

FINANCE AND CIVIC DEVELOPMENT COMMITTEE

*HIS WORSHIP, THE MAYOR
AND COUNCILLORS*

**SUBJECT: TOURISM BURNABY - MUNICIPAL AND REGIONAL DISTRICT
HOTEL ROOM TAX RENEWAL**

RECOMMENDATIONS:

1. THAT Council bring down a bylaw for the renewal of the 2% Municipal and Regional District Hotel Room Tax within Burnaby.
2. THAT the Provincial Government be requested to renew the Hotel Room Tax on behalf of the City of Burnaby and Tourism Burnaby.

REPORT

The Finance and Civic Development Committee, at its meeting held on 2013 November 28, received and adopted the *attached* report seeking Council's approval to bring down a bylaw for a renewal of the Hotel Room Tax.

Respectfully submitted,

Councillor D. Johnston
Chair

Councillor C. Jordan
Vice Chair

Councillor P. McDonell
Member

Copied to:	City Manager Director Finance City Solicitor Tourism Burnaby
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TO: CHAIR AND MEMBERS
FINANCE AND CIVIC DEVELOPMENT
COMMITTEE

DATE: 2013 November 20

FROM: DIRECTOR FINANCE

FILE: 88000-01
Reference: Hotel Room Tax Renewal

SUBJECT: **TOURISM BURNABY - MUNICIPAL AND REGIONAL DISTRICT
HOTEL ROOM TAX RENEWAL**

PURPOSE: To seek Council's approval to bring down a bylaw for a renewal of the Hotel Room Tax.

RECOMMENDATIONS:

1. **THAT** Finance and Civic Development Committee recommend Council bring down a bylaw for the renewal of the 2% Municipal and Regional District Hotel Room Tax within Burnaby, and
2. **THAT** the Provincial Government be requested to renew the Hotel Room Tax on behalf of the City of Burnaby and Tourism Burnaby.

REPORT

At its meeting of 2009 February 16 Burnaby City Council adopted Bylaw No. 12598 requesting the renewal of a 2% Municipal and Regional District Hotel Room Tax to fund the initiatives of Tourism Burnaby. City Council adopted an initial bylaw in 2003 December for the Hotel Tax which began in 2004 June. The provincial regulation authorizing the Hotel Room Tax is valid for a period of five years and must be renewed on or before 2014 June 01.

Since its inception Tourism Burnaby has been actively operating as a destination marketing organization supporting tourism promotional activities in order to increase visitation to the city. As part of its mandate, Tourism Burnaby is responsible for marketing, promoting and selling the City of Burnaby as a site for corporate meetings, pleasure travel, cultural, sports and special events. Tourism Burnaby has actively supported and promoted many city events and initiatives including the development of Burnaby's Economic Development Strategy, Giro di Burnaby, Burnaby Blues and Roots Festival, Burnaby World Police and Fire Games, Canadian Ringette Championship and the Esso Cup to mention a few.

Tourism Burnaby's plan for the coming years is detailed within its strategic plan which is focused heavily on sales and marketing activities. The plan includes the promotion of sports, meetings and conferences by playing an active role in researching, identifying, pursuing and helping secure these types of events for Burnaby. The plan also includes marketing and promotion of the arts and cultural sector.

To: Finance and Civic Development Committee
From: Director Finance
Re: Tourism Burnaby Hotel Room Tax Renewal
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The first requirement for the renewal of the Hotel Room Tax includes a bylaw of Council requesting the Province to extend the tax. Following this action an application for renewal of the tax is submitted to the Province of British Columbia, Ministry of Finance and includes;

- documentation showing majority support from the Burnaby local accommodation sector;
- a summary of how the Hotel Room Tax revenue has been spent, on an annual basis since it was implemented, and
- a business plan for future spending.

Required documentation is being gathered pending bylaw approval. There are currently 12 hotels in Burnaby that will be canvassed by Tourism Burnaby as part of the Hotel Tax renewal process (listed in Attachment 1).

Tourism Burnaby is governed by a board of seven directors, consisting of four accommodation providers (currently there is one vacancy which will be filled at the 2014 Annual General Meeting), one representative from the Burnaby Board of Trade and two representatives from City of Burnaby. Annually audited financial statements are filed with the City and the Province and include a statement from Tourism Burnaby's auditors attesting to the fact that the tax funds received were expended in accordance with the purpose for which they were initially intended.

The following Metro Vancouver cities currently have a Hotel Room Tax:

Abbotsford	North Vancouver District
Burnaby	Richmond
Langley City	Surrey
Langley Township	Vancouver
North Vancouver City	

It is recommended that Finance and Civic Development Committee request Council endorsement by bylaw for the continuation of a Hotel Room Tax for the funding of Tourism Burnaby and that with the accommodation providers support the Province of B.C. be requested to renew the 2% tax within Burnaby.



Denise Jorgenson
DIRECTOR FINANCE

DJ:DS/ab

Attachment: List of Hotels Being Canvassed

Copied to: City Manager
Tourism Burnaby

Attachment 1 – List of Hotels Being Canvassed in Burnaby

Accommodation	Address
401 Motor Inn	2950 Boundary Road
Accent Inns Burnaby	3777 Henning Drive
Best Western Kings Inn and Conference Centre	5411 Kingsway
Delta Burnaby Hotel & Conference Centre	4331 Dominion Street
Executive Hotel & Conference Centre Burnaby	4201 Lougheed Highway
Fortius Lodge	3713 Kensington Avenue
Happy Day Inn	7330 Sixth Street
Hilton Vancouver Metrotown	6083 McKay Avenue
Holiday Inn Express Metrotown	4405 Central Boulevard
Inter City Motel	6205 Kingsway
Lake City Inn & Suites	5415 Lougheed Highway
Simon Fraser University	8888 University Drive

*Source – Tourism Burnaby