



City of Delta  
COUNCIL REPORT  
Closed Meeting

To: **Council**

From: **Corporate Services Department**

Date: **May 7, 2025**

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**2025 / 2026 Tourism Service Agreement**

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The following report has been reviewed and endorsed by the City Manager's Office.

▪ **RECOMMENDATIONS:**

- A. THAT funding for the 2025 and 2026 Service Agreement between City of Delta, Delta Chamber of Commerce, and Tourism Delta in the amount of \$319,667 be approved, generally in the form included as Attachment C.
- B. THAT the Director, Corporate Services, be authorized to execute the service agreement generally in the form included as Attachment C to this report on behalf of the City of Delta.
- C. THAT, should Council approve Recommendations A and B, staff advise the Chamber of Commerce and release this report to the public at the next Regular Meeting of Council.

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▪ **PURPOSE:**

The purpose of this report is to present the Delta Chamber of Commerce and Tourism Delta's 2024 / 2025 Annual Report, and bring forward the proposed 2025 / 2026 Tourism Service Agreement, between City of Delta, Delta Chamber of Commerce, and Tourism Delta for approval.

This matter is being presented to Council for consideration during a Closed Meeting in order to discuss contractual service provisions, in accordance with Sections 90(1)(k) and (m) of the Community Charter.

▪ **BACKGROUND:**

The City of Delta has supported tourism initiatives in Delta for more than 25 years through service agreements with various service providers, including Delta Chamber of Commerce and Tourism Delta. In 2023, the Delta Chamber of Commerce assumed responsibility for Tourism Delta's scope of services, with oversight by a Tourism Advisory Committee including representation from the previous Tourism Delta Board. Together, the two organizations operate Delta's Visitor Centre and the Destination Management Organization, managed the "We Love Delta" brand and other tourism assets, and develop and implement community tourism support initiatives as outlined

below (and included as Attachment A) under a \$166,000 tourism service agreement with the City of Delta covering May 1, 2024, to April 30, 2025.

In accordance with their service agreement, the Delta Chamber of Commerce and Tourism Delta have submitted their annual report for 2024 / 2025 (Attachment A) and a proposal to provide tourism services from May to December of 2025 (Attachment B). In 2025, they are seeking to align their funding request with the calendar year, ending in December, and subsequently, with support from staff and on a condition of an approved annual report for 2025 and updated proposal for 2026, seek funding approval for 2026.

▪ **DISCUSSION:**

With the support of the Tourism Delta Advisory Committee, a part time Tourism Manager and the Visitor Centre Street Team, the Delta Chamber of Commerce and Tourism Delta operated the Delta Visitor Centre and acted as Delta's Destination Management Organization. In addition, they developed and presented to Council and businesses a Community Tourism Plan and a Value of Tourism Study for Delta in 2024/2025. Other highlights include:

- Completed Delta's 10-Year Community Tourism Plan 2024, and presented it to Council for approval and inclusion on our website.
- Updated the Five-Year Strategic Plan focusing on destination readiness, sustainable tourism funding, visitor experience improvements, industry partnerships, and sector development opportunities such as agri-tourism, cycling, and sports tourism.
- Created a new consumer-facing DeltaBrand Identity to better position Delta as a tourism destination within the competitive Metro Vancouver region.
- Completed a Value of Tourism Study to be released this month which quantifies and communicates the importance of tourism to Delta's economy and community.
- Annual publication of the Delta Visitor Guide and distributed 15,000 copies.
- Developed and implemented five marketing campaigns, focused on sector strengths:
  - BC Ale Trail, South of the Fraser
  - BC Farmers' Market Trail
  - BC Bird Trail, South Fraser Trail
  - We Love Delta (Continuation)
  - Cycling Sector Campaign and Evergreen Assets – which will align with the Barns to Beaches Bike Route to be launched later this year
- Produced new content and grew the audiences on their website and social media feeds.

