

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

DATE: Wednesday, October 23, 2024

TIME: 7:00 p.m. to 9:00 p.m.

PLACE: Council Committee Room, Coquitlam City Hall

CALL TO ORDER

ADOPTION OF MINUTES

1. Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, July 24, 2024

Recommendation:

That the Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, July 24, 2024 be approved.

NEW BUSINESS

2. Corporate Partners Program 2024 Sponsorship Update (Presentation by Senior Manager Economic Development)

7:05 – 7:30 p.m. (25 minutes)

3. 2024 Year End Review / Identify Potential Items for the Draft 2025 Work Plan (Introductory Comments by Senior Manager Economic Development, Manager Business Growth, and Manager Tourism and Visitor Economy)

7:30 – 8:15 p.m. (45 minutes)

4. Committee Members' Roundtable / Emerging Issues (Standing Agenda Item)

8:15 – 8:35 p.m. (20 minutes)

OTHER BUSINESS

NEXT MEETING DATE - 2025

ADJOURNMENT

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
Wednesday, July 24, 2024**

A Regular Meeting of the Economic Development Advisory Committee convened on Wednesday, July 24, 2024 at 7:01 p.m. in the Council Committee Room, City Hall, 3000 Guildford Way, Coquitlam, BC, with the following persons present:

COMMITTEE MEMBERS: Councillor Steve Kim, Chair
Councillor Trish Mandewo, Vice Chair
Mohammad Darwish, Citizen Representative
JJ Lee, Citizen Representative
Marion Lochhead, Citizen Representative
Rohith Manhas, Citizen Representative
Deryck Persaud, Citizen Representative
Matthew Sebastiani, Citizen Representative
John Toor, Citizen Representative (arrived at 7:03 p.m.)
Vanessa Wideski, Citizen Representative
Catherine Williams, Douglas College-Coquitlam Campus
Leslie Courchesne, Tri-Cities Chamber of Commerce

REGRETS: Zorica Andjelic, Citizen Representative
Emma Friess, Citizen Representative
Elizabeth Mayorga, Citizen Representative

STAFF: Eric Kalnins, Manager Economic Development
Edward Tain, Business Growth Manager
Camille Oliveira, Police Community Services Manager
Sergeant Jaime Myles, Coquitlam RCMP
Jacint Simon, Major Project Planner
Julia Power, Committee Clerk
Amalee Truong, Auxiliary Clerk

CALL TO ORDER

The Chair provided an Indigenous territorial acknowledgement.

ADOPTION OF MINUTES**1. Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, April 24, 2024**

The Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, April 24, 2024 were approved.

John Toor arrived to the meeting at this time — 7:03 p.m.

NEW BUSINESS**2. Community Policing Overview**

The Police Community Services Manager and Sergeant Jaime Myles provided a presentation entitled “Community Policing: A Road Map to the Future” that covered the following topics:

- Overview of Community Policing including, strategic plan, organization structure, community engagement, volunteerism, programs and future plans
- Overview of the Mobile Integrated Crisis Response (MICR) Team including objective, staff composition and future plans
- Overview of several programs including, Inadmissible Patrons Program (IPP), Senior Safe Tea and overdose awareness workshops

Discussion ensued relative to the following:

- Desire to be informed of programs designed to keep neuro-divergent youths safe
- Desire to understand how RCMP supports businesses affected by theft and vandalism and to implement the Crime Prevention through Environmental Design (CPTED) approach
- Desire to know of crime statistics available to the public
- Desire to increase campaigns that target distracted driving

Committee gave thanks and expressed appreciation for the work of the Coquitlam RCMP.

