



City of Port Moody

Report/Recommendation to Council

Date: December 3, 2019
Submitted by: Tourism Committee
Subject: 2019 Annual Report – Tourism Committee

Purpose

To provide a report on the activities of the 2019 Tourism Committee.

Recommended Resolutions

THAT the report dated December 3, 2019 from the Tourism Committee regarding 2019 Annual Report – Tourism Committee be received for information;

AND THAT the 2020 Tourism Committee be asked to review this report and bring forward its annual work plan in spring 2020.

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.

Meeting and Attendance

The Tourism Committee met monthly between February and November 2019, with the exception of August 2019, due to summer break, and March and June 2019, due to a lack of quorum.

Councillor Diana Dilworth was appointed as Chair and Councillor Hunter Madsen as Vice-Chair for the 2019 term. The following members, representing business owners and the community-at-large were appointed:

- Dustin Chelen;
- Jamie Cuthbert;
- Kelly Gordon (November 2019);
- Allison Mailer; and
- Robin Ram.

Key Activities and Work Plan

The 2019 Tourism Committee Work Plan was approved by Council on June 25, 2019. The following are the key activities that were undertaken in 2019 by the Tourism Committee (a complete list of motions from 2019 along with statuses is included in **Attachment 1**):

Tourism Strategic Plan

The Tourism Strategic Plan was first presented to Council in January 2017 and referred back to the Committee to provide more details on the implementation of the short-term recommendations, including financial and human resources. In 2019, the Committee revised the plan to address these concerns by modifying the tourism goals, updating the inventory of assets, reprioritizing short-term focus activities, and costing the short-term recommendations.

Clarke Street Revitalization

The Committee received a presentation on the Clarke Street Revitalization initiative and provided comments to the Manager of Economic Development related to business and commercial composition, branding, aesthetics, accessibility, heritage, and programming at Queens Street Plaza.

One-Day Itineraries for Events

A draft map of the Inlet Centre area that highlighted amenities such as parks and park features, coffee shops, restaurants, pharmacies, financial institutions, and ATMs was developed. The intent of this project is to provide information to out-of-town visitors in the city, especially those here for sports events, about nearby parks and local businesses that provide everyday goods and services. Considerations still to be resolved are ensuring sports associations are not negatively impacted as the map may reroute customers from association food and beverage sales that serve as fundraisers and compliance with the Community Charter with respect to promotion of businesses. The map is to be completed in 2020.

Draft Survey

A survey that would measure economic impacts from community events was drafted. The survey would consist of a few questions to limit the time required to participate, but seek key information on the nature and dollar value of purchases and city of residence of the respondent. The aim is to create a baseline of quantitative data generated from tourist areas. Further discussion will take place in 2020 to finalize the questions, how the survey will be administered, and how data collection and analysis will be conducted.

Wayfinding

The Committee discussed a wayfinding case study profiling Saskatoon that was presented by the Chair. It also received a presentation from the Manager of Economic Development on current wayfinding signage in the city, City of Port Moody branding and signage guidelines, and a photo tour of tourism zones identified in the Tourism Strategic Plan. A pilot area for wayfinding signage was identified, namely west from Moody Centre Skytrain station toward the Clarke Street heritage area and to Rocky Point Park and Brewers' Row. The Committee agreed to form a working group and to invite members of the Economic Development Committee and Arts and Culture Committee to participate.

Tourism Passport Challenge Program

Two opportunities to participate in passport challenges were reviewed. One is a cross-municipal initiative, while the other is through a tourism organization. Both programs would consist of members of the public circulating through the city and receiving stamps at cultural and historical institutions and from participating businesses. The desired outcomes are to promote the city, raise awareness of these destinations, and to create more circulation of people between neighbourhoods. Commitment in one or both was not confirmed in 2019 but is likely to be decided in early 2020.

Outstanding Matters

Collaboration Opportunities on Events in Tri-Cities

Attachment

1. 2019 Tourism Committee Resolutions.

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Report Approval Details

Document Title:	2019 Annual Report - Tourism Committee.docx
Attachments:	Attachment 1 - 2019 Tourism Committee Resolutions.docx
Final Approval Date:	Feb 4, 2020

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

Tracey Takahashi for Dorothy Shermer, Corporate Officer - Feb 1, 2020 - 6:22 PM

Angie Parnell, General Manager of Corporate Services - Feb 2, 2020 - 7:49 PM

Rosemary Lodge, Manager of Communications and Engagement - Feb 3, 2020 - 11:06 AM

Paul Rockwood, General Manager of Finance and Technology - Feb 3, 2020 - 1:27 PM

Tim Savoie, City Manager - Feb 4, 2020 - 11:24 AM