



City of Port Moody

Report/Recommendation to Council

Date: November 8, 2021
Submitted by: Economic Development Committee
Subject: Photography Services for the Economic Development Microsite

Purpose

To provide Council with information regarding a resolution passed by the Economic Development Committee to request photography services for the Economic Development Microsite.

Recommended Resolution

THAT the report dated November 8, 2021 from the Economic Development Committee regarding Photography Services for the Economic Development Microsite be received for information.

Background

At the November 3, 2021 Economic Development Committee meeting, the Manager of Economic Development provided an update regarding the Economic Development Microsite. The Committee passed the following resolution:

EDC21/021

THAT up to \$2,000 for photography services from a Port Moody-based business to support the development of the Economic Development Microsite be approved.

Discussion

The creation of an Economic Development Microsite is an item on the 2021 Economic Development Committee Work Plan, and the Microsite Working Group was formed to create the Economic Development Microsite on the City's website. The Microsite Working Group has created draft content and developed mock-ups for the Microsite.

The Committee felt that showcasing local business owners' pictures on the Microsite, without revealing identifying information, would be in alignment with the *Community Charter* and would be in support of the City's brand. An initial inquiry for photography services was made by the Microsite Working Group, and it was determined that \$2,000 would cover the cost of high-resolution photos from six to eight local businesses.

Other Options

1. THAT the report dated November 8, 2021 from the Economic Development Committee regarding Photography Services for Economic Development Microsite be referred to staff for information.
2. THAT the report dated November 8, 2021 from the Economic Development Committee regarding Photography Services for Economic Development Microsite be referred to staff for action.

Financial Implications

Further information on financial implications would be provided by staff should this report be referred to staff for action.

Communications and Civic Engagement Initiatives

Further information on communication and civic engagement requirements would be provided by staff should this report be referred to staff for action.

Council Strategic Plan Objectives

Supporting photography services for the Economic Development Microsite aligns with the 2019-2022 Council Strategic Plan Objective of supporting the growth of businesses and business neighbourhood development.

Attachments

1. Economic Development Microsite Content, dated October 2021.
2. Memo, Microsite Working Group, dated October 27, 2021.
3. Website Mock-up.

Report Author

Esin Gozukara
Committee Coordinator

Report Approval Details

Document Title:	Photography Services for the Economic Development Microsite.docx
Attachments:	<ul style="list-style-type: none">- Attachment 1 - Economic Development Microsite Content, dated October 2021.pdf- Attachment 2 - Memo, Microsite Working Group, dated October 27, 2021.pdf- Attachment 3 - Website Mockup.pdf
Final Approval Date:	Nov 22, 2021

This report and all of its attachments were approved and signed as outlined below:

Tracey Takahashi, Deputy Corporate Officer - Nov 16, 2021 - 11:03 AM

Dorothy Shermer, Corporate Officer - Nov 16, 2021 - 4:38 PM

Rosemary Lodge, Manager of Communications and Engagement - Nov 17, 2021 - 10:52 AM

Paul Rockwood, General Manager of Finance and Technology - Nov 17, 2021 - 11:03 AM

Tim Savoie, City Manager - Nov 22, 2021 - 10:16 AM