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Meeting.....2008 May 26

COUNCIL REPORT

TO: CITY MANAGER **DATE:** 2008 May 20
FROM: DIRECTOR PLANNING AND BUILDING **FILE:** 88000-02
Reference: UBCM Community Tourism Program
SUBJECT: UBCM COMMUNITY TOURISM PROGRAM - PHASE 2
PURPOSE: To request Council endorsement of the City's project applications for Phase 2 UBCM Community Tourism Program funding.

RECOMMENDATIONS:

1. **THAT** Council approve both the *Burnaby Tourism Destination Video Guide Aerial Add-on* and the *2009 – 2010 City of Burnaby Integrated Marketing Communication Plan*, as outlined in Section 3.0 of this report as the City of Burnaby's project applications to the UBCM Community Tourism Program (Phase 2) for a total funding request of \$204,325.14.
2. **THAT** Council send a copy of this report to the Board of Directors of Tourism Burnaby; and Matthew Coyne, Executive Director of Tourism Burnaby.

REPORT

1.0 BACKGROUND

At the 2004 UBCM Annual Convention, the province announced that \$25 million in funding would be made available to assist local governments in increasing tourism activity. Phase 1 of the Community Tourism Program was initiated in 2005 with the transfer of \$12.5 million to the Union of BC Municipalities (UBCM) for allocation to members. Under the UBCM allocation formula Burnaby was eligible for and received \$204,325.14 to undertake the *Burnaby Tourism Destination Video Guide* and to support the *Giro di Burnaby*.

In December 2007, UBCM notified local governments of the launch of Phase 2 of the Community Tourism Program and advised that Burnaby is again eligible for an allocation of \$204,325.14. This report provides an update on the status of the Phase 1 projects and recommends two projects for Phase 2 funding.

2.0 PHASE 1 PROJECT UPDATES

UBCM Community Tourism Program Phase 1 funding was received for the following two projects:

2.1 Burnaby Tourism Destination Video Guide

Phase 1 funding allocated to this project was \$144,075. The ***Burnaby Tourism Destination Video Guide*** is a project to develop a DVD featuring a destination video, vignettes of Burnaby's attractions and festivals, three video guides (narrated tours) and a 30-second television commercial. The project is managed by Tourism Burnaby and is expected to be complete by summer 2008. One component of the video guide was premiered by Mayor Corrigan at the 2008 State of the City address hosted by the Burnaby Board of Trade on 2008 April 10. The product is a highly effective, high quality tool which can be used to support marketing initiatives for tourism. The project is extremely timely given the pending 2009 World Police and Fire Games (WPFG) and the 2010 Olympics and Paralympics.

2.2 Giro di Burnaby

Phase 1 funding allocated to the ***Giro di Burnaby*** was \$60,031. This is a professional cycling race through the Burnaby Heights neighbourhood that has become a part of the BC Superweek cycling race series. About one quarter or \$15,396 of the UBCM grant allocation for this project was used in 2007 for a covered staging area, a sound system and adequate fencing. This allowed the race to increase the number of participants from 92 to 152, and the number of spectators from 6,000 to over 10,000 from the previous year. The remaining grant amount is allocated for 2008 and 2009 (\$22,318 each year) to further support the race as a successful annual event in Burnaby.

3.0 PHASE 2 PROPOSED PROJECTS

The Burnaby Economic Development Strategy 2020 adopted by Council in 2007 contains a Tourism Sector Action Plan. Goals for tourism in Burnaby are to strengthen the City's image and identity within Metro Vancouver and to add the facilities, events, marketing and other elements that will cause people within the region (tourists and residents) to spend time in Burnaby. Tourism Burnaby is a key partner to support and promote Burnaby's advantages for residents and visitors.

City staff, Tourism Burnaby staff and members of Tourism Burnaby's Board of Directors met in 2008 February and March to identify potential projects for Phase 2 Community Tourism Program funding. The following criteria were used to identify the two projects for Council approval:

- the project is consistent with the UBCM Community Tourism Program requirements;
- the project achieves EDS 2020 goals for tourism in Burnaby;
- The project has the potential to attract visitors and encourage them to explore Burnaby; and,
- the project has potential to strengthen community pride for residents' quality of life.

Based on the discussions and the criteria, the following two projects are recommended for submission for funding:

3.1 Burnaby Tourism Destination Video Guide Aerial Add-on

The ***Burnaby Tourism Destination Video Guide*** is nearly complete within the scope identified for Phase 1. Skipping Rock Films will deliver a series of video compilations of different lengths of hallmark Burnaby events and attractions that can be used in a number of ways. The ‘first cut’ of the videos were viewed at workshop held in 2008 March with City and Tourism Burnaby staff. There was general consensus that the product is an outstanding marketing tool with significant potential for tourism attraction. The theme, camera shots, screenplay, sound and overall effect of the ‘first cut’ productions are compelling.

