

## ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

DATE: Wednesday, June 28, 2023  
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, March 29, 2023**

*Recommendation:*

That the Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, March 29, 2023 be approved.

### NEW BUSINESS

- 2. Introduction of Business Growth Manager (Introductory Comments by the Acting Manager Economic Development)**  
7:05 – 7:10 p.m. (5 minutes)
- 3. 2024 – 2027 Strategic Plan Renewal: Opportunity for Input (Presentation and Engagement Exercise by the Director Corporate Planning and Project Manager – Corporate Planning)**  
7:10 – 7:30 p.m. (20 minutes)
- 4. Tourism and Visitor Economy Update (Presentation by the Acting Manager Economic Development)**  
7:30 – 8:00 p.m. (30 minutes)
- 5. Business Improvement Areas Update (Presentation by the Acting Manager Economic Development and Business Growth Manager)**  
8:00 – 8:30 p.m. (30 minutes)
- 6. Economic Development Strategy Update (Introductory Comments by the Acting Manager Economic Development)**  
8:30 – 8:50 p.m. (20 minutes)
- 7. Committee Members' Roundtable / Emerging Issues (Standing Agenda Item)**  
8:50 – 9:00 p.m. (10 minutes)



**OTHER BUSINESS**

**NEXT MEETING DATE – Wednesday, September 27, 2023**

**ADJOURNMENT**

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE  
Wednesday, March 29, 2023**

A Regular Meeting of the Economic Development Advisory Committee convened on Wednesday, March 29, 2023 at 7:00 p.m. in the Council Committee Room, City Hall, 3000 Guildford Way, Coquitlam, BC, with the following persons present:

COMMITTEE MEMBERS: Councillor Trish Mandewo, Chair  
Councillor Steve Kim, Vice Chair  
Mohammad Darwish, Citizen Representative  
Emma Friess, Citizen Representative  
JJ Lee, Citizen Representative (arrived at 7:04 p.m.)  
Marion Lochhead, Citizen Representative  
Elizabeth Mayorga, Citizen Representative  
Deryck Persaud, Citizen Representative  
Matthew Sebastiani, Citizen Representative  
Vanessa Wideski, Citizen Representative  
Catherine Williams, Douglas College-Coquitlam Campus  
Kathryn Miller, Tri-Cities Chamber of Commerce

REGRETS: Zorica Andjelic, Citizen Representative  
Rohith Manhas, Citizen Representative  
John Toor, Citizen Representative

STAFF: Andre Isakov, Manager Economic Development  
Eric Kalnins, Tourism & Visitor Economy Manager  
Rachel Cormack, Legislative Services Coordinator  
Caley Amundsen, Committee Clerk

**CALL TO ORDER**

**1. Welcome and Roundtable of Introductions**

The Chair welcomed the new and returning members to the first meeting of 2023.

JJ Lee arrived to the meeting at this time (7:04 p.m.).

The Committee members and staff participated in a roundtable of introductions.

**ADOPTION OF MINUTES****2. Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, September 28, 2022**

The Minutes of the Economic Development Advisory Committee meeting held on Wednesday, September 28, 2022 were approved.

**NEW BUSINESS****3. Committee Orientation**

The Committee Clerk provided the Committee with an orientation of its structure, mandate, and responsibilities by referencing an on-screen presentation and utilizing slides.

**4. Review and Adoption of the 2023 Economic Development Advisory Committee Work Plan**

The draft Work Plan was presented on-screen and the Manager Economic Development provided an overview of the proposed Work Plan items.

The Chair expressed expectations of members' in-person participation, if possible. Additionally, the Chair reminded Committee members of their role to represent the broader community.

Discussion ensued relative to the following:

- Priority scale relating to the City's Business Plan and Council classifying Economic Development as a "B" priority

The Committee endorsed the 2023 Work Plan and a copy is attached hereto, and forms a part of, these minutes.

The Committee recommended:

**COMMITTEE  
RECOMMENDATION**

That Council approve the 2023 Economic Development Advisory Committee Work Plan.