3. Recap of Coquitlam Business Tours

The Business Growth Manager provided a presentation entitled “Economic Development Advisory Committee” that covered the following topics:

- Overview of the business tour taken by Committee Members on Wednesday, July 24 including locations, products, challenges faced by businesses and the Business Visitation Program

Discussion ensued relative to the following:

- Desire to know more about the City’s approach to business attraction and retention
- Desire for more business tours to be organized and rationale on how staff decide which businesses to visit

4. Commercial Space Demand Study Update

The Major Projects Planner provided a presentation entitled “Economic Development Advisory Committee” that covered the following topics:

- Overview of the Commercial Space Demand Study including, background, relevant statistics, comparative markets, challenges resulting from new Provincial housing legislation and future plans

Discussion ensued relative to the following:

- Concerns related to the cost of renting commercial space and the effect of commercial space vacancy on the job market
- Desire to see more businesses on the ground floor of residential buildings in Transit Oriented Areas (TOA)

5. Summer Events Update

Manager Economic Development provided a presentation entitled “Economic Development Advisory Committee” that covered the following topics:

- Overview of upcoming City events including, Summer Concert Series, Caribbean Days Festival, and the BC Dumpling Festival

There was no discussion to this item.

6. Committee Members’ Roundtable / Emerging Issues

The Chair invited Committee members to share information and emerging issues from their communities.

The following information was shared:

- Douglas College hiring opportunities for businesses, co-op students and interns for Fall 2024
- Low Entropy Foundation opened a new thrift store in Port Coquitlam
- Chamber of Commerce shared information regarding Fall events including, the Mayor’s Barbecue at Gordon Ramsay’s Burger on September 26, and the Business Tradeshow and Meet the Candidates event on October 8
- Update regarding development of the North Road Business Improvement Association (BIA)
- Desire to improve youth engagement in economic development
- Desire for the annual Sports Fair to be held on a weekend and for increased public engagement for the event

OTHER BUSINESS

NEXT MEETING DATE - Wednesday, October 23, 2024

ADJOURNMENT

The meeting adjourned at 8:48 p.m.

MINUTES CERTIFIED CORRECT:

Steve Kim, Chair

Julia Power, Committee Clerk

City of Coquitlam
Deputy Chief
Administrative Officer

Corporate Partners Program

2024 Update


coquitlam.ca/

Coquitlam



Agenda

1. Program Overview
2. 2024 – A Year in Review
3. Next Steps



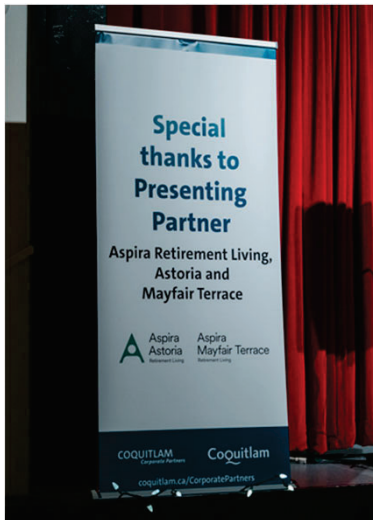
Coquitlam

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Coquitlam Corporate Partners Program



Coquitlam Corporate Partners Program



Program Highlights:

- Over \$1.6 million in sponsorship revenue to the City since 2014
- Over 200 Corporate Partners engaged
- Over 20 City-led programs and events supported

Municipal Sponsorship Landscape



“Municipal work accounts for over 35% of our clients and it continues to grow. Fifteen years ago, we did no municipal business”.

- Brett Barootes, The Partnership Group

Coquitlam Corporate Partners Program 2024 Highlights

City Events

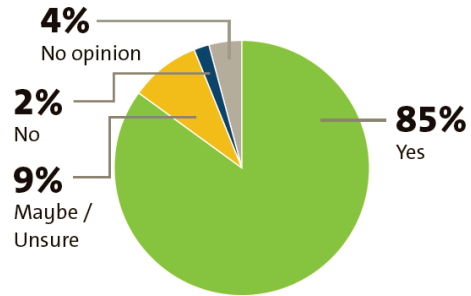


Coquitlam Corporate Partners Program 2024 Highlights

Canada Day Post Event Survey Feedback

"Of survey participants, 85% think that the City should continue to seek corporate partners to enhance free events like the Canada Day event. Only 2% of respondents opposed seeking corporate partners".

Should the City continue to seek Corporate Partners to enhance programming and keep events free / affordable?



