

Considered at the Economic Development Committee meeting of November 3, 2021

Economic Development Microsite Content

October 2021

Notes:

- Communications has indicated that any microsite would need to follow the layout of the [Discover Port Moody](#) and [Fire Rescue](#) so the economic development microsite will need to be adapted to fit this template
 - After the homepage, however, there is more flexibility in the layout of sub-pages
 - Communications was uncertain whether sufficient content was available for a microsite
 - In general, sections are set up to have a short introduction before providing the user more information through additional content or links
- A local photography company ballparked \$1,500 to do photo shoots of 5 to 8 businesses on one day; these photos could be used to populate the microsite with images of local business owners and their businesses
 - Procurement policy would need to be adhered to but otherwise, the amount is feasible and there would be great value added to the site by profiling local businesses
 - Names of business owners and the business could not be used to maintain compliance with the Community Charter
- In terms of layout, the working group recommends the following – see image below for layout image:
 - Headings
 - 1. Why Port Moody
 - 2. Starting or Growing Your Business
 - 3. **Strategic Sectors**
 - 4. Resources and Tools
 - Sub headings
 - None
 - Hot boxes
 - 1. Business directory
 - 2. Commercial listings
 - 3. Economic development master plan (when completed)
 - 4. News

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The screenshot shows the Port Moody website homepage. At the top, there is a blue navigation bar with the text 'PORT MOODY CITY OF THE ARTS' on the left and a search icon on the right. Below the navigation bar, there are four main headings: 'Things to Do', 'Food and Drink', 'Getting Around', and 'Port Moody Gear'. A red oval highlights these headings, and a green arrow points to them from a text box that says 'Headings at top of webpage. Four headings are the maximum.' Below the navigation bar is a large banner image of a lake with kayakers. The banner has the text 'Discover Port Moody' and a sub-headline: 'From green spaces and arts-infused places, to Rocky Point Pier and locally-brewed beer, Port Moody offers urban appeal with a friendly, small-town feel.' A red oval highlights the banner image, and a green arrow points to it from a text box that says 'Fire Rescue also has four sub-headings located in the middle of the page that can also be used to highlight key topics. Discover Port Moody does not have this feature but could be accommodated for the Economic Development site if desired.' Below the banner image are three smaller images: 'Things to Do' (a family playing in a park), 'Food and Drink' (people at a restaurant), and 'Getting Around' (a transit station). A red oval highlights these three images, and a green arrow points to them from a text box that says 'Hot boxes with key topics located below the banner image. Up to four boxes can be accommodated.' To the right of these images is a 'News' section with three articles: 'Glenayre residents: tell us what you think about a community garden in Art Wilkinson Park' (September 20, 2021), 'Proof of vaccination required to participate in indoor adult fitness and sport programs' (September 12, 2021), and 'Port Moody Fire Rescue ends temporary ban on outdoor cooking in City parks and forests' (August 17, 2021). Below the news section is another article: 'Nominate your favourite Port Moody businesses for a 2021 Spike Business Award' (August 16, 2021).

Headings at top of webpage. Four headings are the maximum.

Fire Rescue also has four sub-headings located in the middle of the page that can also be used to highlight key topics. Discover Port Moody does not have this feature but could be accommodated for the Economic Development site if desired.

Hot boxes with key topics located below the banner image. Up to four boxes can be accommodated.

Why Port Moody

Port Moody is a modern, urban community, located within the Metro Vancouver region and connected by rapid transit, rail, major highways, and a deep-sea port. A natural setting, residential and recreation opportunities, and proximity to nearby Simon Fraser University and Douglas College David Lam Campus serve as magnets to attract a skilled labour force.

- Mayor's Message
- Map of Port Moody within region
- Economic Development Committee
- Spike Business Awards
- Quality of life, tourism – move this section here

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- With over 35% of its land dedicated to green space, a vibrant craft brewery district, diverse neighbourhoods, and a strong sense of community, Port Moody lets you live, work, and play in an exceptional lifestyle.
- Economic profile (site selection factors)
 - Labour information
 - i. Nearly 70% of population within working ages of 15 to 64 years old
 - ii. Median household income of \$92,922 (MV \$72,662)
 - iii. Highly educated workforce – 1 in 3 have post-secondary certificate, diploma, or degree with 2 in 3 having some form of post-secondary education
 - iv. Workforce participation rate of 71% (MV 66%)
 - v. Employment rate of 67% (MV 62%)
 - vi. Workforce by occupation
 - 1. Sales and service: 21%
 - 2. Business, finance and administration: 18%
 - 3. Education, law and social, community and gov't services: 14%
 - 4. Management: 14%
 - 5. Trades, transport and equipment operators and related occupations: 11%
 - vii. 22 % of jobs are home-based
 - viii. Link to Census site if users wish to filter comparables relative to other jurisdictions
 - Competitive factors
 - i. Livability
 - 1. Parks
 - 2. Events
 - 3. Arts and culture
 - 4. Strength of small business community
 - a. Brewers Row
 - b. Clarke St historic district
 - c. Newport Village, Suter Brook Village
 - d. St Johns St
 - ii. Transportation
 - 1. SkyTrain, Westcoast Express
 - 2. Highway connections
 - 3. Quick access to Vancouver, Burnaby, Surrey, Coquitlam, and other major centres
 - iii. MV digital supercluster
 - Major companies and employers
 - i. Fraser Health
 - ii. Pacific Coast Terminals
 - iii. School District 43
 - iv. Tru Earth
 - v. Suncor

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- Testimonials
- Sector information
 - i. To include updated sector breakdown

Strategic Sectors

(Will be tied to profile of strategic sectors)

- Creative/arts
- Clean technology
- Professional services
- Health and wellness

Starting or Growing Your Business in Port Moody

Find out everything you need to start a business here from zoning to links to permits.

