



# City of Port Moody

## Report/Recommendation to Council

Date: November 23, 2020  
Submitted by: Economic Development Committee  
Subject: 2020 Annual Report – Economic Development Committee

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### Purpose

To provide a report on the activities of the 2020 Economic Development Committee.

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### Recommended Resolutions

**THAT the report dated November 23, 2020 from the Economic Development Committee regarding 2020 Annual Report – Economic Development Committee be received for information;**

**AND THAT the 2021 Economic Development Committee be asked to review this report and bring forward its annual work plan in spring 2021.**

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### Committee Mandate

The purpose of the Economic Development Committee (EDC) is to provide recommendations and advice in the following areas:

- Identifying short-, medium-, and long-term goals and objectives for economic development and fostering job creation and retention in the community;
- Tracking local, regional, and national economic and geographic trends, and spotting related opportunities and threats that may affect the City's economy;
- Examining the relationship between planned or potential City growth, helping Council and the City identify what will be needed from new developments for the local economy to flourish, and highlighting possible impacts of growth on job creation, the local business and industrial environment, and requirements for the City's long-term vision for a community that lives, works, and plays in place;
- Learning about best practices for success in local economic development from other municipalities;
- Identifying new ways to strengthen the City's business and tax base, including marketing and partnership initiatives, and land use;
- Tapping participation and guidance from relevant business and community stakeholders, including other City committees;
- Supporting and encouraging local businesses;

- Helping to attract new commercial businesses, sustainable industries, and/or post-secondary educational institutions to Port Moody;
- Any other matters referred by Council; and
- Other areas identified by the Committee and approved by Council.

The Terms of Reference were amended and approved at the Regular Council meeting held on February 12, 2019 to provide the following principal updates:

- clarified wording throughout, with a somewhat broadened purview to consider coming growth opportunities and land use considerations as they may relate to jobs creation and economic development;
- description of the Committee's collaborative working relationship with the City's Manager of Economic Development, a new staff role created since the previous Terms of Reference were approved;
- enlargement of the Committee to a maximum of 12 members plus Chair and Vice-Chair: a slight expansion of team size that is reflective of the broadened range of expertise desired on the committee; and
- elimination of the previous neighbourhood-based criterion for selecting committee members, and its replacement with a description of the types of business representation and range of business expertise and experience that Council will seek for the Committee.

## Meetings and Attendance

The Economic Development Committee met monthly between January and December 2020, with the exception of April, due to COVID-19, and November, due to a joint workshop with Council. The Economic Development Committee met twice in both June and July to support local businesses' recovery efforts due to the impacts of the COVID-19 pandemic.

Councillor Hunter Madsen was appointed as Chair and Mayor Robert Vagramov as Vice-Chair for the 2020 term. The following members, representing a diverse range of knowledge and experience relevant the Economic Development Committee were appointed:

- Taryn Barker;
- Lisa Beecroft;
- Edward Chan;
- Dustin Chelen;
- Matt Ferguson;
- Sharleen Karamanian;
- Brian Krieger;
- Sean Ogilvie;
- Greg Peppler;
- Christopher Pope;
- Robert Simons; and
- Mary Vellani (Tri-Cities Chamber of Commerce Representative).

Joji Kumagai, Manager of Economic Development, served as the primary staff liaison to the Committee. Philip Lo and Jennifer Mills served as the Committee Coordinators.

## Key Activities and Work Plan

The 2020 Economic Development Committee Work Plan was approved by Council on February 11, 2020, and following the onset of COVID-19, the 2020 Economic Development Committee Work Plan was revised and approved by Council on July 28, 2020. The following are the key activities that were undertaken in 2020 by the Economic Development Committee:

### Council and EDC Workshop

At the Council and EDC Joint Workshop on February 5, 2020, the focus was on understanding Council's strategic priorities for the City's economic development and relating these priorities to actionable goals and initiatives where the Committee can contribute to the City's success. The Committee presented its work from 2019 and discussion was held on how it could support Council's work, specifically the development of an economic development master plan.

### Wayfinding Working Group

A subcommittee was formed consisting of members of each of the Arts and Culture Committee, the Heritage Commission, the Economic Development Committee, and the Tourism Committee. The purpose of the subcommittee was to coordinate the wayfinding discussion at the committee level and to have broad representation and input. The subcommittee was initially to meet in March, but due to COVID-19, this meeting was delayed until late June. At the meeting, the group brainstormed potential content, discussed examples of interesting signage in other jurisdictions and countries, agreed that the focus should be on enhancing the pedestrian experience, and supported the idea that an external consultant should be brought in, as recommended in the Tourism Strategic Plan, to understand where maximum impact could be made and how funding could be sourced. Subsequent to the subcommittee meeting, staff developed Terms of Reference and a Request for Proposals to secure a consultant in early 2021.