Coquitlam Corporate Partners Program 2024 Highlights

City Programs



Next Steps



- Corporate Partners Program Review
- Festivals and Events Strategy

Questions?





City of Coquitlam

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

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Agenda

1. Economic Development Strategy: Now, then and the future
2. Film & Creative Industry
3. Tourism & the Visitor Economy

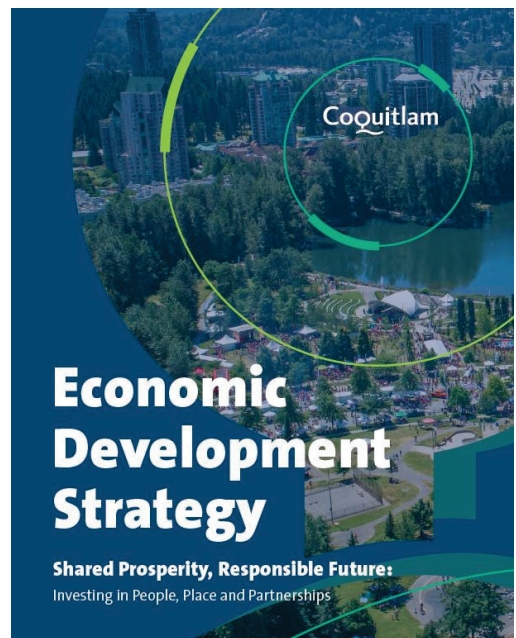


Coquitlam

Where We Started

**Shared Prosperity,
Responsible Future:
Investing in People,
Place & Partnerships**

Launched May 2023





Themes



PEOPLE

Advance Coquitlam's capacity to accommodate shared economic opportunities



PLACE

Be a leader in providing diverse and accessible local employment opportunities



PARTNERSHIPS

Strengthen and leverage partnerships with and between community members and other orders of government to support local vibrancy, business resiliency, and affordability

Key Sectors of Focus – Sector Development



ADVANCED MANUFACTURING

- Advanced Construction Materials
- Food & Nutrition



CREATIVE & CULTURAL

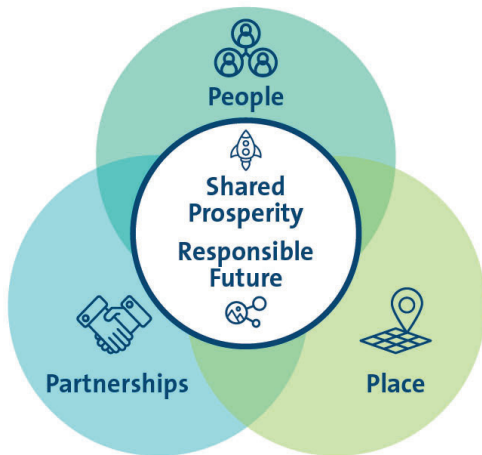
- Film Production
- Visual & Digital Effectst



NATURE & ENVIRONMENT

- Tourism
- Clean Tech

Implementation Plan Overview



- Organized into:
 - Themes (3), Goals (9), Strategies (24), Actions (54)
- Of the 54 actions, **20 Key Actions** (new) and **34 Ongoing Actions**
- CP is identified as a Lead:
 - Key Action: 7**
 - Ongoing Actions: 2
- List of actions for Coquitlam to undertake over next 5-year period

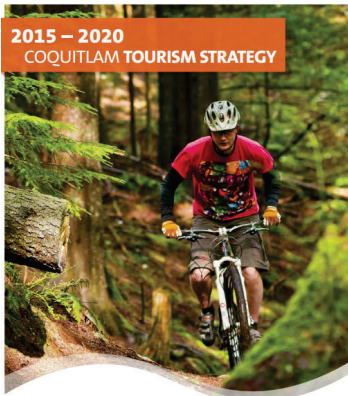


Top 5 Strategic Priorities 2023 - 2028

- Economic Development Competitiveness Study**
- Explore policies, incentives to attract preferred forms of growth/investment
- Support the establishment of new Business Improvement Areas (BIAs)
- Attract education and skills training
- Update business promotion marketing materials based on the findings from the EDS

