

COMMUNITY ISSUES AND SOCIAL PLANNING COMMITTEE

*HIS WORSHIP, THE MAYOR
AND COUNCILLORS*

RE: CITIZENS' GUIDE TO CITY SERVICES

RECOMMENDATION:

1. **THAT** Council authorize staff to pursue corporate funding for an additional printing of the multi-lingual versions of the *Citizens' Guide to City Services*.

REPORT

The Community Issues and Social Planning Committee, at its meeting held on 1999 March 24, received and adopted the attached report identifying potential funding sources for the dissemination of the multi-lingual versions of the *Citizens' Guide to City Services*.

Respectfully submitted,

Councillor D. Johnston,
Chair

Councillor N. Volkow,
Vice Chair

:COPY - CITY MANAGER
- DIRECTOR PLANNING AND BUILDING

TO: COMMUNITY ISSUES & SOCIAL PLANNING COMMITTEE March 17, 1999
FROM: DIRECTOR PLANNING AND BUILDING OUR FILE:17.818.3
SUBJECT: CITIZENS' GUIDE TO CITY SERVICES
PURPOSE: To identify potential funding sources for the dissemination of the multi-lingual versions of the *Citizens' Guide to City Services*.

RECOMMENDATION:

1. **THAT** staff be authorized to pursue corporate funding for an additional printing of the multi-lingual versions of the *Citizens' Guide to City Services*.

REPORT

1.0 BACKGROUND

To date, 1,380 copies of the multi-lingual versions of the *Citizens' Guide to City Services* have been printed. They have been produced in Chinese, Korean, Punjabi, Spanish and Farsi. The local Chinese media had noted that the guide was available, and consequently relatively few copies of the Chinese edition remain. Burnaby recreation centres and libraries have requested additional copies of all language editions. To date, general advertising of the guide has been through InfoBurnaby only. If there is a desire to further advertise the availability of the guide using the ethnic media and multicultural agencies, an additional printing would be required to meet the demand.

At its regular meeting of 1999 January 27, the Community Issues and Social Planning Committee requested information as to the advisability and feasibility of corporate fundraising to support the distribution of the multi-lingual versions of the *Citizen's Guide to City Services*. This report responds to that request. It also provides information on other potential funding sources that could be pursued.

2.0 POTENTIAL FUNDING SOURCES

The provincial government provides funding for multi-cultural endeavours through *Multiculturalism B.C.* However, these funds specifically exclude printing costs unless the printing is a component of a larger project or study.

The federal government provides grants through the Department of Canadian Heritage,

however, staff's understanding of the grant guidelines indicate that the printing of the guide would not be considered for funding.

Inquiries were also made at The United Way, but its project grants program is currently being revised and a definitive response was not provided. Discussions with United Way staff, however, indicate that this type of project would not be funded. Further inquiries can be made after 1999 April 13, at which time the project grants program will have been finalized.

3.0 CORPORATE SPONSORSHIP

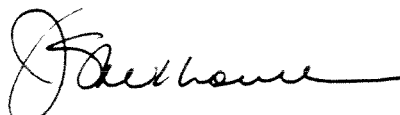
The City has accepted corporate sponsorship for a variety of projects, of which the Burnaby Summer Games and Environment Week are just two examples. In return for such sponsorship, the corporate emblem is displayed in a prominent, though unobtrusive, fashion throughout the event or on the final product.

Given the lack of alternative funding options open to the City for the printing of the *Citizens' Guide to City Services*, corporate sponsorship may provide the needed funds for this document. If so directed by the Committee, staff will pursue this option, identifying and contacting appropriate potential sponsors.

4.0 CONCLUSION

Provincial and federal grant programs do not cover costs related strictly to printing, and the United Way of the Lower Mainland does not appear able to assist. Therefore, if there is a desire to further advertise the *Citizens' Guide to City Services*, it is recommended that corporate sponsorship be sought for an additional printing. Staff would report to the Committee on its findings and recommendations before proceeding with any corporate sponsorship arrangement.

To further assist in the dissemination of the guide, unless directed otherwise, staff propose to explore the feasibility of posting the multilingual versions of the guide on the City's web site. As all of Burnaby's libraries provide Internet privileges to their patrons, this would provide an additional - and longlasting - means by which to access this information.



D.G. Stenson, Director
PLANNING AND BUILDING

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