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COUNCIL REPORT

TO: CITY MANAGER **DATE:** 2009 June 29

FROM: DIRECTOR PLANNING AND BUILDING **FILE:** 88000-02
Reference: UBCM Community Tourism Program

SUBJECT: COMMUNITY TOURISM PROGRAM - PHASE 2

PURPOSE: To provide Council with a project update on the pending implementation of the Integrated Marketing and Communications Plan (IMCP) for Tourism in Burnaby – a Phase 2 Community Tourism Program project.

RECOMMENDATION:

1. **THAT** Council receive this report for information.

REPORT

1.0 BACKGROUND

At their regular meeting of 2007 March 12, Council authorised staff to apply for \$204,106 in Phase 1 Community Tourism funding. An application was made through the UBCM for this Provincial funding allocation. Burnaby was successful with this funding application and on 2007 March 31 approval for the Phase 1 grant in the amount of \$204,106 was received. Council approved the allocation of the majority of this funding (\$144,075) to create the *Burnaby Tourism Destination Video Guide*. The remainder of the Phase 1 funding was allocated to the *Giro di Burnaby*.

At their regular meeting of 2008 May 27, Council approved a funding request for \$204,325.14 in Phase 2 funding under the Community Tourism Program. An application was made on 2008 July 30, and Burnaby, on 2008 August 12, received approval of the Phase 2 grant in the amount of \$204,325.14. Council approved the allocation of the majority of the Phase 2 funding (\$184,325.14) to undertake an *Integrated Marketing and Communications Plan (IMCP)* for tourism in Burnaby. The remainder of the Phase 2 funding was allocated to produce aerial footage for the *Burnaby Tourism Video Destination Guide*.

The purpose of this report is to provide Council with a project update on the pending implementation of the Integrated Marketing and Communications Plan (IMCP) for Tourism in Burnaby – the Phase 2 Community Tourism Program project.

2.0 PROJECT SUMMARIES

The *Burnaby EDS 2020*, adopted by Council on 2007 March 12, contains a Tourism Sector Action Plan. Goals for tourism in Burnaby are to:

- strengthen the City's image and identity within Metro Vancouver;
- add facilities, events, marketing and other elements; and
- invite people within the region (tourists and residents) to spend time in Burnaby.

Tourism Burnaby is a key partner in supporting and promoting Burnaby's advantages for tourists and residents.

The following projects have been undertaken in association with Tourism Burnaby with these goals in mind with Community Tourism program funding.

2.1 Burnaby Tourism Destination Video Guide

The *Burnaby Tourism Destination Video Guide* is a tourism destination video which uses vignettes of Burnaby's attractions and festivals. Three versions of the video were produced:

- a thirty second commercial,
- a three minute promotional video, and
- three video guides (narrated tours): Art Meets Nature, Metrotown and The Heights.

The product is a highly effective, high quality tool which can be used to support marketing initiatives for tourism. The project was timely given the pending 2009 World Police and Fire Games (WPFPG) and the 2010 Olympics and Paralympics.

The videos can be viewed at the following website addresses:

<http://www.tourismburnaby.com/media/videos.html>

<http://www.burnaby.ca/burnaby.html>

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.

2.2 Burnaby Integrated Marketing and Communications Plan (IMCP) for Tourism

The *Burnaby EDS 2020* called for a detailed plan to be developed, in collaboration with Tourism Burnaby, to leverage the tourism opportunities presented by the 2009 World Police and Fire Games (WPFPG), and the 2010 Olympic and Paralympic Winter Games. The purpose of the Burnaby IMCP was to do just that; to develop a coordinated communications and promotional program to capture the tourism benefits leading to, during and after the 2009 WPFPG, and the 2010 Olympics and Paralympics.

In December 2009, following a Request for Proposal (RFP) process, PEAK Communicators Ltd. was awarded the assignment to draft the Burnaby IMCP. PEAK Communicators is a group of experienced public relations professionals who come from backgrounds in international public relations (PR), award-winning television, radio and print journalism, not-for-profits, and private sector business. PEAK are within the top ten largest public relations companies in Vancouver¹ and consider themselves to be “Western Canada’s PR agency”.

The IMCP was completed in April 2009. The *Burnaby Tourism Destination Video Guide* is the key promotional tool at the core of the IMCP. The IMCP puts forward a strategic plan that integrates the City of Burnaby’s and Tourism Burnaby’s marketing/communications plans (including the use of the Video Guide) leading to upcoming major events.

2.2.1 Burnaby IMCP Approach

The goal of the Burnaby IMCP is to strategically position Burnaby to target markets as a place to visit and stay in Metro Vancouver because of its central location accessible to all Games venues and variety of first rate urban and natural experiences.

The IMCP proposes to use:

Press Releases and other public relations materials to achieve media coverage, targeting:

- BC print and broadcast media;
- northwest US print and broadcast media; and
- national print and broadcast media.

On-line advertising to target tourism customers, focusing on:

- the tourism segment;
- meeting planners and travel agents; and
- sports tourism.

This approach was recommended to:

- complement Tourism Burnaby’s existing programs and resources;
- leverage the budget available; and
- ensure the campaign’s awareness effort would reach key target markets.

¹ Business in Vancouver, “Biggest public relations companies in Vancouver”, March 31-April 6, 2009

2.2.2 Objectives of the Burnaby IMCP

The objectives for the implementation of the IMCP include:

- Implementing the core elements of the campaign outlined in the Burnaby IMCP for public relations, social marketing and on-line advertising.
- Furthering the start of the campaign concept to ensure key messaging will draw media attention, create “buzz” and positively reflect the attributes of Burnaby.
- Increasing awareness of the key message of the video guide product (“Centre yourself – in Burnaby”).
- Maximizing exposure of iconic pictures of Burnaby with key target markets.
- Optimizing the placement of the video guide for Games’ visitors, future travellers and residents in the region.

2.2.3 Implementation of the IMCP

In June 2009, following a second Request for Proposal (RFP) process, PEAK Communicators Ltd. was awarded the assignment to implement the Burnaby IMCP. PEAK will be undertaking to implement the IMCP through a combination of approaches, including a public relations campaign to achieve media coverage, and on-line advertising.

Examples of events and attractions which will be the focus of the IMCP activities this summer include:

1. **Sports**
 - 2012 Canadian Ringette Championships
 - 2009 Canadian Cycling Track Championship (August 24)
2. **Music**
 - Burnaby Blues and Roots Festival (August 9)
3. **Cultural Events**
 - 25th Annual Burnaby Discovery Day Festival (July 19)
4. **Theatre**
 - Arts Club Theatre Package (tickets go on sale July)
5. **Festivals and Events**
 - World Police and Fire Games (event dates July 31-August 9)
6. **Media Buy Campaign #1** (starting with festivals)
 - On-line advertising for Burnaby Festivals

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3.0 CONCLUSION

The City of Burnaby has been successful in securing two blocks, totalling more than \$400,000, of Community Tourism funding. The majority of the Phase 1 funding (\$136,704.50) was used to create the *Burnaby Video Destination Guide*. The majority of the Phase 2 funding (\$184,325.14) has been allocated to create and implement the Burnaby IMCP. As the *Burnaby IMCP* has been developed and is now on the eve of being implemented, key messages about Burnaby from a tourism perspective will begin being broadcast to strategically position Burnaby to target markets as a place to visit and stay in Metro Vancouver.



B. Luksun, Director

for PLANNING & BUILDING

DAC/jc

Copied to: Deputy City Manager
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