**5. Economic Development Strategy**

The Manager Economic Development utilized an on-screen presentation entitled "Draft Economic Development Strategy – Shared Prosperity, Responsible Future: Investing in People, Place & Partnerships" that covered the following topics:

- How the Economic Development Strategy (hereon "the Strategy") was formulated
- History of economic development in Coquitlam
- The current state of the Strategy

- Key goals, visions, concrete steps and challenges around implementation of the Strategy
- Feedback and survey results from community engagement opportunities for the Strategy
- Departments responsible for implementation of the Strategy
- Enhancing quality of life, job growth and economic prosperity in Coquitlam
- Private sector and its contributions to vital commercial services that citizens depend on
- Metro 2050, the Regional Growth Strategy
- Composition of land inventory within Coquitlam
- Breakdown of census data, demographics and population numbers
- Collaboration with various community groups, businesses and First Nations
- Key business sectors of focus
- COVID-19 pandemic and economic recovery

Discussion ensued relative to the following:

- Whether data exists about the percentage of individuals working from home in Coquitlam
- The opportunity to build more hotels in Coquitlam along with related challenges and barriers for developers
- City leveraging access to nature to attract residents and developers
- Uncertainty around hybrid work model trends, housing affordability and the implications for office space
- Potential utilization of shuttle buses to facilitate access to isolated industrial areas similar to the City of Burnaby
- Mixed-use buildings, redevelopments and their impacts on net employment
- Competition among municipalities for businesses and how Coquitlam could benefit from business hubs/clusters
- Business hubs within Coquitlam and the necessity of attracting an anchor to maintain them
- The desire for the City to work collaboratively with developers and technology companies to create projects that can accommodate their specific needs
- Coquitlam's participation in Project Greenlight
- Removing barriers to help incentivize business expansion and relocation to Coquitlam
- The management, costs and perceptions of Business Improvement Areas (BIAs)
- City Centre Area Plan and its vision
- Current status of entertainment amenities and the possibility of a future entertainment district
- The desire for Coquitlam to become more vibrant for evening social gatherings
- Opportunities for new park and outdoor spaces
- The Federal Government's Budget 2023 and its investments in green technology
- Film industry activities within Coquitlam

**6. Committee Members’ Roundtable / Emerging Issues**

The Chair invited the Committee members to share information and emerging issues from the community. The following topics and concerns were shared:

- The desire for the City to promote Canadian bands rather than bands from the United States at local events for cost-effective reasons
- Accessibility concerns regarding the Hardrock Casino and SilverCity as it relates to transit options for patrons and staff
- The Committee members’ desire to participate in development of a BIA on Coquitlam side of North Road
- Example of Downtown New Westminster BIA as a successfully developed and managed BIA

The Chair thanked the Committee members for their participation and discussion.

**OTHER BUSINESS**

**NEXT MEETING DATE – Wednesday, June 28, 2023**

**ADJOURNMENT**

The meeting adjourned at 8:59 p.m.

**MINUTES CERTIFIED CORRECT:**

\_\_\_\_\_  
Trish Mandewo, Chair

\_\_\_\_\_  
Caley Amundsen, Committee Clerk

## Economic Development Advisory Committee

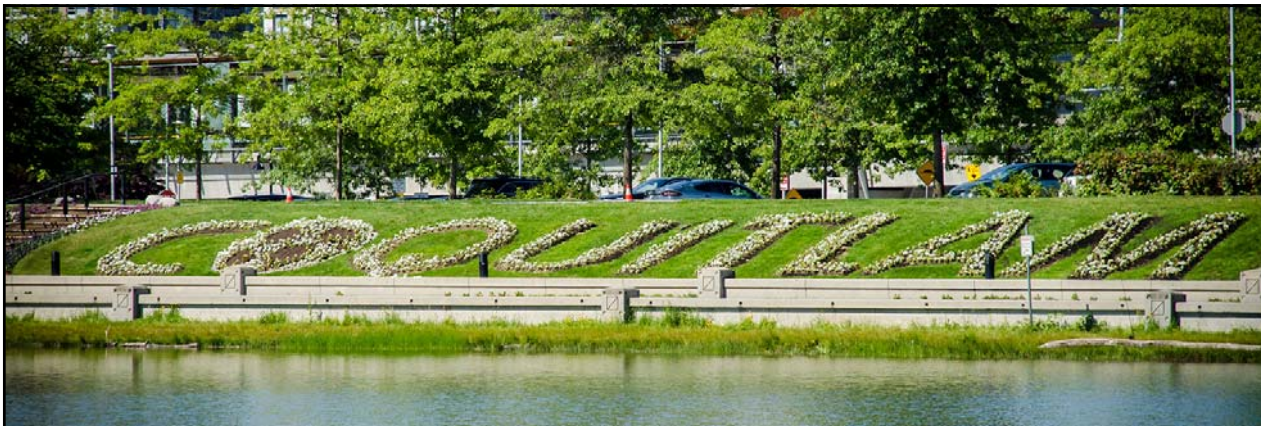
### Economic Development Advisory Committee Mandate

The mandate of the Committee is to advise Council and staff on economic development and investment related issues and opportunities. It is anticipated that advice would be sought for items such as:

- Providing a business perspective on economic development priorities which should be addressed;
- Identifying the pillars of economic development in the City;
- Identifying economic development impediments and opportunities for the City;
- Advising on business attraction and business retention and expansion activities;
- Advising on ways to provide information about business to the general public; and
- Attending to economic development matters which may be referred to the Committee by Council or other standing committees of Council.

