



City of Port Moody

Report/Recommendation to Council

Date: November 17, 2020
Submitted by: Tourism Committee
Subject: 2020 Annual Report – Tourism Committee

Purpose

To provide a report on the activities of the 2020 Tourism Committee.

Recommended Resolutions

THAT the report dated November 17, 2020 from the Tourism Committee regarding 2020 Annual Report – Tourism Committee be received for information;

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

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 met monthly between February and November 2020, with the exception of March, due to COVID-19, June, due to a meeting of the Wayfinding Subcommittee, and July, due to cancellation by the Chair.

Councillor Diana Dilworth was appointed as Chair and Councillor Zoë Royer as Vice-Chair for the 2020 term. The following members, representing business owners and the community-at-large, were appointed:

- Dustin Chelen;
- Jamie Cuthbert;
- Kelly Gordon; and
- Allison Mailer.

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 Tourism Committee Work Plan was approved by Council on April 14, 2020. The following are the key activities that were undertaken in 2020 by the Tourism Committee (a complete list of motions from 2020 along with statuses is included in **Attachment 1**):

Tourism Passport Challenge Program/Between the Bridges

The Committee explored two options for a passport challenge where participants would visit the participating businesses, to collect stamps, and enter into prize draws. One option was to join the well-established Tourism Passport Challenge that primarily centred on Vancouver by adding neighbourhoods to include areas like Port Moody that have fewer tourism points of interest. The other option was to join Between the Bridges, a new program developed in collaboration with Tourism Burnaby, Tourism Coquitlam, and Tourism New Westminster, which would focus on areas outside of the region's prime tourist destinations and are accessible by SkyTrain. This initiative was a pilot effort, and while much smaller than the Passport Challenge, would give Port Moody a more prominent presence in the campaign. The Committee agreed to participate in the Between the Bridges program which launched in early March. However, after an initial period when the campaign took place, organizers cancelled it due to COVID-19 health orders. Similarly, the Passport Challenge, in which Port Moody did not participate, was also cancelled.

Wayfinding

Wayfinding has been a topic of discussion for several committees, including the Arts and Culture Committee, the Heritage Commission, the Economic Development Committee, and the Tourism Committee. A Wayfinding Subcommittee was formed consisting of members of each of these committees. 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 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. After the subcommittee meeting, staff developed a terms of reference and a request-for-proposals to secure a consultant in early 2021.

On This Spot App

On This Spot is a history storytelling app that features photos of areas in a city that can be overlaid with current photos of the same location including a description of the past and present features, points of interest, and a historical narrative. The Committee reviewed the program, gathered feedback from a business improvement organization that sponsored the app for Vancouver, and assessed usage data.

Economic Impact Study

Work was undertaken to explore a study to determine the impact of major sports, cultural, and community events with regards to out-of-town visitors and their spending patterns. The intent was to be able to verify the extent that these functions are tourism draws and how they support the local economy. Due to COVID-19, essentially all such events and gatherings were cancelled and thus, the study was not able to be fulfilled.

Meeting with Brewer's Row Representatives

With much of Port Moody's tourism interests focussed in the Rocky Point Park area, there was interest in engaging with Brewer's Row representatives to explore potential areas for collaboration; however, like many other initiatives in 2020, this was delayed.

Branding Exercise

This item was not addressed.

Joint Meetings with Environmental Protection Committee, Arts and Culture Committee, and Heritage Commission

The Tourism Committee discussed potential areas for collaborative opportunities with other committees; however, the meetings did not take place. The Arts and Culture Committee and the Heritage Commission participated in the Wayfinding Subcommittee.

Tourism Microsite

A preliminary review of the microsite occurred though no further action was taken.

Outstanding Matters

- branding exercise; and
- meeting with Brewer's Row Representatives.

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 2021:

- placemaking;
- tourism microsite;
- business roundtable group;
- passport program;
- wayfinding;
- branding; and
- Brewer's Row meeting.

Attachment

1. 2020 Tourism Committee Resolutions.

Report Authors

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Report Approval Details

Document Title:	2020 Annual Report - Tourism Committee.docx
Attachments:	- Attachment 1 - 2020 Tourism Committee Resolutions.pdf
Final Approval Date:	Jan 18, 2021

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

Tracey Takahashi, Deputy Corporate Officer - Jan 11, 2021 - 2:04 PM

Dorothy Shermer, Corporate Officer - Jan 11, 2021 - 2:29 PM

Rosemary Lodge, Manager of Communications and Engagement - Jan 12, 2021 - 4:12 PM

Paul Rockwood, General Manager of Finance and Technology - Jan 12, 2021 - 4:23 PM

Tim Savoie, City Manager - Jan 18, 2021 - 11:10 AM