What We Did Together

Divisional Transformation



Destination
British Columbia

Coquitlam

Tourism



Festivals and Events



Corporate Partnerships



Business Visitation Program

- Capturing Local Business Intelligence
- Addressing short-term obstacles
- Developing Programs for long-term success
- Facilitating Connections with Ecosystem Partners
- Celebrating Success

Coquitlam

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Commercial Demand Study

Realities

- Declining Commercial Availabilities (~2.1%)
- Aging Suburban Infrastructure
- New Provincial Framework

Opportunities

- Transit Oriented Developments
- Hotels; Conference Centres
- Business Improvement Areas



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Establishing New BIAs

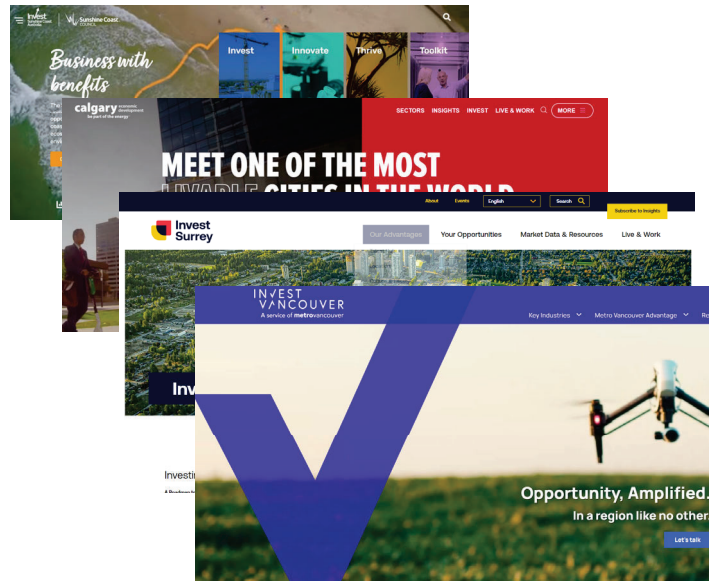
- Beautification Projects
- Conserving Heritage Properties
- Graffiti Removal
- Safety Initiatives
- Encouraging business



- North Road
- City Centre
- United Boulevard
- Maillardville

Invest Coquitlam

- \$43,000 CanExport Grant for Microsite and Promotional Materials
- Signaling to investors that Coquitlam is Invest-Ready and Business-Friendly
- Project Completion Date: March 31, 2025



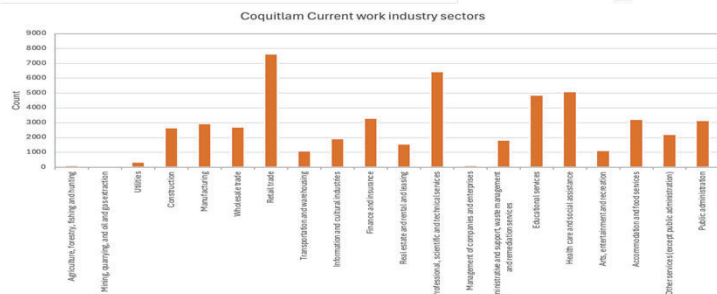
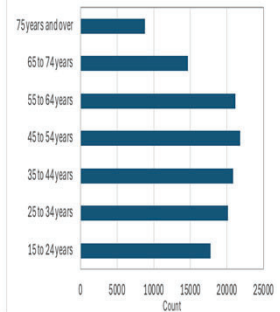
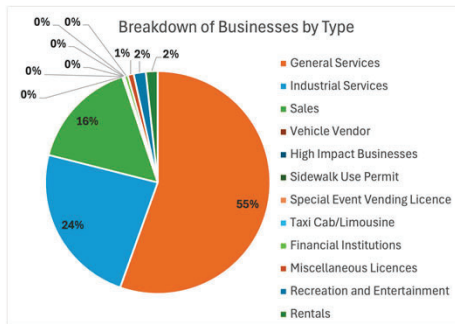
Business Enterprise Zone

