

INTER-OFFICE MEMORANDUM

TO: CHAIR AND MEMBERS
EXECUTIVE COMMITTEE OF COUNCIL
DATE: 2020 January 22

FROM: DIRECTOR FINANCE
FILE: 7400-00

SUBJECT: BASHFEST – FESTIVAL SPONSORSHIP

This memorandum is provided in response to a Community Grant request from Tourism Burnaby in the amount of \$10,000 from the Executive Committee of Council for the upcoming BashFest Festival in February 2020.

Tourism Burnaby originally applied for the Festivals Burnaby Grant Program from the City, but did not meet the specific criteria. On 2019 December 04, the Executive Committee of Council received a presentation from Tourism Burnaby Executive Director, Chris Peters to request alternative funding in the form of a Community Grant for the BashFest 2020 event to be held at the Delta Hotel in Burnaby.

BACKGROUND

Tourism Burnaby is a non-profit society incorporated under the B.C. Societies Act as a destination marketing organization for Burnaby. Tourism Burnaby was founded in 2004 through the submission of an application by the City of Burnaby to the Provincial Government of British Columbia under the Municipal Regional District Tax (Hotel Tax) program. City Council and staff maintain support for the continued operations of Tourism Burnaby with renewal applications in 2009, 2014 and 2019 and through in-kind and other grants for many events brought to and held in Burnaby since 2004.

Tourism Burnaby has proven to be a national leader in generating single and legacy events showcasing Burnaby over its 16 year history, a model so successful that other municipalities work hard at emulating. City of Burnaby staff annually provide support for Tourism Burnaby events created and operated by the society, most which occur at City facilities. Tourism Burnaby's main revenue source is from the 2 percent hotel tax collected from short-term stays at Burnaby accommodation providers. In addition, it is calculated that the City of Burnaby provides over \$300,000 of support for tourism related activities and Tourism Burnaby events through fee grants, staffing, the tourism kiosk at Metrotown and printed materials such as brochures and maps.

To: Executive Committee of Council
From: Director Finance
Re: BashFest – Festival Sponsorship
2020 January 22 Page 2

Requesting a grant from City Council can be done through either the Festivals Burnaby Grant Program or a Community Grant. The Festivals Burnaby Grant Program is in place to provide initial funding to eligible Burnaby organizations to support existing festivals and events, or for the creation of a new festival or event in the community. These could be neighbourhood initiatives or events within specific city areas or even citywide events.

BASHFEST GRANT REQUEST

BashFest is an inaugural festival created through a partnership between Tourism Burnaby and The Gaming Stadium – a Richmond B.C., esports gaming company with a permanent gaming facility – for a three day event held in Burnaby at the Delta Hotel comprising of an ESports Tournament, Music Concert and Destination Esports roundtable. The event is expected to bring in 1,000 esport athletes and attendees from around the world and locally.

As the BashFest event did not meet the criteria of the Festivals Burnaby Grant Program because it is a sports tournament which is industry initiated and driven rather community led, it was suggested to Tourism Burnaby to submit a Community Grant application to the Executive Committee of Council.

The City of Burnaby recognizes the efficient and promotional events and activities conducted by Tourism Burnaby staff who over the years have brought to Burnaby terrific events such as the annual Pat Quinn Classic hockey tournament, the 2017 National Rowing Championships & Canada Cup, the 2016 World Junior Taekwondo Championship, and the 2019 World Junior Ringette Championship; all hosted at City of Burnaby facilities with increased room nights at Burnaby accommodation providers, and all supported by the City of Burnaby, mainly through a facility or an in-kind staffing grant provision.

Tourism Burnaby has also brought to Burnaby sporting and meeting events that were not hosted at a Burnaby facility and did not include City grant support, such as the 2014 NetBall National Championship, Table Tennis National Cup, BC Sports Conference, and the Hearties Family Reunion.

BashFest, occurring at the Delta Hotel in Burnaby from 2020 February 21-23, is a multi-day event created by Tourism Burnaby staff who diligently engage and showcase Burnaby as the premier sport and meeting destination. The event however is not being held at a City of Burnaby facility so an in-kind contribution for the facility or staffing time is not possible. City staff do fully support this event and the cultural diversity and excitement it will bring to the City, however, the Tourism Burnaby Executive Director noted that the event will occur without a grant from the City.

To: Executive Committee of Council
From: Director Finance
Re: BashFest – Festival Sponsorship
2020 January 22 Page 3

RECOMMENDATION

Tourism Burnaby continues to grow the sporting, meeting and events business which provides tremendous support to the accommodation providers, restaurants and businesses within Burnaby. This work engages the Burnaby and global community, and showcases Burnaby as a truly world class city and a great destination for events.

While the BashFest is projected to bring new and returning visitors to Burnaby during this first time event, Tourism Burnaby is committed to the success of the event and the operational requirements. Tourism Burnaby has created and operated several events independently without grants or in-kind grant contributions from the City; and when a City facility is involved, in most cases there is in-kind support from the City through waiving facility rental fees and centre staffing time.

It is recommended the Executive Committee of Council respectfully decline the community grant request for BashFest as presented by Tourism Burnaby and continue to review future events whereby in-kind support can be granted by the City.



Noreen Kassam, CPA, CGA
DIRECTOR FINANCE

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Copied to: City Manager
City Clerk