tourist season, June 01 through September 04 (Labour Day), seven days a week.
- Staffed by City employees (entry level, temporary full time).
- Application for funding to be made to Provincial and Federal Governments to help offset a portion of the staff costs.
- Total costs - approximately \$17,000 which covers staff and operating costs.

Primary Tourist Infocentre (City Hall)

- Provides a central tourist information service throughout the year but primarily in non-peak periods when the Metrotown kiosk is closed.
- Includes a public information service with display of promotional materials, brochures etc.
- Located at General Information Counter on the Main floor of City Hall.
- Existing staff at Information Counter to respond to general enquiries.
- Total costs - nil (does not include production costs of brochures).

Tourism Advisory Committee

- To provide a vehicle for a partnership of public and private sector interests to give input and direction to the City's collective promotional and marketing efforts.
- Membership to include private sector stakeholders, representatives from relevant City Departments (and attractions) and from the Economic Development and Tourism Strategy Committee.
- Total Cost - Approximately \$1,000 to cover Committee operations and expenditures.

Marketing and Promotion

- To involve the development of a marketing plan and the production of promotional literature, brochures, etc. that complement those produced by other groups and agencies including City Departments, attractions, Tourism Vancouver, Tourism Association of Southwest B.C. and other private sector interests.
- Total costs - approximately \$15,000 as estimated from the Burnaby Tourism Strategy and include such items as a tourist map, a City tourist guide, etc.

Tourism Coordination

- Coordination is a critical element to the implementation of an effective tourism program. There will be a need for coordinating all of the program elements outlined above as well as administering the associated budget and staff.
- The duties would include the facilitation of the City based and other relevant working committees in the development and execution of a marketing and promotion program, overseeing operation of the Tourist Infocentres in Metrotown and City Hall and the design and production of appropriate promotional literature, brochures etc.
- This function will be provided by existing City staff at no additional cost.

3.3 There are many details associated with each of the program elements outlined above that are too numerous to mention in this report. Once the program has been considered and approved by Council, staff will be asked to develop a comprehensive outline of the operational requirements for immediate implementation.

4.0 GENERAL DISCUSSION:

4.1 The 1995 program requires a designated individual within the City organization to provide overall coordination of the tourism program. This function should continue within the Planning and Building Department given its previous responsibilities and experience in the development of the Tourism Strategy. Some adjustments to staff priorities within the department in order to make time available to undertake the coordination tasks will be required. Some assistance from other Departments will also be required in this effort to include help with operating the Primary InfoCentre in City Hall, developing promotional literature, etc.

4.2 As outlined in the Tourism Strategy, it was concluded that the Sprott Street location was ineffective as a Burnaby Tourist Infocentre site since its location adjacent to the freeway tended to serve clientele interested primarily in regional attractions (outside of Burnaby) as opposed to those found in Burnaby. The proposed City-operated Tourist Infocentres in Metrotown and City Hall is recommended and with appropriate promotion, signage, etc. is expected to best serve the visitors to Burnaby.

4.3 In reference to Burnaby's relationship with Tourism Vancouver, it is recommended that the City continue to support Tourism Vancouver's Municipal Initiative Program which has provided effective marketing for Burnaby attractions and complemented the City's own marketing and promotional efforts. Burnaby has participated in Tourism Vancouver's programs since 1988 and contributed \$6,000 to their 1994 program that has continued to respond to the needs of individual Municipalities. The City has included a \$6,000 contribution to Tourism Vancouver in the 1995 Provisional Operating Budget. A further more detailed report on this topic will be submitted to the Committee once the program details have been announced by Tourism Vancouver in the Spring of 1995.

Staff will also maintain contact with other relevant tourism agencies such as Tourism B. C., Tourism Canada, Southwest B. C. Tourism Association to ensure that Burnaby benefits from any other promotional efforts that are undertaken by these groups.

4.4 Staff have contacted representatives from the faculties at BCIT and Capilano College which offer programs in tourism development and marketing to determine whether their students would be interested in assisting with the City's tourism program and potentially helping with the operation of a tourism infocentre. An enthusiastic response was given and staff will pursue this matter upon direction from Council.

4.5 As referenced above, the proposed program is conservative in nature and will include the establishment of an advisory committee who will mentor, evaluate and monitor the program. Once the program is underway, it may be possible to expand the program and examine the possibility of seeking corporate sponsorship to assist in a more aggressive approach to tourism promotion and development in the City.

4.6 The total costs of the program (estimated at \$33,000) has not been included in the 1995 Provisional Budget. As a result, provision is proposed to be made to cover these costs in the 1995 Annual Budget. This does not include the \$6,000 contribution to Tourism Vancouver which has been included in the 1995 Provisional Budget.

5.0 CONCLUSION:

5.1 The tourism industry has experienced considerable growth over the last decade and not unlike the rest of B.C. and the Lower Mainland has become an important sector in the local economy. Burnaby has taken a progressive step forward in developing a tourism strategy to take advantage of the business, employment, cultural and recreational opportunities that are available. The Tourism Implementation Program outlined in the foregoing provides an effective approach to facilitating the further development of the tourism industry in Burnaby, is fully consistent with the objectives of the City's Tourism and Economic Development Strategies and is expected to bring tangible benefits to Burnaby's business community.

5.2 It is appropriate at this time for Council to proceed on this matter in advance of the 1995 tourist season and beyond. It is therefore recommended that Council approve the proposed Tourism Implementation Program for 1995 as outlined in this report.

Respectively submitted,

Councillor D. Drummond, Chairman

Councillor D.R. Corrigan, Member

Councillor L. Rankin, Member

cc: City Manager
Director Finance
Director Recreation and Cultural Services