- Review of Business Enterprise Zone
- Enabling Mixed-Use, Multi-level Industrial-Commercial Space
- Exploring Brewery District and other Urban Recreational Uses
- Partnership with UBC SCARP Program



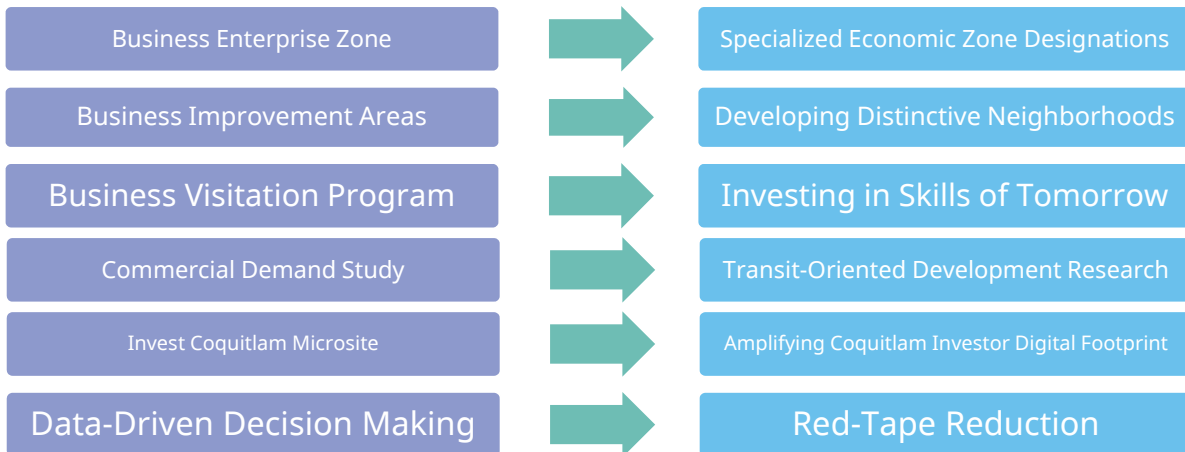
Economic Dashboard

- Partnership with Urbanlogiq
- Reviewing Economic Impact Indicators
- Economic Dashboarding
- Enhancing Coquitlam's Business Data Sets



Where We're Headed

Work Today; Future Tomorrow



Coquitlam Film Strategy & EDS

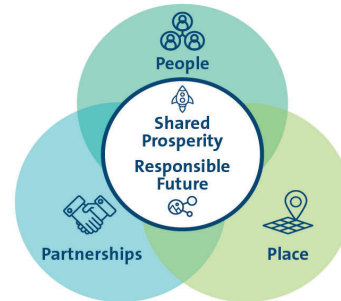
Coquitlam Film Strategy

3 Key Areas of Focus:

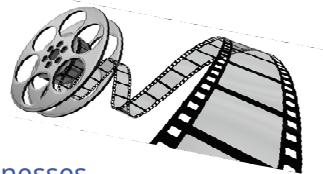
- Program Management & Improvements
- Retention & Expansion
- Marketing & Attraction

Economic Development Strategy

- Identifies Film and the Creative Industries as an area of strength and future growth for the City
- Creative Industries directly employed an estimated 2,400 residents within the City of Coquitlam according to Creative BC



Filming in BC



British Columbia

2022 – an estimated 235 businesses delivered expert capabilities to motion picture production.

Vancouver Region

Third largest full-service motion picture production centre in North America.

13.6% increase in spending over the past decade.

Please note Creative BC's impact report for 2023-2024 hasn't been published yet.

