

To: City Manager
From: Director Planning and Building
Re: Community Tourism Program – Residual Phase 1
Funding
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Burnaby and 2008 Giro di Burnaby. This left a remaining allocation of \$22,186.31 for the 2009 Giro di Burnaby. With the suspension of the Giro di Burnaby in 2009, the \$22,186.31 in Community Tourism Funding remains available.

These two residual amounts total \$29,775.95 or about 14.5% of the City's Phase 1 funding eligibility. UBCM approval is required to reallocate this Community Tourism Program funding. The application deadline is October 31, 2009.

The purpose of this report is to request Council authorization for staff to submit project applications for use of the residual allocation of Phase 1 UBCM Community Tourism Program funding.

2.0 PROPOSED PROJECTS

2.1 Giro di Burnaby

This report recommends that \$22,186.31 originally allocated to the 2009 Giro di Burnaby be reallocated to the 2010 Giro di Burnaby for the following reasons.

2.1.1 2006 – The Inaugural Event

2006 was the inaugural or first Giro di Burnaby race ever held. The Giro di Burnaby was introduced as a 1.85 km criterium cycle race with top North American men and women riders competing for over \$10,000 in cash prizes on a fast, challenging urban street course throughout the Burnaby Heights neighbourhood. The 2006 Giro di Burnaby attracted 92 competitors and an estimated 7,000 spectators – an incredible result equalling attendance at some of the other longer standing cycling races held in British Columbia (BC).

Although the 2006 Giro di Burnaby was viewed as a great success for a first time race, it was recognized that there was considerable potential to grow this race into more of an event with associated broader community tourism based benefits. The original Phase 1 Community Tourism Application for the Giro di Burnaby proposed just that – assisting the Giro di Burnaby to grow from a race into an event. The approach was to apply the grant over three years to ensure long term success through community and sponsor support, and press and visitor attraction. About 25% of the funding received for the Giro di Burnaby was allocated to the 2007 event, with the remaining amount to be split between larger races anticipated in 2008 and 2009.

2.1.2 2007 and 2008 – CTP Funding Helps the Event Grow

2007 was the first year the Giro di Burnaby received Community Tourism Program funding and it was used for event staging, sound system and additional fencing.

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2007 was also the first year the Giro di Burnaby was included in the BC Superweek series. This accomplishment should also be viewed as another success for the Giro di Burnaby, achieved as early as its second year of operation. The 2007 BC Superweek included the Tour de Gastown (criterium), the Giro di Burnaby (criterium), the Tour de White Rock (criterium, road race and hill climb), and the Tour de Delta (criterium, road race and hill climb) - 8 major races in 10 days. It should be noted that the Tour de Gastown and the Tour di Burnaby were considered by many to be the two premier events of the BC Superweek schedule. In 2007, the field of racers increased to 152 riders (up 65%) and the number of spectators attending increased to nearly 10,000 (up 40%).

2008 was the second year the Giro di Burnaby received Community Tourism Program funding and it was used for street banners and a photo finish as well as event staging, sound system and additional fencing which had also been provided the previous year. The 2008 Giro di Burnaby sustained the growth experienced the previous year with 150 riders and over 10,000 spectators. By 2008 the event's purse had increased to over \$15,000 in cash and prizes.

2.1.3 Tourism Benefits

By 2008 the Giro di Burnaby had become a well attended, fast-paced, family-oriented signature sports event in Burnaby. The increase in the number of riders/friends/family/spectator visitations had benefits for local area hotels, restaurants and other local businesses. The growth in the amount of spectators specifically benefits the businesses in The Heights Neighbourhood on Hastings Street along the race course, both for spending the day of the race and marketing to help attract people back to this vibrant, walkable shopping and restaurant district.