### 2023 Work Plan Items

Item	Department / Presenter	Comments (i.e. Initiated by, Council Priority Assignment A, B, C)
Committee Welcome & Orientation	Chair / Clerks	
2023 Committee Review and Feedback	Committee	
2023 Work Plan Approval	Committee / Staff	
Economic Development Strategy	Economic Development Staff	“B”
Tourism & Visitor Economy Update	Economic Development Staff	
Business Improvement Areas Update	Economic Development Staff/ BIA Staff	
Economic Development Competitiveness Study	Economic Development Staff	
Project Greenlight Update	Economic Development/Environment Staff	
Strategic Transportation Plan	EPW Staff	
Streetscape Enhancement Program	EPW Staff	
Emerging Issues (Standing Item)	Committee	
2023 Committee Review and Feedback	Committee	
2024 Work Plan Development	Economic Development/Clerks	



# 2024-2027 Strategic Plan Renewal

[f](#) [t](#) [@](#) [v](#) [in](#) | [coquitlam.ca](http://coquitlam.ca)

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## Purpose

- Review Coquitlam’s planning framework and the purpose of a Strategic Plan
- Share how we’re renewing the plan, and what components are expected to be updated
- Opportunity for input/engagement exercise



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# Coquitlam's Integrated Planning Process



## What is a Strategic Plan?

- Outlines a framework for decision-making and outcomes over a set period of time
- In municipal sector, focus on the core responsibilities of local government
- Contains organization's vision, missions, values, strategic goals and broad statements about how goals will be achieved and measured
- Strategic Plan was last updated for 2020-2023; this is the first opportunity to renew the plan against the 2032 vision





## What is in the Strategic Plan?

### Core Components – Established in 2020

- Vision and Mission Statements
- Five Strategic Goals

### Components to be updated in 2024 & 2028

- Strategic Direction statements
  - How the vision and goals are achieved
- Key Performance Indicators
- Organizational Values

## 2024-2027 Renewal

Over the next few months, we will be conducting an engagement process to update the plan:

- Online engagement using a public open survey
- Pop-up in-person engagement at Canada Day
- Formal sessions with community groups (like this)



## Environmental Scan

Part of updating the Strategic Plan is looking at the macro-environmental factors to identify broad themes.

- Themes identified as part of the City's Annual Business Plan
  - Equity, Diversity and Inclusion; Reconciliation; Balanced Growth and Livability; Resiliency
- Themes identified as part of the Ipsos Survey
  - Post-pandemic realities; Housing Affordability; Transportation
- Other macro-environment themes
  - Economic uncertainty; Public Safety; Environmental Anxiety

## Engagement Activity

### How will your input be used and communicated to Council?

- Responses will be grouped thematically
  - Specific actions that we hear over and over could be included as deliverables
- No unique-identifiers will be used and feedback will be grouped by the type of engagement activity (public survey, pop-up, community group)
- All feedback will be shared with Council in a report in the fall
- Responses will be used by City staff and Council to develop specific deliverables and actionable items, using the Strategic Goals

[Activity Link](#)

# Thank you!

- Please share the open survey link with your networks

[Letstalkcoquitlam.ca/strategicplan](http://Letstalkcoquitlam.ca/strategicplan)



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2024-2027 Strategic Plan Renewal Process

# Thank you!

 | [coquitlam.ca](http://coquitlam.ca)

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# The Visitor Economy and Tourism



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## Agenda

- The Visitor Economy & Tourism
- Tourism Coquitlam
  - Brand & Role
  - Tourism Strategy



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## Tourism



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## The Visitor Economy

- What is the visitor economy?
  - The visitor economy is a **place-centred concept concerned with the whole environment in which visitors, locals and tourists interact**. It focuses on the elements that attract visitors and the infrastructure and services that support their visit.



