



City of Richmond

Report to Council

To: Richmond City Council
From: Mayor Malcolm D. Brodie
Chair, General Purposes Committee
Date: October 20th, 2004
File:
Re: **CLLR. HOWARD – RESOLUTION REGARDING TOURISM**

The General Purposes Committee, at its meeting held on Monday, October 18th, 2004, considered the above matter, and recommends as follows:

Committee Recommendation

WHEREAS:

British Columbia's tourism industry employees over 100,000 people in communities like Richmond;

Tourism is an important source of economic diversification, especially in small and medium-sized businesses at the local level;

Tourism generates \$1 billion in revenues to support various levels of government to support programs such as health care and education;

Tourism marketing and promotion are critical to realizing the industry's growth opportunities and potential;

At the recent Union of BC Municipalities convention, the Premier of British Columbia announced a doubling of Tourism BC's marketing budget from \$25 million to \$50 million and \$25 million to local governments through UBCM.

THEREFORE BE IT RESOLVED:

The City of Richmond expresses its support for the recent tourism initiatives of the Premier of British Columbia and acknowledges the important role this will help play in our region and our community, and

That this support be conveyed to the Premier and MLAs of British Columbia, the Greater Vancouver Regional District Mayors, the Council of Tourism Association (COTA), the UBCM and the LMMA.

Mayor Malcolm D. Brodie, Chair
General Purposes Committee