2.1.4 2009 – The Event is Suspended

Unfortunately both the Giro di Burnaby and the Tour di Gastown were forced to cancel their events in 2009 because they were unable to secure sponsor funding in the difficult economic climate of late 2008/early 2009. However, in its place, the City of Burnaby and the Giro di Burnaby organizing team introduced the Il Girolino (or "The Little Giro") as a community based event to bring the excitement of a cycling event to young people and to keep the spirit of the Giro di Burnaby alive. As this event was entirely locally funded, the \$22,186.31 allocated to the 2009 Giro di Burnaby event remains available to the City of Burnaby, subject to UBCM approval for use in 2010.

2.1.5 Looking Forward to 2010

The Giro di Burnaby organizing committee are optimistic that should the 2009 Giro di Burnaby Community Tourism Program funding be reallocated to the 2010 Giro di Burnaby event, they will be able to host a 2010 Giro di Burnaby. This event would likely be scheduled for early July 2010. It would appear that momentum is also building around the planning efforts for a 2010 Tour de Gastown. Should both events be resurrected, the return of these two events would offer a significant boost to the 2010 BC Superweek calendar.

The event organizers for Giro di Burnaby have committed to only charge direct costs and that the management of this project as part of the 2010 Giro di Burnaby would be a contribution-in-kind to this project.

In an effort to complete Phase 1 work as soon as possible, the project application would propose that all work on the 2010 Giro di Burnaby (\$22,186.31) would be completed and invoiced on or before 2010 July 31 and the final project report and CFO's financial statement submitted to UBCM on or before 2010 September 30.

2.1.6 Go/No-Go Decision

The event organizers for the 2010 Giro di Burnaby have committed to making a "go/no-decision" for the 2010 event on or before 2010 February 28. Should the decision be "no-go" an alternative project would be advanced for the consideration of Council and a subsequent application would be made to UBCM. UBCM staff have indicated that the alternate project, if required, would work to the same timeframe for project completion and submission of the final report as proposed for the 2010 Giro di Burnaby in Section 2.1.5 (above).

2.2 Tourism Burnaby Tear Sheets

Tourism "Tear Sheets" are tourism maps frequently found at the front desk of hotels located in urban settings. They are used to respond to questions from guests about the location of restaurants, shopping, and other attractions. Hotel staff use the maps to mark location(s), note directions, then tear off the sheet from the pad, and pass the sheet to the guest to take with them.

Staff at Tourism Burnaby have experience with developing and implementing tear sheets and anticipate they will be well used and well received by hoteliers and other tourist attractions here in Burnaby.

The cost to design and produce the Tourism Burnaby Tear Sheets (125,000 four-colour 10.75" x 17" maps - 2,500 pads of 50) has been estimated to be \$7,589 including 20%

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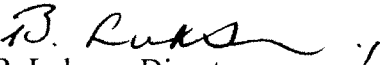
contingency. It should be noted that this pricing is based on off-setting some of the total estimated cost with advertising printed on the Tear Sheets themselves.

Tourism Burnaby has committed to manage the design, production, and distribution of the Tourism Burnaby Tear Sheets and will also host and maintain PDF versions of the maps on the Tourism Burnaby website (www.tourismburnaby.com) at no cost as a contribution-in-kind to this project.

All work on this project is proposed to be completed and invoiced on or before 2010 February 27 and the final project report and CFO's financial statement will be submitted to UBCM on or before 2010 March 31. This timing is being suggested so they can be in use for the 2010 Winter Olympic and Paralympic Games (February 12-28, 2010, March 12-23, 2010).

3.0 CONCLUSION

The City of Burnaby has been successful in securing two blocks of Community Tourism Program funding, totalling \$408,650.28. With the successful completion of the Burnaby Video Destination Guide under budget and the cancellation of the 2009 Giro di Burnaby, a total of \$29,775.95 in Phase 1 Community Tourism Funding remains. This report recommends that Council authorize staff to submit detailed project applications for the production of *Tourism Burnaby Tear Sheets* (\$7,589.64) and support for the 2010 *Giro di Burnaby* (\$22,186.31) to utilize the residual Phase 1 UBCM Community Tourism Program funding as outlined in Section 2 of this report. With UBCM approval of the project applications, staff would proceed with implementing these two projects as outlined in this report.


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DAC/

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