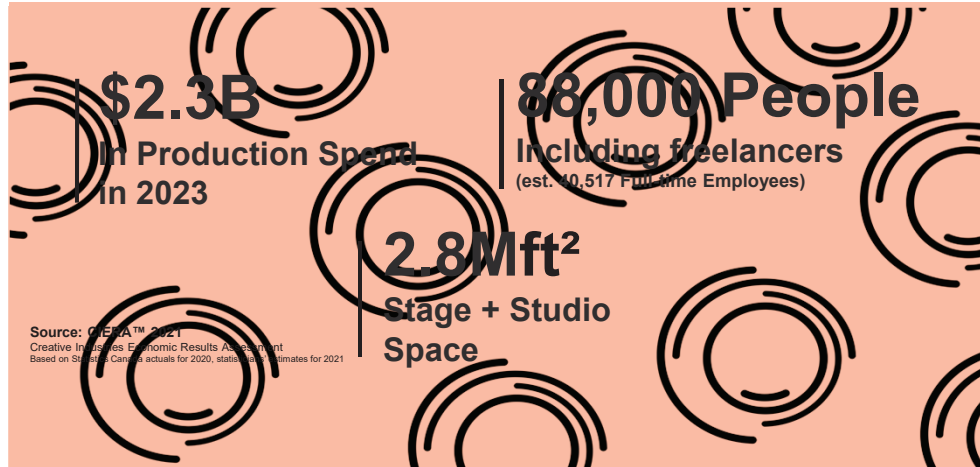


The Last of Us

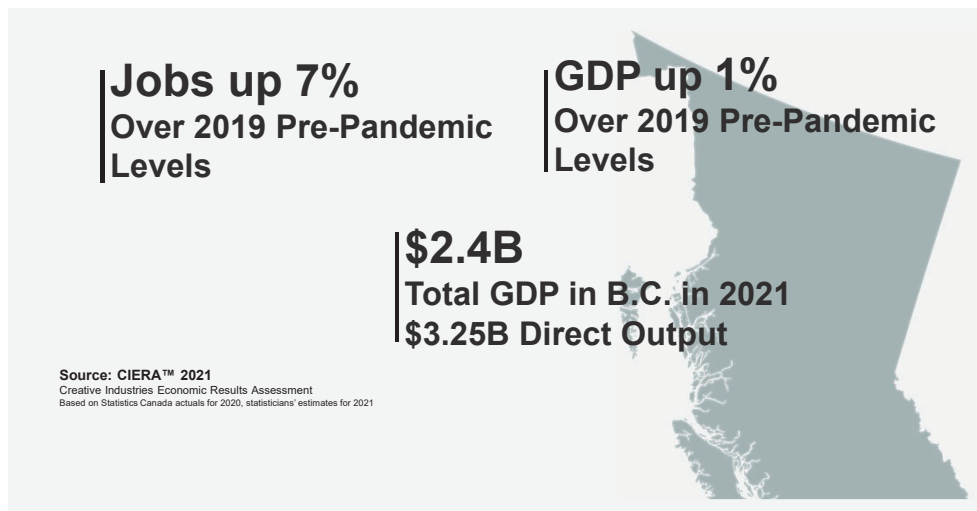


Diary of a Wimpy Kid: Dog Days

Scale of BC's Motion Picture Industry



Scale of BC's Motion Picture Industry



Productions in BC

PRODUCTIONS 2022

Domestic - 187
Foreign - 324
Total - 511

PRODUCTIONS 2023

Domestic - 137
Foreign - 209
Total - 346

****Not including animation, VFX, and independent work (music videos, documentaries and commercials)**

The WGA and SAG-AFTRA strikes taking place in the U.S. have had a negative impact on British Columbia's film and television industry, particularly on U.S. productions doing business in B.C. where SAG-AFTRA members are employed. Additionally, B.C. productions employing SAG-AFTRA members are also being significantly impacted. Together, these productions represent the majority of filming activity in B.C.

Please note this is an estimate based on tax credit administration data (July 2024). Creative BC's Impact Report for 2023-2024 hasn't been published yet.

