



MEMORANDUM

Community Services – Anvil Centre

To: Arts, Culture and Economic Development **Date:** October 10, 2024
Advisory Committee

From: Vali Marling **File:** EDMS Document #2578619
General Manager, Anvil Centre

Subject: Anvil Centre Local Business Promotion

Over the past 10 years, Anvil Centre staff have worked to ensure that local businesses benefit from activities in the venue, particularly from Conference & Event Services. Below is an overview of current activities undertaken by Anvil staff to promote awareness and visits to local business during venue bookings.

Current Activities:

Conference & Event Services brings 60,000+ delegates to Anvil Centre and the City of New Westminister annually..

Many event organizers are not familiar with the city and as part of the sales cycle to secure potential conferences and meetings at Anvil Centre and in New Westminister, every effort is made to highlight and promote all that is great in our city. Promotion is focused on the diverse cuisine, restaurants, pubs and eateries around the area. Numerous and repeat executive meetings chose to step out to have their lunch.

Staff work closely with clients to provide detailed information for local options before delegates arrive for their event. On event days, Information Kiosk staff and Tourism New West (TNW) staff provide recommendations for places to go. They are a trusted source that many delegates and visitors to the centre rely on for information from places to eat, shopping and visiting attractions. Many delegates will access local restaurants after their event day ends.

Referral programs have been established, such as with The Boathouse or through collaboration with TNW to set-up dining vouchers for delegates.



Some event inquiries that Anvil Centre is not able to accommodate due to space availability are provided with alternatives at local establishments. i.e. wedding ceremonies and receptions, Christmas lunches, children’s birthdays, meetings, etc.

A working relationship with a local Craft Brewer has been established, and they are the preferred sponsor for large conference receptions. Local craft beers and wines are established bar items.

Conference and convention centres bring people into a community that normally would not make the trip to the area. Building tourism is a key mandate. Many delegates return to New Westminister to explore local shows, cultural experiences and other tourism activities more than once, creating a multiplied economic impact beyond just the initial visit to the City.

Capacity for larger events that number 100+ delegates can be a challenge in local restaurants. Clients often want their delegates in the same location for the duration of the event. For these events, local restaurants and pubs are promoted for after hours.

Annually, 4400+ restaurant/pub visits are generated from Anvil Centre Conference delegates who are accessing local restaurants. This number does not include the casual groups that go to a restaurant or pub after the conference day is over. Specific examples include a trade show in spring at Anvil Centre where 1,200+ meals are booked in local downtown restaurants as part of the event. During consumer shows, we purposely do not serve food so that consumers will go to the local coffee shops, pubs and restaurants.

As Anvil Centre celebrates our 10th Anniversary, we look forward to continued engagement and support of the local restaurants and business. We are always working to develop new ideas and ways to support our community.

If you have any questions, please do not hesitate to contact me:

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