

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

Memorandum

To: Economic Development Committee

From: Microsite working group

Date: October 27, 2021

Re: Funding request to Council for photography services for microsite

The microsite working group would like the Economic Development Committee (EDC) to consider and support a request to Council for funding to secure photography services. These services would be used to capture photographs of businesses for the economic development microsite. The request would be for up to \$2,000.

Developing an economic development microsite on the City's website is part of the 2021 EDC Council-approved Work Plan. The working group and EDC members in prior years have gathered best practices for economic development sites by researching the websites of various municipalities to determine type of content, optimal placement of information, aesthetics, navigability, and other key aspects. From this baseline, the group has generated draft content and crafted mockups for a City of Port Moody economic development microsite.

Having photos of local business owners throughout the site would highlight some of the City's target and growth sectors, support the brand of the City, and convey many intangible assets such as the strength of the local business community. The names of the enterprises or the owners would not be mentioned on the microsite due to Community Charter restrictions on the promotion of specific businesses.

Based on discussions with a local photographer, \$2,000 would provide high resolution photos from six to eight businesses. Profile shots of the owner or owners along with images of the day-to-day operations would be captured.

The recommendation is for the EDC to seek up to \$2,000 from Council for photography services from a Port Moody business to support the development of the economic development microsite. The Committee could also seek an alternative amount from Council or decline the request altogether.

Should funding be secured from Council, the economic development office would undertake a procurement process in line with the City's policies to secure a local entity for the provision of photography services.