



City of Port Moody

Report/Recommendation to Council

Date: October 26, 2022
Submitted by: Tourism Committee
Subject: 2022 Annual Report – Tourism Committee

Purpose

To provide a report on the activities of the 2022 Tourism Committee.

Recommended Resolutions

THAT the report dated October 26, 2022 from the Tourism Committee regarding 2022 Annual Report – Tourism Committee be received for information;

AND THAT the 2023 Tourism Committee be asked to review this report and bring forward its annual Work Plan in spring 2023.

Committee Mandate

The Tourism Committee provides Council with advice and recommendations on strategic tourism initiatives and related matters as detailed below and within the terms of the Council Committee System Policy and the Council Strategic Plan.

The Committee will provide advice and recommendations in the following areas:

- development, implementation, and maintenance of a Tourism Strategic Plan;
- short-, medium-, and long-term goals and objectives for tourism development in the community;
- tourism development objectives, strategies, and policies that the Committee deems most likely to achieve the optimum quality and level of employment, activity, and financial stability in the City;
- efficiency of the City's tourism, advertising, and marketing programs;
- opportunities for strengthening the City's business and tax base, including marketing and partnership initiatives;
- regional, provincial, and national tourism trends affecting the City as well as the City's strengths, weaknesses, and threats from a competitive and comparative perspective;
- any other matters referred by Council; and
- other areas identified by the Committee for approval by Council.

Meetings and Attendance

The Tourism Committee did not meet between January and April 2022, due to lack of quorum, and September 2022, due to cancellation by the Chair. In November 2022 several advisory bodies of council, including the Tourism Committee, were placed on pause pending Council's review of the Strategic Plan.

Councillor Diana Dilworth was appointed as Chair and Councillor Hunter Madsen as Vice-Chair for the 2022 term. The following members, representing the community at large were appointed:

- Dustin Chelen;
- Jacqueline Nichols (from April 2022);
- Trevor Nickel; and
- Kevin Pearce (from July 2022).

Joji Kumagai, Manager of Economic Development, served as the primary staff liaison to the Committee. Esin Gozukara served as the Committee Coordinator.

Key Activities and Work Plan

The 2022 Tourism Committee Work Plan was approved by Council on September 27, 2022. The following are the key activities that were undertaken in 2022 by the Tourism Committee (a list of resolutions made in 2022, along with the status of the resolutions, is included in **Attachment 1**):

2022 Citizen Survey

A high-level summary of the Tourism section results from the 2022 Citizen Survey was provided to the committee. Responses to topics such as investment in parks and trails, cultural facilities and events, and food and beverage destinations were discussed.

Economic Development Master Plan

Key objectives and priorities of the Master Plan, including encouraging growth in tourism, were provided in a presentation to the Committee. Given the Tourism Committee's late start to the year and that the Plan was approved by Council in June, there was no formal input by the Committee during the draft phase of the Master Plan.

Wayfinding Strategy/Shoreline Trail

An update was presented on the Wayfinding Strategy including background, conditions of the Community Economic Recovery Infrastructure Grant that was secured to fund installation of new signage, proposed locations, and design.

A presentation was provided to the committee on the Shoreline Trail project given wayfinding signage is a component of it.

Discussion consisted of the need to ensure consistency of signage aesthetics, potential locations for signage, landmarks, content, and other aspects.

Destination BC

Destination BC's manager for the Vancouver, Coast and Mountains Region provided an overview of the work of DBC's mandate, its programs, and opportunities for future collaboration with the City of Port Moody to further tourism products and experiences in the city.

Meeting with Brewers Row Representatives

This was postponed until a future meeting.

BC Ale Trail Presentation

BC Ale Trail's lead administrator and project lead presented on the Ale Trail including information about the craft beer industry in BC, the history of the Ale Trail and Port Moody, and program opportunities.

Outstanding Matters

The Committee was unable to meet with VR Voyage so this remains an outstanding item.

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 2023:

- Review the Tourism Strategic Plan for priority actions;
- Review direction provided in the Economic Development Master Plan related to encouraging growth in tourism; and
- Consider new or updated tourism products in collaboration with Destination BC and the BC Ale Trail.

Attachment

1. 2022 Tourism Committee Resolutions.

Report Authors

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Report Approval Details

Document Title:	2022 Annual Report - Tourism Committee.docx
Attachments:	- Attachment 1 - 2022 Tourism Committee Resolutions.pdf
Final Approval Date:	Jan 16, 2023

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

Jennifer Mills, Legislative Services Advisor - Jan 13, 2023 - 9:57 AM

Stephanie Lam, City Clerk and Manager of Legislative Services - Jan 13, 2023 - 11:22 AM

Angie Parnell, General Manager of Corporate Services - Jan 15, 2023 - 9:30 PM

Lindsay Todd, Acting Manager of Communications and Engagement - Jan 16, 2023 - 8:27 AM

Paul Rockwood, General Manager of Finance and Technology - Jan 16, 2023 - 9:14 AM

Tim Savoie, City Manager - Jan 16, 2023 - 11:18 AM