

CITY OF BURNABY

FINANCE AND CIVIC DEVELOPMENT COMMITTEE

*HIS WORSHIP, THE MAYOR
AND COUNCILLORS*

RE: BURNABY BOARD OF TRADE - TOURISM BURNABY

RECOMMENDATIONS:

1. **THAT** Council endorse the creation of Tourism Burnaby by the Burnaby Board of Trade and the implementation of a 2% Hotel Room Tax within Burnaby.
2. **THAT** the Board of the Greater Vancouver Regional District be requested to endorse the implementation of a 2% Hotel Room Tax within Burnaby.
3. **THAT** Council upon receipt of the GVRD's endorsement, bring down a bylaw based on the 2003 Tourism Burnaby's Business Plan, requesting the provincial government levy the hotel room tax on behalf of the City of Burnaby and Tourism Burnaby.

REPORT

The Finance and Civic Development Committee, at its Open meeting held on 2003 September 08, received a delegation from the Burnaby Board of Trade and subsequently endorsed the creation of Tourism Burnaby, a non-profit society, financed by a 2% Hotel Room Tax.

Over the past several years the Burnaby Board of Trade has been working and consulting with Burnaby's hotel sector to create a Business Plan (copy distributed under separate cover) for the creation of a non-profit society to be named Tourism Burnaby, formed with the mandate to create and administer a multi-niche tourism promotion program for Burnaby.

It is intended that Tourism Burnaby would be financed with the implementation of a 2% Hotel Room Tax, administered by the provincial government. The process requires the support of the City, Regional District and the hotel/motel accommodation sector of the city. To date, the Burnaby Board of Trade has received the documented support of 90% of the accommodation providers (represented by number of rooms).

COPY - CITY MANAGER
- DEPUTY CITY MANAGER
- DIRECTOR PLANNING & BUILDING
- DIRECTOR FINANCE
- CHIEF LICENCE INSPECTOR
- CITY SOLICITOR

Tourism Burnaby is intended to be governed by a board of seven directors, consisting of four accommodation providers, two City of Burnaby representatives, and one representative from the Burnaby Board of Trade. Annually audited financial statements would be filed with the city and the province with Tourism Burnaby's auditors attesting to the fact that the funds received were expended in accordance with the purpose for which they were initially intended.

The following greater Vancouver cities currently have a hotel room tax:

Abbotsford
North Vancouver
Richmond
Surrey
Vancouver

It is recommended that Council endorse the implementation of a Hotel Room Tax and the creation of Tourism Burnaby. It is also recommended that the GVRD Board be requested to indicate its support for this initiative and that with the above support the Province be requested, by bylaw, to implement the 2% tax within Burnaby.

Respectfully submitted,

Mayor Derek R. Corrigan
Chair

Councillor D. Johnston
Vice Chair

Councillor N. Volkow
Member