### State of Business

Staff presented a high-level overview of the state of Port Moody businesses based on feedback from outreach.

### Economic Development Branding/City Branding and Positioning Working Group

A working group was established to develop concepts for an economic development brand. The purpose was to begin exploring ways to create a narrative that Port Moody is a great place to operate a business. A branding brief was drafted that included a vision, target audience, and elements.

### Job Space Targets and Business District Working Group

This working group was struck early in the year and was tasked to bring back to the Committee recommendations on job targets. A scan of data related to population, labour, local purchasing, business licences, transportation, and jobs was conducted. Research then followed on future job targets, comparable jobs-to-population ratios, commercial square footage, commercial districts, and future home-based business approximations, and these were presented to the Committee as recommendations for consideration.

### Business Engagement Working Group

This group met to draft a survey of businesses to create a baseline of local economic activity and the state of business. While preliminary work was conducted, COVID-19 stalled the completion of a draft.

### Economic Development Microsite Working Group

A working group reviewed economic development microsites from various communities and presented recommendations of best practices that were consistent across better microsites. Additional work was conducted to propose initial improvements to the City's current economic development web page, though these have yet to be implemented.

### Spike Awards

Despite COVID-19, the EDC decided to hold a reduced Spike Awards, the annual business excellence program. Businesses were recognized in the categories in Arts in Business, Business of the Year, Environmental Leadership, Inclusive Excellence, New Business, and Young Entrepreneur. In lieu of the annual gala, winners were presented with their awards in person by members of Council. A media release announcing the winners was also issued.

### Supporting Business Recovery/COVID-19 Business Outreach

While not on the original work plan, the EDC pivoted in late spring and early summer to support local businesses during COVID-19. A COVID-19 business impact survey was circulated to businesses to assess the impact the pandemic has had on operations, supported the extension of the Temporary Assistance Program for Businesses for another full year, and provided assistance for Shop Local Port Moody for COVID-19 business support and for a campaign in partnership with the Tri-Cities Chamber to strengthen the local business community.

### Economic Development Master Plan/White Paper

Research and recommendations from the Job Space Targets and Business District Working Group and the City Branding and Positioning Working Group were compiled into a draft white paper consisting of economic development research and recommendations adopted by the Committee. The intent of this document is to provide an initial framework for an Economic Development Master Plan.

### Innovation Ecosystem

The Committee received a presentation from Dr. Sarah Lubik, Director of Entrepreneurship and Executive Director for the Charles Chang Institute for Entrepreneurship at SFU on innovation hubs. Key takeaways included that successful innovation hubs are often started by collaborative efforts, build on what is unique to the community, have a compelling and inclusive vision to withstand leadership and political turnover, and focus on solutions.

Additionally, the Committee had a briefing from a Committee member on the ocean and marine technology sector in Canada and BC and emerging opportunities that may be relevant to Port Moody.

### Moody Centre TOD

A meeting with Moody Centre TOD representatives did not take place.

### SFU Marine Centre/Capilano S/R Immersive Tech

Meetings with SFU and Capilano representatives did not take place.

## Outstanding Matters

There are no outstanding matters.

## Suggested Focus Areas for Next Year

Subject to Council's direction, the following recommended focus areas should be included in the Committee's Work Plan for 2021:

- support the development of an economic development master plan;
- support the review of the Official Community Plan;
- explore potential improvements to the City's economic development web page; and
- ongoing support of the business community during COVID-19.

## Attachment

1. 2020 Economic Development Committee Resolutions.

## Report Authors

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## Report Approval Details

Document Title:	2020 Annual Report - Economic Development Committee.docx
Attachments:	- Attachment 1 - 2020 Economic Development Committee Resolutions.pdf
Final Approval Date:	Jan 12, 2021

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

Tracey Takahashi, Deputy Corporate Officer - Jan 11, 2021 - 5:36 PM

Dorothy Shermer, Corporate Officer - Jan 11, 2021 - 5:59 PM

Rosemary Lodge, Manager of Communications and Engagement - Jan 12, 2021 - 8:47 AM

Paul Rockwood, General Manager of Finance and Technology - Jan 12, 2021 - 9:38 AM

Tim Savoie, City Manager - Jan 12, 2021 - 11:26 AM