- Guide to starting – tutorial/flowchart
- FAQ – later addition to this section
- Finding the right place to operate your business
 - The Zoning Bylaw (<https://www.portmoody.ca/en/business-and-development/zoning-bylaw.aspx?mid=26643>) regulates land use in the City of Port Moody. Commercial uses must be aligned with approved uses in the prescribed zone. Uses are divided into Principal Uses, which are the primary uses in a zone, and Secondary Uses, which are auxiliary to the Principal Uses. If you would like operate a business that is significantly different from what the Zoning Bylaw allows, you need to apply for Rezoning (<https://www.portmoody.ca/en/business-and-development/ocp-amendmentrezoning.aspx>). If the use is short-term, a Temporary Use Permit (<https://www.portmoody.ca/en/business-and-development/temporary-use-permit.aspx>) could be an option. Both Rezoning and Temporary Use Permit applications are required to be approved by Council.
 - Any construction, substantial alterations, patios, and other structures need to be compliant with the BC Building Code (<https://www.bccodes.ca/index.html>), which provides the minimum requirements for a safety built environment. The City's Building, Bylaw, and Licencing Division can help you work through the regulations but as the City is the administrator of this provincial regulation, it is required to stringently apply the requirements.
 - Official Community Plan (OCP) (<https://www.portmoody.ca/en/business-and-development/official-community-plan.aspx?mid=26637>) is the long-term vision for the City of Port Moody and provides policies to guide land use, services, and physical, social, and economic changes in our community. It provides a high-level guideline whereas the Zoning Bylaw lists permitted uses and rules about how properties in a particular zone may be developed. If a proposed use differs from the vision described by the OCP for a particular area, an OCP amendment (<https://www.portmoody.ca/en/business-and-development/ocp-amendmentrezoning.aspx>) may be required, which requires Council approval.
- Understanding the process

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- Refer to this flow chart (link to flow chart) to understand the process involved in starting a business in a commercial space.
- Please note that processing times are affected if applications are incomplete or contain errors. Also, the City relies on the professionals you hire such as structural engineers and code consultants to assess and approve applications. Ensuring you have the right professionals helping you will play a significant role your application.
- How the City can help
 - If you need further help, don't hesitate to contact the economic development office. We'll provide the support you need and connect you with the right department as necessary on information such as zoning, licencing, Council strategic priorities, and on the Official Community Plan.
 - If you are looking for a specific type of commercial space, we can assist with site selection. We also have connections to trade commissioners and federal and provincial contacts in case you looking to tap into national or international markets.
- Doing Business with the Government
 - Find out about how you can do business with all four levels of government.
 - City of Port Moody (<https://portmoody.bidsandtenders.ca/Module/Tenders/en>)
 - Metro Vancouver (<http://www.metrovancouver.org/bidding-opportunities/Pages/default.aspx>)
 - Province of BC (<https://www2.gov.bc.ca/gov/content/employment-business/business/business-government>)
 - Government of Canada (<https://buyandsell.gc.ca/>)

Resources and Tools

- ViewPort Moody (GIS)
 - Port Moody's online GIS system where you'll find data related to zoning, utilities, heritage areas, and more.
 - https://view.portmoody.ca/portal/apps/webappviewer/index.html?id=bb8dde24dcef4b06b1e66c4465a3b80c&_mid_=27211
- In progress development application
 - Learn about what development is taking place including what commercial supply may be coming to market
 - https://www.portmoody.ca/en/business-and-development/current-development-applications.aspx?_mid_=27137
- Open Data (<https://www.portmoody.ca/en/city-hall/open-data-portal.aspx>)
 - Provides access to data, statistics, and information about the municipal government
- BizPal (https://www.bcbizpal.ca/?b=59&lang=en&_ga=2.155461112.2123095441.1624607541-642590350.1624607541)
 - Helps you find the permits and licences you might need when starting or opening your business
- Business Directory (<https://businessdirectory.portmoody.ca/>)
 - The City's online business directory can help you find out and connect with other Port Moody businesses.
- Housing options

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- Map of fibre network
- Commercial Listings (https://www.spacelist.ca/listings/bc/port_moody) or autoprop.ca
 - Find out what commercial property is available in Port Moody
- Grants, education and training programs and resources
 -
- Economic Development Master Plan ([link to follow](#))
 - The Master Plan lays out the economic vision, priorities, and actions for the City of Port Moody.
- Looking for additional resources? Check out these organizations to find what you need.
 - Tri-Cities Chamber of Commerce (<https://tricitychamber.com/>)
 - A non-profit organization that connects, educates, and advocates for small business operating in the Tri-Cities area.
 - Shop Local Port Moody (<https://shoplocalportmoody.ca/>)
 - Supports local Port Moody businesses through events, advocacy, and networking.
 - Small Business BC (<https://smallbusinessbc.ca/>)
 - Helps British Columbia's entrepreneurs grow successful and sustainable businesses through expert business advisors, educational services, easy-to-use free resources and engaging community events.
 - Business Development Bank of Canada (BDC) (<https://www.bdc.ca/en>)
 - Support small and medium-sized businesses in all industries and at every stage of growth with money and advice.
 - WorkBC (<https://www.workbc.ca/>)
 - Helps with finding work, career and education planning, and getting skills for today's labour market and connecting with employers
 - Metro Vancouver Regional Prosperity Service (<http://www.metrovancouver.org/services/economic-prosperity/Pages/default.aspx>)
 - Collaborating to advance shared economic prosperity, livability, and sustainability in Canada's Pacific Gateway