


**EXPLORE BURNABY**


	YTD	GOAL	%
EXPLORE BURNABY: FOLLOWERS	21,000	20,000	105%
EXPLORE BURNABY: WEBSITE VISITORS	6,334	40,000	15.84%
BITS OF BURNABY: RESTAURANTS	31	30	103.33%
BITE OF BURNABY: ECONOMIC IMPACT	Awaiting Responses from Restaurants		
HALLOWEEN: WEBSITE TRAFFIC	n/a	25,000	0%

HALLOWEEN EVENT



	YTD	GOAL	%	
	3	12	25%	MONTHLY FINANCIALS
	282,642	36,00	785,12%	GRANTS
			<input checked="" type="checkbox"/>	CRM SYSTEM
			<input type="checkbox"/>	TIMELY ACCURATE AUDIT

**TOURISM BURNABY**




## MARCH 2022 CORPORATE SCORECARD TOURISM BURNABY

**SPORT BURNABY**

	YTD	GOAL	%
CONTRACTED RN	5037	3,800	132.55%
CONSUMED RN	11	3,000	0.37%
LEADS	12	10	120%

SPORT HOSTING COUNCIL FORMED

NEW MAJOR EVENT BOOKED



	YTD	GOAL	%	
	70	2,000	3.50%	CONTRACTED RN
	12	1,500	0.80%	CONSUMED RN
	8	10	80.00%	LEADS
			<input checked="" type="checkbox"/>	"MADE IN BURNABY" EVENT

**MEET IN BURNABY**