The central theme of the video guide is “*Centre yourself in Burnaby*” which conveys multiple meanings for Burnaby, including:

- Burnaby is as the *geographic centre* of Metro Vancouver with unrivalled access to regional destinations; and,
- *Centre yourself* as an invitation for a complete experience by visiting, playing, living and working in Burnaby - a complete community with access to superior urban and natural amenities and rich, diverse cultures that provide a balanced lifestyle.

The objective of the proposed project is to add an aerial component to strengthen the dual meaning of the central theme for a more powerful overall message for tourism attraction. The aerial component would emphasize Burnaby’s key advantage of its central location with unrivalled access in the region. Further, it would highlight the diverse topography in Burnaby, which includes ocean beaches, mountains, valleys, lakes and rivers to further enhance the notion of a complete experience at the heart of it all. Adding aerial footage to the video guide would involve shooting footage of specific views and editing the videos. The work is anticipated to take three months.

The cost estimate for this Phase 2 component is \$39,227. The Phase 2 funding application would cover \$20,000, with the Phase 1 contingency amount of \$15, 438 and Tourism Burnaby providing the balance of approximately \$3,789. The project costs include equipment, flight charter, filming and editing and is inclusive of PST, GST and 20% contingency. Tourism Burnaby would manage the production of the additional component and host and maintain the video clips on their website (www.tourismburnaby.com) as they have done for Phase 1 of the project, as an in-kind contribution.

3.2 2009 – 2010 City of Burnaby Integrated Marketing Communication Plan (IMCP)

The purpose of an IMCP for Burnaby is to prepare a coordinated communications program and promotional program to optimize tourism benefits leading to, during and after the 2009 World Police and Fire Games (WPFG) and 2010 Winter Olympics and Paralympics. This responds to the EDS 2020 directive for a detailed plan in collaboration with Tourism Burnaby for tapping into the opportunities of the WPFG and Olympics. The proposed enhanced ***Burnaby Tourism Destination Video Guide*** will be the key promotional tool at the core of the plan. The plan would integrate the City’s and Tourism Burnaby’s marketing communications plans for the video guide leading to these upcoming major events.

The specific objectives for the IMCP would be:

- to take advantage of the unique opportunities to promote Burnaby to international audiences;
- to maximize the local direct economic benefits from tourism from each major event leading to, during and after they happen;
- to leverage investment in existing assets for tourism, including the ***Burnaby Tourism Destination Video Guide***;
- to increase the number of visitors to Burnaby from elsewhere in the Lower Mainland; and,
- to enhance Burnaby community identity for residents and businesses.

The scope of the project is to design and develop a strategic and prioritized mix of promotional tools that deliver a consistent, clear and compelling media message about Burnaby with the central theme of “*Centre Yourself in Burnaby*” and the ***Burnaby Tourism Destination Video Guide***. The outcome will be a researched plan for target markets, message channels and credible message sources to convey the central theme and ***Burnaby Tourism Destination Video Guide***. This is to ensure that the City and Tourism Burnaby make best use of the video guide in the window of opportunity leading up to the 2009 WPGF and the 2010 Winter Olympics and Paralympics to leverage the very powerful promotional tool produced with the Phase 1 UBCM Community Tourism Program funding.

The approach is to develop an effective marketing and communications plan that outlines actions for promoting Burnaby, with emphasis on distribution of the ***Burnaby Tourism Destination Video Guide***. The plan will be prepared by a qualified marketing consultant experienced with a variety of communication channels and media. The plan will seek opportunities to collaborate and leverage resources. Options for communications and promotion could include: radio and TV media placements including ethnic media, web and web-cast advertising, print advertisements, presence at events, direct mail, feature articles, community briefings, and brochures.

The one-year mark to the start of the WPGF is 2008 July 31. The consultant would be expected to ensure the proposal accounts for the marketing communications plan for WPGF. Implementation would be anticipated to begin in 2008 fall and continue to 2010 March. The proposal would build in performance measures to collect feedback for ongoing monitoring and evaluation.

The cost estimate for the project is \$184,325.15 of the Phase 2 funding. An expert on public affairs and media relations at SFU was consulted to help scope the project. About 75% of the budget would be allocated to media buys for the ***Burnaby Tourism Destination Video Guide*** and supporting advertising with consistent messaging, with the balance allocated to the consultant costs. The priority media placement targets would be high visibility and high impact communications and media channels to position Burnaby for both major events.

4.0 CONCLUSION

This report recommends two projects for Phase 2 UBCM Community Tourism Program funding. The projects both seek to leverage the ***Burnaby Tourism Destination Video Guide***, which is one of the outcomes of Phase 1 funding. The funding for the other Phase I project, the Giro di

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Burnaby, is already in place to support the event again 2008 and 2009. The two recommended Phase 2 projects are consistent with the requirements of the Community Tourism Program and achieve Tourism Action Plan objectives described in Burnaby's Economic Development Strategy 2020. With Council approval, staff would submit project applications to UBCM for this second and final phase of Community Tourism Program funding consistent with the proposals presented in this report.



B. Luksun, Director
PLANNING & BUILDING

KDH/sla

Copied to: Deputy City Manager
Director Parks, Recreation & Cultural Services
Assistant Director Cultural Services
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