



City of Port Moody

Report/Recommendation to Council

Date: January 14, 2025
Submitted by: Economic Development and Tourism Committee
Subject: 2024 Annual Report – Economic Development and Tourism Committee

Purpose

To provide a report on the activities of the 2024 Economic Development and Tourism Committee.

Recommended Resolution

THAT the report dated January 14, 2025, from the Economic Development and Tourism Committee regarding 2024 Annual Report – Economic Development and Tourism Committee be received for information;

AND THAT the 2025 Economic Development and Tourism Committee be asked to review this report and bring forward its annual Work Plan in Spring 2025.

Committee Mandate

The purpose of the Economic Development and Tourism Committee is to provide recommendations and advice on economic development and tourism issues, strategies, and initiatives in the following areas:

- short, medium and long-term goals and objectives for economic development and tourism;
- local, regional and national economic and geographic trends and spotting related opportunities and threats that may affect the City's economy;
- best practices for success in local economic development from other municipalities;
- the relationship between planned and potential growth in an effort to identify what will be needed from new developments for the local economy to flourish;
- retention and support of local businesses;
- tourism development objectives;
- efficiency of the City's tourism, advertising and marketing programs;
- other areas identified by the committee with approval from the Council.

Meeting and Attendance

The Economic Development and Tourism Committee met monthly between January 2024 and December 2024, with the exception of May and July, due to a cancellation approved by the

Chair, and August and December, due to summer and winter break. Beginning in September, the City offered committees the opportunity to conduct meetings in-person/hybrid or electronically, contingent on satisfying an in-person physical quorum. Between September and November zero (0) meetings were held in-person/hybrid and three (3) meetings were held electronically.

Councillor Samantha Agtarap was appointed as Chair and Councillor Callan Morrison as Vice-Chair for the 2024 term. The following members, representing a diverse range of knowledge and experience relevant to the Economic Development and Tourism Committee were appointed:

- Madeleine Baker (as of July 2024)
- Lisa Beecroft
- Nigel Brownlow
- Leslie Courchesne
- Krista Dalrymple (as of June 2024)
- Jarrett Davis
- Aaron Demes (until April 2024)
- Adina Diaconu (until January 2024)
- Jeremy Hardern
- Heidi Hughes (until March 2024)
- Mark Malik (as of June 2024)
- Ramsay Malange (until September 2024)
- Mark Pettie
- Michael Scarcella

Joji Kumagai, Manager of Economic Development, served as the primary staff liaison to the Committee. Arsh Dhillon and Adam Shroff served as the Legislative Services Coordinators.

Key Activities and Work Plan

The 2024 Economic Development and Tourism Committee Work Plan was approved by Council on February 27, 2024. The following are the key activities that were undertaken in 2024 by the Economic Development and Tourism Committee (a complete list of motions from 2024, along with the status of each, is included in **Attachment 1**).

Shoreline House Post Project/In the Presence of Ancestors Update

A brief update on this project was provided to the Committee as the project has on top of significant cultural and artistic value, tourism potential as well.

Rocky Point and Old Orchard Parks Master Plans Update

Given the importance of these areas as tourism destinations, an update was provided to the Committee regarding, scope, phase of work, and timelines.

Council Workshop Planning and Workshop

Near the end of the 2023 committee year, the EDTC suggested that a workshop with Council be held to discuss key topics and issues related to economic development in the current development context. However, after discussion by the Committee in 2024, it was decided that clearer objectives should be considered before approaching Council and instead of a Council workshop, that a roundtable with local businesses would be advisable. This ultimately further evolved into an information session for businesses about planning and future development, particularly employment space opportunities.

Use of Big Data in Economic Development Planning and Initiatives

A working group was struck to understand the flow and circulation of dollars and impact on the local economy from major events. The working group liaised with a big data provider to determine commercial sub-districts where aggregate spending flows could be studied, identified an appropriate major event to study, and discussed strengths and weaknesses of modelling. Ultimately, due to cost and concerns of the rigour of the model, the Committee felt that it was not in the interests of the City to proceed.

Economic Impact of the Arts Centre

An outline of the Economic Impact of the Arts Centre project was reviewed by the Committee for comments and suggestions.

Microsite Phase 2

In advance of a CanExport grant application in the fall of 2024 that would support improvements to the economic development microsite, the Committee provided feedback on the current microsite and where to target improvements. This feedback was incorporated into the 2024 grant application, which was submitted in mid December.