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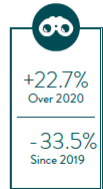
# The Visitor Economy in BC

## TOTAL TOURISM REVENUE



Tourism revenue measures the money received by businesses, individuals, and governments due to tourism.

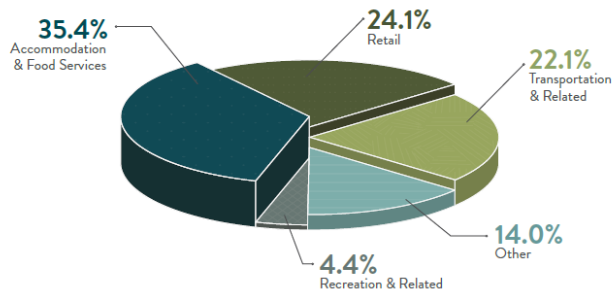
**\$13.5 Billion**  
2021 Annual Revenue



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# The Visitor Economy in BC

## 2021 SHARE OF TOURISM REVENUE BY SERVICE AREA



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# The Visitor Economy in BC

## TOURISM BUSINESSES

**16,652**



tourism-related businesses were in operation in BC in 2021, a -3.8% decrease over 2020.

*Number of tourism-related businesses in operation at a single point in time in 2021 (December 2021)*

## TOURISM EMPLOYMENT

**84,489**



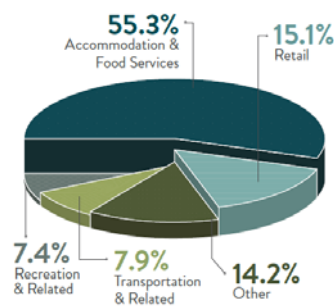
people were employed in tourism-related businesses, a +24.8% increase over 2020.

*Number of jobs that tourism spending supports*

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# The Visitor Economy in BC

SHARE OF TOURISM EMPLOYMENT BY SERVICE AREA



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# The Visitor Economy in BC

GDP BY PRIMARY RESOURCE INDUSTRY

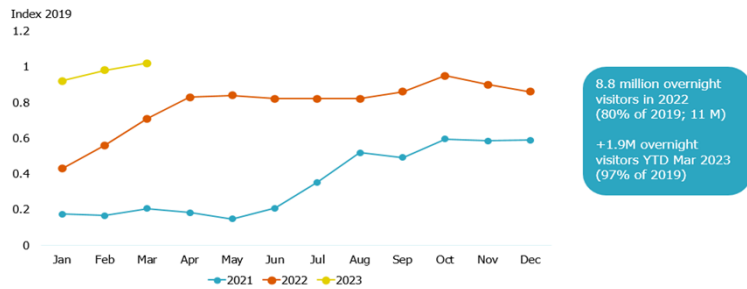


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# Metro Vancouver Hotel Occupancy

Destination Performance: Rebuild of Overnight Visitors, Index (2019)  
 Building off 2022 rebuild, strong start to 2023

VAN  
COU  
VER



Source: Destination Vancouver.

Metro and Downtown Vancouver occupancy reached 80% and 75% of pre-COVID levels with occupancy rates in the summer of 72% and 67% in Metro and Downtown Vancouver respectively.

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# Visitor Economy – the path forward

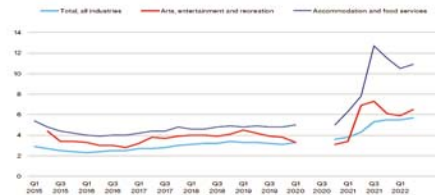


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# Labour

**Job vacancies remain elevated across the Canadian economy.**

- Accommodation and food services faring worst of all.



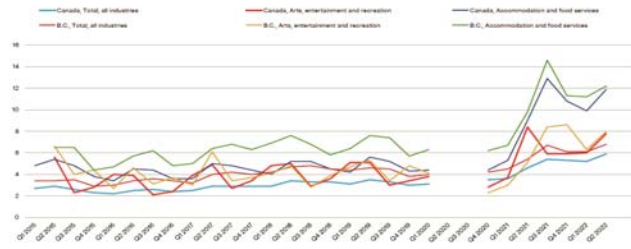
Source: Statistics Canada

The Conference Board of Canada

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# Labour

## Vacancies in B.C. are higher in most industries



Source: Statistics Canada

The Conference Board of Canada

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A2 KE1

# The Coquitlam Visitor Economy



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# The Coquitlam Visitor Economy – Product Development

## Pinecone Burke Provincial Park

- This is a transformational opportunity for Coquitlam to re-imagine the City as a world-class tourism destination;
- Recognizing the undeniable community economic development and tourism potential of the park asset;
- Imperative that we work with the Province in a more integrated way as the PBPP Management Planning process progresses.