- Operated the Delta Visitor Centre, which in the past year saw a 37% increase in the number of visitors who utilized the Centre's resources and services such as directions, advice, and utilizing additional maps and wayfinding materials.
- The Visitor Centre Street Team was activated for an increased amount of community events – 31 in total including the Ladner Village Market, Luminary Festival, All Outdoor Movie Nights, Barnside Harvest Festival, Boundary Bay Airshow, Day at the Farm, Centennial Beach, Delta Pride Picnic, North Delta Recreation Centre, Tsawwassen Town Centre and Tsawwassen Sun Festival.
- There were also new Visitor's Centre infrastructure improvements required such as installing a new security system and purchasing an additional storage shed for materials and equipment.

## **2025 / 2026 Proposed Tourism Service Agreement**

To align the Chamber's budgeting cycle and fiscal year with the City of Delta's fiscal year and the funding and budgeting cycle common to other destination marketing organizations, a new service agreement is proposed for May 1, 2025 to December 31, 2026. Details are provided in Attachment B which reflects a continuation of the current services provided by the Delta Chamber of Commerce and Tourism Delta.

Highlights of some of the key initiatives are described below:

### **2025 service highlights:**

- Execute six marketing campaigns.
- Launch the new Tourism Brand Identity.
- Develop a new Tourism consumer-facing website.
- Manage Marketing Operations and Administration.
- Establish eligibility requirements for Municipal and Regional District Tax program.
- Operate the Visitors Centre Monday – Friday and on weekends when possible.
- Create inventory of Delta 'swag' for various community engagement activities.
- Collecting all visitor data as required under Visitor Service Network Program.

### **2026 service highlights:**

- Implement community-first destination management practices.
- Advance destination development sector information and infrastructure.
- Engage with business owners, community groups and tourism operators.
- Website maintenance, content creation, social media and other engagement.
- Create and deliver seasonal and sector specific marketing campaigns.
- Program administration, contract management and grant applications.
- Implementation of Annual Regional Tourism Challenge participation.
- Regional industry advocacy and collaboration.
- Operation and staffing of Visitor's Centre.
- Create inventory of Delta 'swag' for various community engagement activities.
- Collecting all visitor data as required under Visitor Service Network Program.

For additional information on the 2025 / 2026 services proposal, please refer to Attachment B.

The proposed funding allocation request is \$142,667 for the remainder of 2025 and \$177,000 for 2026 to fund deliverables related to Visitor Centre operations, destination marketing, and strategic tourism planning. Staff recommend that the City of Delta enter into a service agreement with the Delta Chamber of Commerce and Tourism Delta for the tourism services and that the Director, Corporate Services, be authorized to execute the agreement on behalf of the City of Delta. An updated plan for 2026 will be provided later in 2025 to confirm deliverables for 2026.

**Implications:**

Financial Implications - The \$142,667 required to fund the Delta Chamber of Commerce and Tourism Delta 2025 service agreement for the remainder of this year is included in existing operating budgets. The agreement includes an increase of \$11,000 to \$177,000 for 2026 to support the work plan described above. If Council approves the agreement, funding will be included in the 2026 Financial Plan.

▪ **CONCLUSION:**

It is recommended that Delta Chamber of Commerce and Tourism Delta receive funding from the City of Delta totaling \$319,667 for the remainder of 2025 and 2026. This work helps attract visitors to our community by showcasing and promoting the many attributes of Delta which results in the economic benefits that come with tourism including the support of local businesses.



Mike Brotherson  
Director, Corporate Services

Department submission prepared by: Muneesh Sharma, Manager of Community and Business Initiatives

This report has been prepared in consultation with the following department listed.

Concurring Department		
Department	Name	Signature
Finance	Navin Chand	NC

▪ **ATTACHMENTS:**

A. 2024 / 2025 Delta Chamber of Commerce and Tourism Delta Annual Tourism Services Report

B. 2025 / 2026 Delta Chamber of Commerce and Tourism Delta Services Proposal

C. 2025 / 2026 Draft Tourism Service Agreement between Delta Chamber of Commerce, Tourism Delta, and City of Delta

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