Coquitlam Film Permitting

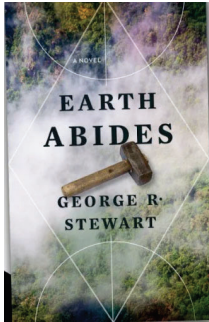
- Coquitlam continues to be a popular destination for film, television and commercial production
- The pandemic and current labour interruptions notably effected permits issued
- Long-term outlook remains positive
- 2023 film revenues negatively impacted by strike action



Coquitlam's Film Statistics 2018-2024

Month End Totals	Inquiries	Issued Permits	Total Revenues
2018	509	138	\$147,697
2019	739	169	\$151,298
2020	621	58	\$ 82,882
2021	549	109	\$ 83,989
2022	510	102	\$175,589
2023	235	39	\$ 88,757
YTD 2024	397	69	\$124,662

Filmed in Coquitlam



Major new foreign television series took place in the Tri-Cities:

- Hulu/FX **SHŌGUN** – winning a total of 18 Emmy Awards in 2024 with a total record of 25 nominations
- Netflix's **Avatar: The Last Airbender**
- **The Night Agent** – being the most-watched Netflix series of 2023.

New and limited series also filmed across the province include:

- ABC's **Alaska Daily** starring Hilary Swank
- Hulu's **Under the Bridge** starring Lily Gladstone
- Netflix's **The Fall of the House of Usher** by Mike Flanagan.
- HBO **The Last of Us** starring Pedro Pascal

Challenges



High Production Costs

Advances in technology, such as high-resolution cameras, have increased production costs and complexity.

Shift to Streaming

The increase of streaming platforms like Netflix, Disney+, and Amazon Prime Video has significantly altered distribution models, reducing the control of traditional theatres and cable TV.

Labour Market Dynamics

Changes in labour dynamics, including the gig economy and remote work, impact how talent is hired and managed.

Opportunities & Trends



Virtual Trends in Film Production Techniques
 Increased use of technology such as virtual and augmented reality, 360-degree video experiences, AI, and on-demand content.



Film Tourism
 Visitors can explore locations and destinations which have become popular due to their appearance in films and television series.



Key Sectors of Focus – Sector Development



ADVANCED MANUFACTURING

- Advanced Construction Materials
- Food & Nutrition



CREATIVE & CULTURAL

- Film Production
- Visual & Digital Effectst



NATURE & ENVIRONMENT

- Tourism
- Clean Tech



Tourism Coquitlam

Coquitlam will be a leader in sustainable economic growth through a community-based tourism program. Tourism will enrich the resident and visitor experience in Coquitlam and expand local jobs, local prosperity.

Growing the Visitor Economy



Tourism Marketing Campaigns & Events

West Coast Food

<https://westcoastfood.ca/>

BC Ale Trail

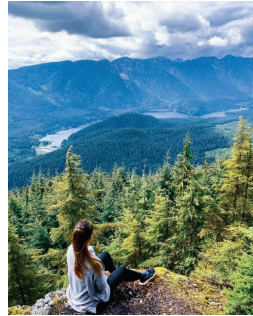
<https://bcaletrail.ca/>

Scenic Route 7 (BC Route 7)

<https://scenic7bc.com/explore/>

Taste of the Tri-Cities

<https://www.trilocal.ca/taste-of-the-tricities>



Community-led Festivals and Events



- 39 Community-led Festivals and Events supported
- Two funding streams available
- Marketing and promotional supports



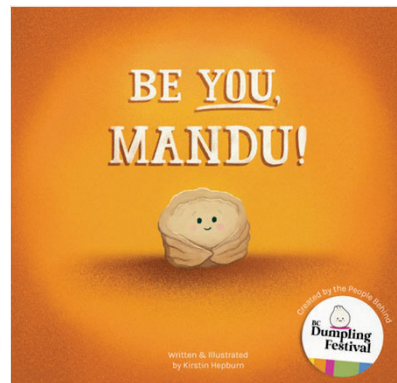
City-led Festivals and Events



- Canada Day in Coquitlam
- Summer Concert Series
- Lights at Lafarge Kick-Off

Looking Ahead

- Event sustainability and growth
- Equity Diversity and Inclusion
- Festivals & Events Strategy (work beginning early 2025)



Questions?

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On Behalf of the Economic Development Division

Thank you