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**TO:** CITY MANAGER **DATE:** 2010 May 03

**FROM:** DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

**SUBJECT: UBCM COMMUNITY TOURISM PROGRAM –  
RESIDUAL PHASE 1 FUNDING**

**PURPOSE:** To request Council's authorization to submit an application to UBCM for the reallocation of funds toward the 2011 Giro di Burnaby pre-event marketing infrastructure.

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#### **RECOMMENDATIONS:**

1. **THAT** Council authorize staff to make a request to UBCM to reallocate \$22,186.31 Phase 1 Community Tourism Program funding toward pre-event marketing infrastructure for the 2011 Giro di Burnaby.
2. **THAT** Council send a copy of this report to the Parks, Recreation & Culture Commission; Board of Directors of Tourism Burnaby; Matthew Coyne, Executive Director of Tourism Burnaby; and to Isabel Kolic, Executive Director, the Heights Merchants Association.

### **REPORT**

#### **BACKGROUND**

In 2007, the City of Burnaby was successful in securing UBCM Community Tourism Program funding for the total amount of \$204,325.14 for Phase 1. Most of these funds were allocated towards the creation of a Burnaby Tourism Destination Video Guide; however, \$60,031.00 was allocated to the Giro di Burnaby over three years (2007, 2008 and 2009).

The inaugural or first Giro di Burnaby race was held in 2006. It attracted 92 competitors and an estimated 7,000 spectators, equalling attendance at other longer standing cycling races held in British Columbia. The success of the event justified the investment of Community Tourism Funding to ensure long term success through community and sponsor support as well as visitor attraction. Of the \$60,031.00 allocated to the Giro di Burnaby, \$37,844.69 was spent on event staging, sound system and additional fencing over two years for the 2007 and 2008 events. This left a remaining allocation of \$22,186.31 for the 2009 Giro di Burnaby.

To: City Manager  
From: Director Parks, Recreation & Cultural Services  
Re: UBCM COMMUNITY TOURISM PROGRAM -  
RESIDUAL PHASE 1 FUNDING

2010 May 03..... Page 2

Unfortunately both the Giro di Burnaby and the Tour di Gastown were forced to cancel their events in both 2009 and 2010 due to the difficult economic climate. As an alternative in 2009, the Burnaby organizing committee introduced the Il Girolino (The Little Giro), a community based event to bring the excitement of a cycling event to young people and to keep the spirit of the Giro alive. As the event was entirely locally funded, the \$22,186.31 remains available to the City of Burnaby, subject to UBCM approval.

### **Proposed 2011 Giro di Burnaby Pre-event Marketing Infrastructure Project**

The Burnaby organizing committee has chosen to focus on re-igniting the Giro in 2011 rather than repeating the Girolino in 2010. In order to do this the \$22,186.31 remaining funds from Phase 1 are required to be reallocated to the 2011 Giro di Burnaby for developing the pre-event marketing infrastructure.

As a requirement for Phase 1, all work using the grant must be completed and invoiced on or before 2010 July 31 and a final project report and financial statement be submitted to UBCM on or before 2010 September 30. The project proposal for pre-event marketing infrastructure for the 2011 Giro di Burnaby will be completed within this timeline. This project will make extensive use of the internet and social media technologies to enhance the traditional Giro promotion and would be in place by the summer of 2010.

Specifically, the proposal (Attachment #1) is that \$15,500.00 is to be used to update the Giro di Burnaby website which includes the production of five promotional videos about the event, the development of a blog page, and creation of social media such as facebook, along with the update of sponsor and community marketing pages on the website. \$2,500.00 will be used to design a promotional DVD and the production of 300 copies. An additional amount of approximately \$4,000.00 will be used for supporting marketing such as bookmarks in libraries, contests and email newsletters.

