

# Memorandum

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Date: September 22, 2020  
Submitted by: Community Development Department – Economic Development Office  
Subject: Invitation to Council for November 2020 Joint Council and EDC Workshop

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The Economic Development Committee (EDC) invites Council to a Joint Council and EDC Workshop as a follow up to the discussion from earlier in the year. The proposed date for the Workshop is Wednesday, November 4, 2020 from 7pm.

At the Council and EDC Joint Workshop on February 5, 2020, the focus was on understanding Council's strategic priorities for our City's economic development and relating these priorities to actionable goals and initiatives where the Committee can contribute to the City's success. Specifically, the EDC asked how it could support the development of an economic development master plan, which is an output listed in Council's Strategic Plan. There was acknowledgement of the urgency for this master planning work that will provide better guidance for future job creation and business development given OCP discussions concurrently taking place. Notes from the workshop can be found in **Attachment 1**.

Throughout 2020, the EDC has contributed significant time and effort to develop recommendations for Council on key areas for economic development for the City with the intention that these recommendations form the backbone of an economic development master plan.

At the Workshop, the Committee will present several key economic development questions and recommendations on the following topics:

- Job Target and Priority Sectors: A stronger local economy will prop up the daytime economy, balance the tax burden, contribute to the City's climate action and transportation goals, and support our vision for complete communities. The Regional Growth Strategy (RGS) indicates that Port Moody will have 11,500 jobs by 2041 should a population of 50,000 people be realized. While Council has adopted these job number projections in accepting the RGS, there may be a desire to explore other employment numbers in conjunction with the OCP update. More specifically, how many jobs should Port Moody strive for as our population grows towards 50,000 people by 2041? What business sectors should the City prioritise and attract?
- Employment Space Needs and Location: Given Port Moody's limited commercial land base and the uncertainties related to a post-COVID-19 world, how much employment space is required to accommodate the recommended job target? Where should this job space be created?

- Branding: The EDC has prepared a business brand brief that includes an economic development vision, which is aligned with the City's overall vision and brand, to help change the narrative of doing business in the City. Are the elements in the brief authentic to Port Moody? Does the brand messaging support retention and attraction of businesses particularly in priority sectors and is it consistent with Council's vision?

The Committee will finalize the workshop agenda at the October 7, 2020 EDC meeting and Council will be provided with materials at least one week in advance of the workshop.

Should Council wish to have this workshop, the recommended resolution is:

**THAT the November 2020 Joint Council and EDC Workshop be held as recommended in the memo dated September 22, 2020 from the Community Development Department – Economic Development Office regarding Invitation to Council for November 2020 Joint Council and EDC Workshop.**

Attachment(s)

1. Notes from Council and EDC Workshop from February 5, 2020.
2. Revised 2020 Economic Development Committee Work Plan.

## Report Approval Details

Document Title:	Invitation to Council for November 2020 Joint Council and EDC Workshop.docx
Attachments:	- Attachment 1 - Notes from Council and EDC Joint Workshop from February 5, 2020.pdf - Attachment 2 - Revised 2020 Economic Development Committee Work Plan.pdf
Final Approval Date:	Oct 5, 2020

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

Kate Zanon, General Manager of Community Development - Sep 25, 2020 - 9:02 AM

Dorothy Shermer, Corporate Officer - Sep 25, 2020 - 5:37 PM

Rosemary Lodge, Manager of Communications and Engagement - Sep 26, 2020 - 5:29 PM

Paul Rockwood, General Manager of Finance and Technology - Sep 27, 2020 - 10:04 AM

Tim Savoie, City Manager - Oct 5, 2020 - 12:54 PM