Conceptual layout of a hiking trail between Coquitlam and Squamish by Paul Kubik – BC Mountaineering Club

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# The Coquitlam Visitor Economy – Product Development

## Marcon Hotel and Conference Centre

- 152 room hotel in City Centre
- 10,000 sq. ft. conference centre
- Mixed use with residential, retail, public art, office space

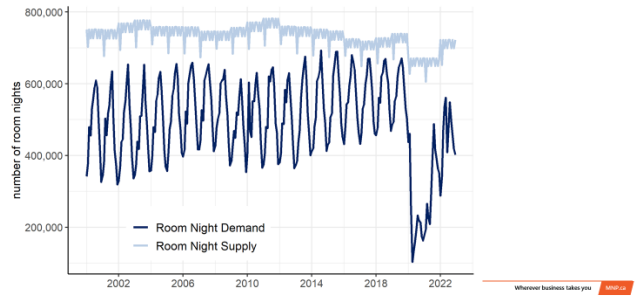


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# Hotel Inventory – Metro Vancouver

MNP

Figure 1: Monthly hotel room night supply and demand in Metro Vancouver from 2000 to 2022



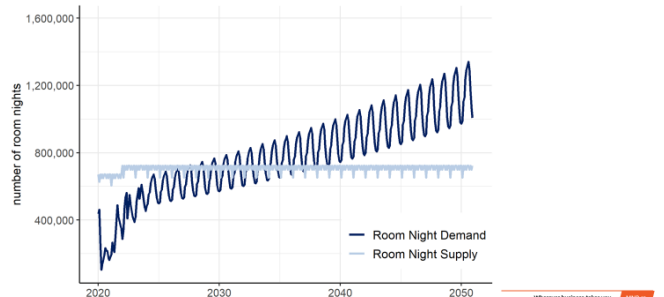
Whatever business takes you MNP.ca 2

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# Hotel Inventory – Metro Vancouver

MNP

Figure 2: Monthly hotel room night supply and demand in Metro Vancouver from 2020 to 2050



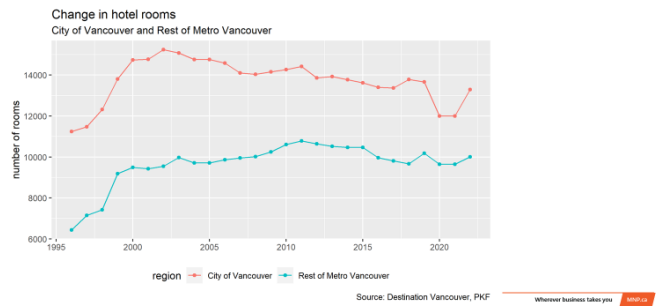
Whatever business takes you MNP.ca 3

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## Hotel Inventory – Metro Vancouver

MNP

Figure 7c: Percentage change in hotel rooms, 1996 to 2022



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## The Coquitlam Visitor Economy – Product Development

### Existing Event Support:

- Festival du Bois
- ScotFest BC & World Music Festival
- Sport Tourism

### New Event Attraction:

- Caribbean Days Festival (2022)
- BC Dumpling Festival (2022)
- HollyDaze in the Heights (2022)
- Coquitlam Craft Beer Festival (2023)



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# Public Art and Placemaking - Product



