



City of Port Moody

Report/Recommendation to Council

Date: November 3, 2021
Submitted by: Economic Development Committee
Subject: 2021 Annual Report – Economic Development Committee

Purpose

To provide a report on the activities of the 2021 Economic Development Committee.

Recommended Resolutions

THAT the report dated November 3, 2021 from the Economic Development Committee regarding 2021 Annual Report – Economic Development Committee be received for information;

AND THAT the 2022 Economic Development Committee be asked to review this report and bring forward its annual Work Plan in spring 2022.

Committee Mandate

The purpose of the Economic Development Committee (EDC) is to provide recommendations and advice in the following areas:

- Identifying short-, medium-, and long-term goals and objectives for economic development and fostering job creation and retention in the community;
- Tracking local, regional, and national economic and geographic trends, and spotting related opportunities and threats that may affect the City's economy;
- Examining the relationship between planned or potential City growth, helping Council and the City identify what will be needed from new developments for the local economy to flourish, and highlighting possible impacts of growth on job creation, the local business and industrial environment, and requirements for the City's long-term vision for a community that lives, works, and plays in place;
- Learning about best practices for success in local economic development from other municipalities;
- Identifying new ways to strengthen the City's business and tax base, including marketing and partnership initiatives, and land use;
- Tapping participation and guidance from relevant business and community stakeholders, including other City committees;
- Supporting and encouraging local businesses;

- Helping to attract new commercial businesses, sustainable industries, and/or post-secondary educational institutions to Port Moody;
- Any other matters referred by Council; and
- Other areas identified by the Committee and approved by Council.

Meetings and Attendance

The Economic Development Committee met monthly between January and November 2021, with the exception of August due to summer break.

Councillor Hunter Madsen was appointed as Chair and Mayor Robert Vagramov as Vice-Chair for the 2021 term. The following members, representing a diverse range of knowledge and experience relevant the Economic Development Committee were appointed:

- Taryn Barker;
- Lisa Beecroft;
- George Broderick;
- Edward Chan;
- Dustin Chelen;
- Matt Ferguson;
- Sharleen Karamanian;
- Brian Krieger;
- Bill Laidler (Tri-Cities Chamber of Commerce Representative) (from April 2021);
- Greg Pepler;
- Christopher Pope;
- Aaron Robinson; and
- Robert Simons.

Joji Kumagai, Manager of Economic Development, served as the primary staff liaison to the Committee. Philip Lo, Jennifer Mills, and Esin Gozukara served as the Committee Coordinators.

Key Activities and Work Plan

The 2021 Economic Development Committee Work Plan was approved by Council on March 9, 2021. The following are the key activities that were undertaken in 2021 by the Economic Development Committee (a list of resolutions made in 2021, along with the status of the resolutions, is included in **Attachment 1**):

OCP/Master Plan Working Group

This working group undertook an initial analysis of the current OCP and provided suggestions on the economic development chapter for consideration as part of the OCP Update. The working group was dissolved after Council approved a modified EDC Work Plan in early 2021.

Innovation Precinct Working Group

This working group updated the SWOT analysis conducted by the EDC in 2018, researched guidelines on establishing and growing innovation precincts, reviewed policy documents, drafted a Port Moody innovation precinct vision statement, and developed a high-level roadmap and implementation outline.

Spike Awards/Business Retention Working Group

This working group steered the Spike Awards process by reviewing last year's program and proposing changes for the 2021 event, and shortlisted finalists from the pool of nominations. The working group, with input from the Industrial Lands Working Group, developed a survey to assess impacts on light industrial businesses, understand backup plans, and catalogue potential loss of local services if light industrial areas were to be redeveloped according to OCP policies.

Microsite/Business Engagement Working Group

This working group continued the work from last year by refining a microsite directory, adding to best practices research, and developing a content framework. A mock-up microsite was created to provide a preview of potential aesthetics and navigation of the microsite.

Spike Awards

Due to COVID-19, the Committee reconfigured the Spike Awards for the second year in a row. Businesses were recognized in the categories of Arts in Business, Business of the Year, Environmental Leadership, Inclusive Excellence, and Young Entrepreneur. In lieu of the annual gala, members of Council delivered the awards to winners in person and a media release announcing the winners was issued.

Taste of Tri-Cities

The Committee supported this inaugural dining event, which was created in partnership with the Tri-Cities Chamber of Commerce, the City of Port Moody, the City of Coquitlam, and the City of Port Coquitlam. The campaign ran from February 15 to March 19 in support of restaurants and other food and beverage establishments during COVID-19.

Public Art Master Plan

The Manager of Cultural Services gave a presentation on the newly approved Art in Public Spaces Master Plan.

Wayfinding Strategy

EDC members were part of the Wayfinding Sub-Committee along with representatives from the Heritage Commission, Tourism Committee, and Arts and Culture Committee. The Wayfinding Strategy was completed in 2021 and will be presented to Council for review in early 2022.

Council Updates

The Chair provided updates on key developments with significant proposed commercial space and on relevant Council discussions.

Pandemic Business Relief Programs

Senior government COVID-19 relief programs began to taper off in 2021, so fewer updates were required on these programs. In fall 2021, the City transitioned away from the temporary assistance program for businesses and worked with those businesses interested in permanent patio arrangements on applications for review by Council.

Split-Class Tax Assessment, Legacy Business Protection

This item was not addressed in 2021.

EDC/Council Workshop 2022

Over the past few years, the EDC has presented its annual work and recommendations to Council through workshops or at Special Council meetings. While no such engagement occurred this year, the Committee has expressed interest in continuing its dialogue with Council through a workshop in 2022.

Incorporating Metro Vancouver Industrial Land Strategy

Initial discussion was convened at the Industrial Lands Working Group. This Working Group subsequently supported the Light Industrial Lands Survey coordinated by the Spike Awards/Business Retention Working Group. Council will consider an industrial lands strategy as part of the 2022 capital budget discussion.

Outstanding Matters

There are no outstanding matters.

Suggested Focus Areas for Next Year

Subject to Council direction, the following recommended focus areas should be included in the Committee's Work Plan for 2021:

- support the development of an economic development master plan;
- support the review of the Official Community Plan;
- explore potential improvements to the City's economic development web page; and
- ongoing support of the business community during COVID-19.

Attachment

1. 2021 Economic Development Committee Resolutions.

Report Authors

Esin Gozukara
Committee Coordinator

Joji Kumagai
Manager of Economic Development

Report Approval Details

Document Title:	2021 Annual Report – Economic Development Committee.docx
Attachments:	- Attachment 1 - 2021 Economic Development Committee Resolutions.pdf
Final Approval Date:	Dec 23, 2021

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

Tracey Takahashi, Deputy Corporate Officer - Dec 9, 2021 - 2:27 PM

Dorothy Shermer, Corporate Officer - Dec 9, 2021 - 4:58 PM

Rosemary Lodge, Manager of Communications and Engagement - Dec 10, 2021 - 9:17 AM

Paul Rockwood, General Manager of Finance and Technology - Dec 10, 2021 - 9:34 AM

Tim Savoie, City Manager - Dec 23, 2021 - 7:29 AM