



Corporate Report

NO: R101

COUNCIL DATE: May 29, 2006

REGULAR

TO: Mayor & Council DATE: May 25, 2006
FROM: GM, Parks, Recreation and Culture, FILE: 1850-01
Manager, Economic Development Office XC: 0250-07
SUBJECT UBCM Community Tourism Program Grant

RECOMMEDATIONS

It is recommended that Council direct staff to forward an application to the Union of British Columbia Municipalities (UBCM) for a grant of \$343,550.55 under the Community Tourism Program, to fund the projects listed in Appendix 1 attached to this report.

BACKGROUND

At the 2004 UBCM Convention, the creation of a new Community Tourism Program to support tourism development at the local and regional levels was announced. The primary goal of providing this one-time \$25 million grant is to assist local governments in increasing tourism activity that, in turn, will build stronger economies. Providing the grant will also help the Province achieve its goal of doubling tourism in the next ten years while supporting the Province's Spirit of 2010 Tourism strategy.

All local governments are eligible for funding under this program. Other agencies can be delegated responsibility to undertake projects, though local government must undertake receipt of funds and all application and reporting functions.

Eligible projects include but are not restricted to:

- visitor information centre improvements
- capital projects directly related to tourism promotion
- development or enhancement to tourism marketing promotional tools such as signage, brochures and websites
- the development or upgrading of tourism plans
- the implementation of initiatives identified by tourism planning activities
- development or enhancement of festivals and events

Eligible costs include direct costs for program development, contractor's wages and capital expenditures. The funds will be released in two phases, with the first 50% of the \$25 million being made available to all UBCM members in Phase 1. Surrey's total entitlement for Phase 1 is \$343,550.55. The first intake for applications will close on March 30, 2007.

REQUESTS FOR FUNDING

To date, two community organizations have submitted requests through Council to acquire funding from the UBCM Community Tourism Program Grant:

- **Fraser Valley Heritage Rail Society (FVHRS)**
- **Surrey Tourism and Convention Association (STCA)**
STCA is Surrey's designated tourism agency. Though some tourism related activities take place through two of Surrey's three Chambers of Commerce, the annual funding they receive from the City (\$10,000 each) is primarily to assist them in building and supporting their membership.
- **Two City sponsored projects are also being submitted for funding consideration.**

Attached to this report as Appendix 1 is a table that lists the projects for which funding is being requested including a description of each project, recommended funding and the rationale for the project.

CONCLUSION

The primary goal of the UBCM Community Tourism Program Grant is to assist local government in increasing tourism activity that, in turn, will build stronger economies. It is recommended that Council direct staff to forward an application to the Union of British Columbia Municipalities (UBCM) for a grant of \$343,550.55 under the Community Tourism Program, to fund the projects listed in Appendix 1 attached to this report.

Laurie Cavan,
General Manager
Parks Recreation and Culture

Donna Jones
Manager
Economic Development Office

Attachments

j:\park-rec\wpcentre\corprpts\2006\drafts\umcm community tourism grants.doc
DCV 7/20/10 9:02 AM