The pre-event marketing is required to recapture the excitement of the event and help sponsors, competitors and spectators anticipate the reality of 2011. With Council's support and UBCM approval for the use of Phase 1 funding for this purpose, the event is more likely to regain and hopefully surpass, the momentum and successes achieved in the original events from 2006 to 2008. With Council's approval, an application will be immediately made to UBCM, and it is anticipated that the timeline requirements for Phase 1 funding will be met with this project.



Dave Ellenwood  
DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

WA:km

Attachment

P:/...admin/wa/council/PK-UBCM Community Tourism Program.doc

**City of Burnaby**  
**UBCM Community Tourism Program (Phase 1)**  
**Potential Reallocation Project**

**PRE-EVENT MARKETING FOR 2011 GIRO DI BURNABY (\$22,186.31)**

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This proposal is for pre-event marketing infrastructure for the *2011 Giro di Burnaby*. The deliverable of this proposal is a system of marketing infrastructure that will allow promotion and marketing of *the 2011 Giro di Burnaby*. This system will make extensive use of Internet and social media technologies to enhance the traditional Giro promotion.

This project would include the production of marketing infrastructure to be in place by the summer of 2010 (included in this proposal). This project would allow promotion of the coming event in the fall of 2010 (excluded from this proposal – funded from other sources). The resulting increased exposure will help to attract race participants, spectators, and event sponsors (and indirectly enhance Burnaby's image as a tourism destination).

It is proposed that the existing Giro website [www.girodiburnaby.com](http://www.girodiburnaby.com) be upgraded by adding the following features:

Within [www.girodiburnaby.com](http://www.girodiburnaby.com)

- Refresh of the information (dates, contacts, etc)
- A collection of five promotional videos (described below) on the website
- Blog page on the Giro website
- Updated sponsor materials on the website(to reflect the new promotion approach)
- Updated marketing materials

Linked to [www.girodiburnaby.com](http://www.girodiburnaby.com)

- Giro Channel on *YouTube*
- Giro *Twitter* account
- Corresponding Giro *Facebook* page
- Training in the use of the Giro's social media elements

Other supporting marketing activities

- 300 promotional DVD's (described below)
- Design specific marketing projects using the new marketing tools

*Five Videos*

The website upgrade will include five videos, each one to two minutes in length. The videos will be also hosted on a "Giro" *YouTube* channel giving the Giro extra exposure.

The following videos are proposed:

1. The Giro (this video will capture the excitement of the race in general)
2. What's in it for the riders?
3. What's in it for the spectators?
4. What's in it for the sponsors?
5. Burnaby as a destination (this will target spectators, racers and their entourages)

The videos will consist of a mix of photos, live interviews, with supporting titles, narration and music.

*Promotional DVD's*

While the videos will be designed to be viewed via the Internet and will be located on different pages of the website as appropriate, they will also be made available as a collection on a promotional DVD that could be distributed to interested parties – racers, sponsors, and/or other event partners.

300 copies of a promotional Giro DVD will be produced.

*Other Supporting Marketing Activities*

Because the Giro has been absent for 2 years, it is important to have ongoing marketing projects during 2010 to recapture the momentum and make the race real for racers, spectators and potential sponsors alike. These supporting marketing projects could be as simple as putting Giro bookmarks in the Libraries, arranging various contests, and email newsletters.

*Proposed Budget*

1. Update website look and feel to allow for video and social media	\$4,000
2. Create 5 website videos at \$1500 each	\$7,500
3. Design the initial promotional DVD	\$2,500*
4. Update sponsor package and other promotional materials	\$4,000**
<u>5. Run specific marketing projects</u>	<u>\$4,000***</u>
TOTAL	\$22,000

\* Includes 300 copies of the DVD

\*\* This amount is for the design and includes \$2,500 for printing 100 copies of the new sponsor package, each with included DVD, 100 copies of a large poster, 500 copies of a small flyer, and 1000 bookmarks.

\*\*\* This is an estimate only at this stage. The specific projects will be developed in conjunction with the Giro team.