Arts and Business Council Project Task Force

As part of the Council-endorsed public engagement approach, the EDTC was asked for feedback about the arts and business council, its role and function in the city, and other duties.

OCP Update and Review

Given the pause on the OCP update in response to the Provincial Housing Statutes and related compliance requirements, this item was postponed.

Master Transportation Plan (MTP) Update

Transportation is a key topic for businesses. The Committee heard from staff on the MTP update, results from the most recent public engagement phase, and key timelines for the project.

Review of 2023 Spike Awards and Planning for 2024

The Committee reviewed the previous year's Spike Awards campaign including award categories, the nomination process, and gala details including presentations, event flow, and execution. For 2024, only two categories were carried over with four new categories established.

Spike Awards SLPM Survey

As part of the debrief of the 2023 Spike Awards, the results of the Shop Local Port Moody survey that was conducted during the gala were discussed and fed into the development of the 2024 EDTC Work Plan.

Business Workshop(s) in Partnership with SLPM, Chamber, Loco, SBBC (part of Small Business Week)

An information session was held on October 23 to inform local businesses, especially targeting those at risk of displacement, of the planning process at a high-level and about future employment space in the city to support succession planning. Business owners were also able to meet with developer representatives of projects under construction or with active applications with the City to find out more information firsthand and to make connections for further inquiries as projects moved forward.

Oversee Spike Business Awards (Nominations, Shortlisting Finalists, Gala)

The EDTC spent several months throughout the year refining the program with four new award categories introduced for 2024 while two were retained. A working group shortlisted nominations received from the public and the whole Committee selected winners from this pool of finalists. Finally, Committee members attended the gala as EDTC representatives and helped present awards on stage to the winners.

Heavy Industrial Land Survey (EDMP Update)

A discussion regarding the proposed scope of work for the study was reviewed and commented on by the Committee before the finalization and release of the request for quotations.

Suggested Focus Areas for Next Year

Subject to Council's direction, the following focus areas should be included in the Committee's Work Plan for 2025:

- Hosting a Small Business Week event.
- Reviewing the 2024 Spike Business Awards campaign and planning of award categories within a multi-year cycle.
- Reviewing the Heavy Industrial Lands Study draft.
- Discussing the draft Economic Development chapter as part of the OCP update.
- Generating tourism ideas for the Presence of Ancestors project.
- Exploring alternative options for quantifying economic impacts of major events.
- Exploring strategies and actions to support retention of existing businesses facing displacement from development.
- Exploring economic opportunities particularly in the context of redevelopment in TOD areas.

Council Strategic Plan Goals

The recommendations in this report align with the following Council Strategic Plan Goal(s):

- Strategic Goal 1.3 – Lead with Good Governance
- Strategic Goal 2.3 – Enhance and expand parkland and open spaces;
- Strategic Goal 3.1 – Create complete and connected communities through balanced growth;
- Strategic Goal 3.3 – Enhance community wellbeing;
- Strategic Goal 4.1 – Improve the local business climate;
- Strategic Goal 4.2 – Enhance vibrancy through placemaking, arts, culture, heritage, and tourism; and
- Strategic Goal 4.3 – Leverage public spaces.

Attachment

1. 2024 Economic Development and Tourism Committee Resolutions.

Report Authors

Arsh Dhillon
Legislative Services Coordinator

Joji Kumagai
Manager of Economic Development

Adam Shroff
Legislative Services Coordinator

Report Approval Details

Document Title:	2024 Annual Report – Economic Development and Tourism Committee.docx
Attachments:	- Attachment 1 - 2024 Economic Development and Tourism Committee Resolutions.pdf
Final Approval Date:	Jan 3, 2025

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

Adam Shroff, Legislative Services Coordinator - Dec 18, 2024

Adam Shroff, Legislative Services Coordinator, for Tracey Takahashi, Deputy Corporate Officer - Dec 19, 2024

Stephanie Lam, City Clerk and Manager of Legislative Services - Dec 19, 2024

Angie Parnell, General Manager of Corporate Services - Dec 30, 2024

Lindsay Todd, Manager of Communications and Engagement - Jan 2, 2025

Paul Rockwood, General Manager of Finance and Technology - Jan 2, 2025

Jeff Moi, General Manager of Engineering and Operations, for Anna Mathewson, City Manager - Jan 3, 2025