

CITY OF BURNABY
FINANCE AND ECONOMIC DEVELOPMENT COMMITTEE

HIS WORSHIP, THE MAYOR
AND COUNCILLORS

RE: DEER LAKE PARK HERITAGE WALKING TOUR BROCHURE

RECOMMENDATION:

1. THAT this report be received for information purposes.
2. THAT a copy of this report be forwarded to the Community Heritage Commission.

REPORT

At its meeting of 2000 June 13 Council adopted a report from the Community Heritage Commission recommending production and distribution of a Deer Lake Park heritage walking tour brochure. A copy of the report was forwarded to the Finance and Economic Development Committee for consideration of joining together for the purpose of distributing the brochure as an insert to the Burnaby Visitor's Guide.

The Committee requested additional information from staff regarding the distribution target of the Heritage Walking Brochure, the cost of a combined distribution of both brochures and the status of Visitor's Guide brochure stock. The attached report from the Director Planning and Building responds to the Committee's request for additional information and presents a more cost-effective alternative to joint distribution of the brochures.

It is recommended reference to the Heritage Walking Tour brochure be included within the Burnaby Visitor's Guide which is proposed to be redesigned and reprinted in 2001. This reference would include a description of the tour and will advise people where they can pick up the Heritage Walking Tour brochure in Burnaby.

The Economic Development Committee support this alternative proposal and staff, unless otherwise directed, will pursue incorporation of the reference to the Heritage Walking Tour in the redesigned and newly printed 2001 Visitors Guide brochure.

Respectfully submitted,

Councillor D.R. Corrigan, Chair

Councillor D.N. Johnston, Member

Councillor N.M. Vokow, Member

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

2000 September 18

TO: CHAIR AND MEMBERS
FINANCE AND ECONOMIC DEVELOPMENT COMMITTEE

FROM: DIRECTOR PLANNING AND BUILDING

SUBJECT: DEER LAKE PARK HERITAGE WALKING TOUR BROCHURE

On 2000 August 14 the Finance and Economic Development Committee considered a request to work together with the Community Heritage Commission regarding the distribution of the Heritage Walking Tour Brochure as a possible insert to the Burnaby Visitors Guide. The matter was tabled pending the clarification of the following:

- Distribution target for the Heritage Walking Brochure
- Anticipated cost of combined distribution
- Status of the Visitors Guide brochure stock and re-printing

In response to the foregoing, the following information refers:

The distribution target for the Heritage Walking Tour Brochure is oriented to the local community and is being distributed free of charge to residents and visitors through the following locations:

- Metrotown Tourist Information Centre
- Burnaby Public Libraries
- City of Burnaby Community and Recreation Centres
- Burnaby City Hall
- Deer Lake Park
- Shadbolt Centre for the Arts
 - Gallery at Ceperley House
 - Burnaby Village Museum
 - Hart House
 - During special events in the park such as Discover Days
- Burnaby Schools

A copy of the Burnaby Heritage Walking Tour Brochure is **attached** for your reference. Approximately 5,000 brochures have been printed to cover this distribution for a total cost of approximately \$1,500.

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Approximately 150,000 copies of the Burnaby Visitors Guide brochure are printed each year (copy of brochure attached) and are currently more widely distributed throughout the Lower Mainland, at selected Tourist Infocentres around B.C., the Vancouver International Airport, the Cruise Ship Terminal, on the three main B.C. Ferry routes to Vancouver Island, the Washington State Ferry System and along the I-5 Corridor in northwest Washington. Annual printing and distribution costs for the Burnaby Visitors Guide brochure are approximately \$34,000.

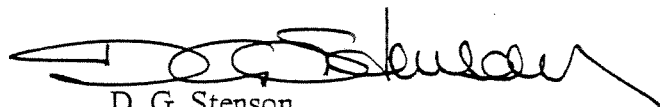
Additional costs of combining the Heritage Walking Tour brochure with the current distribution of the Burnaby Visitors Guide brochure would be approximately \$12,000. This would include printing (an additional 150,000 brochures), shipping and insertion of the Heritage Tour brochure into the Visitors Guide brochure.

The current stock of the Burnaby Visitors Guide brochure is currently running low and is expected to be depleted by the end of the year. However, the supply is expected to meet the current distribution program for the remainder of the year. The Visitors Guide brochure is planned to be redesigned and reprinted for distribution in 2001.

Since the Heritage Walking Tour brochure is targeted towards the local community, which is a narrower market than the Burnaby Visitors Guide which has a wider target market, it would be more cost effective to provide a reference to the Heritage Walking Tour within the new Visitors Guide. This would include a description of the tour and advise people where they can pick up the Heritage Walking Tour Brochure in Burnaby. This can be accomplished for minimal cost and will receive widespread exposure as one of many Burnaby attractions through the distribution program for the Visitors Guide.

Incorporating the Heritage Walking Tour within the Burnaby Visitors Guide as outlined above is considered to be the most appropriate and cost effective way of promoting this feature of Burnaby. The current Heritage Tour Brochure will also continue to be distributed through its local venues.

Unless otherwise directed, staff will pursue incorporation of the reference to the Heritage Walking Tour in the redesigned and newly printed 2001 Visitors Guide brochure.



D. G. Stenson
Director Planning and Building

PS:lf
Attachments
cc: Community Heritage Commission
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