



Meeting 2016 February 15

COUNCIL REPORT

FINANCIAL MANAGEMENT COMMITTEE

*HIS WORSHIP, THE MAYOR
AND COUNCILLORS*

SUBJECT: BCBUSINESS' SPECIAL PROMOTIONAL FEATURE

RECOMMENDATIONS:

1. THAT Council approve the City's participation in a BCBusiness' promotional feature advertisement.
2. THAT Council approve an expenditure of \$5,000 from Gaming Interest Funds to finance the advertisement.

REPORT

The Financial Management Committee, at its meeting held on 2016 January 28, received correspondence from Mr. Paul Holden, President and CEO of Burnaby Board of Trade seeking the City's support to create a *Special Promotional Feature* in BCBusiness.

The promotional feature will appear in both the June 2016 print issue and on-line at BCBusiness.ca, as well as it will be shared through BCBusiness' social media channels, providing a greater exposure throughout the BC business community. The feature will shine a spotlight on the City of Burnaby Economic Development Profile and the many initiatives underway that are fostering economic growth and vitality in the City. The advertisement will reach over 100,000 business readers, corporate decision-makers, investors and entrepreneurs.

The Committee recommends Council approve the City's participation at BCBusiness' *Special Promotional Feature* and approve an expenditure of \$5,000 from Gaming Interest Funds to finance the advertisement.

Respectfully submitted,

Councillor D. Johnston
Chair

Councillor C. Jordan
Vice Chair

Councillor P. McDonell
Member

Copied to: City Manager Deputy City Managers Director Finance Director Planning & Building Director Engineering
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