Modernize Visitor Offerings



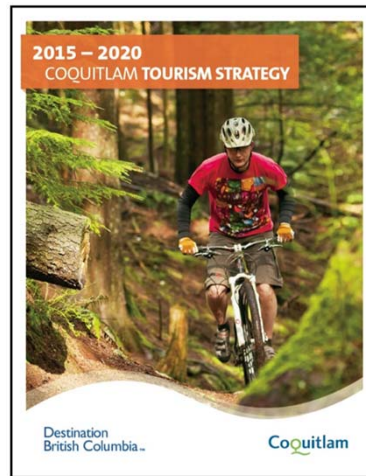
Showcase Cultural Vibrancy



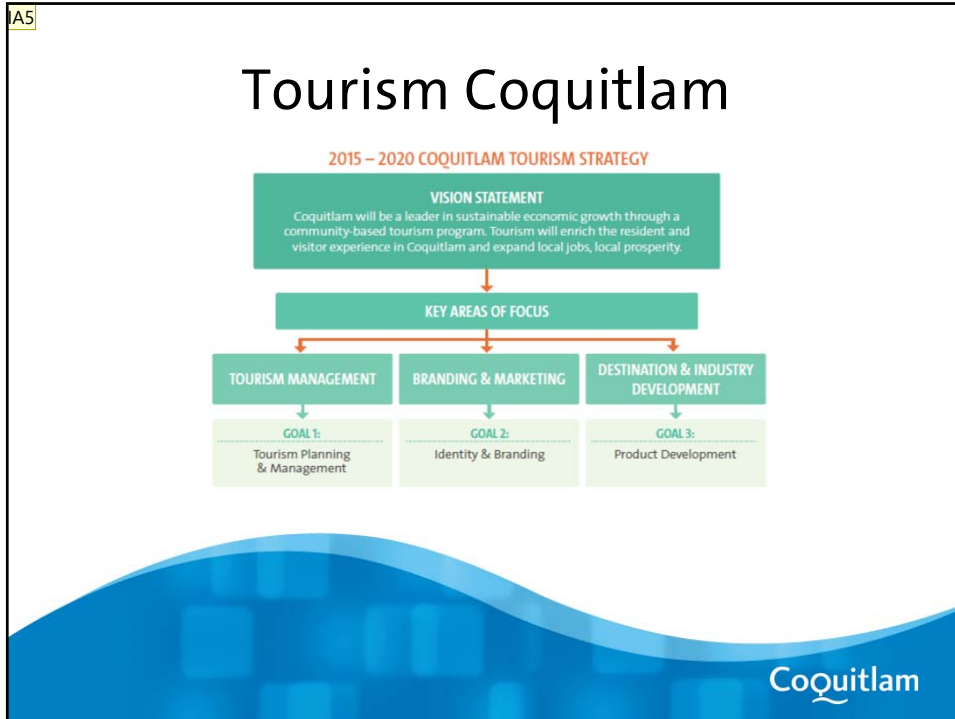
Build Community Capacity + Partnerships

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# Coquitlam Tourism Strategy



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**IA4**

# Tourism Coquitlam - Brand

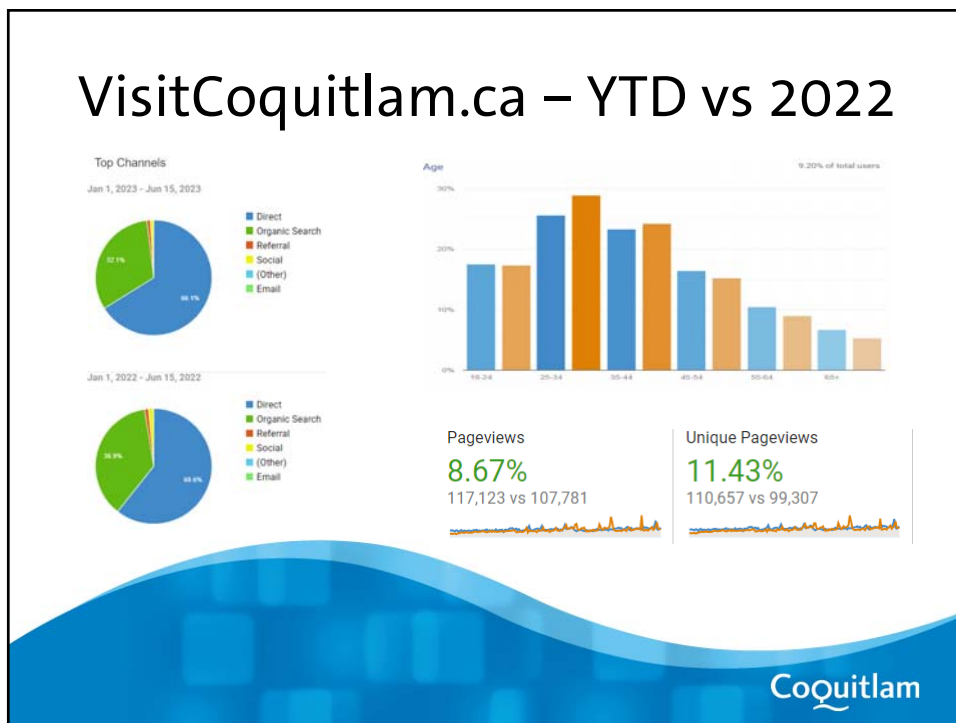
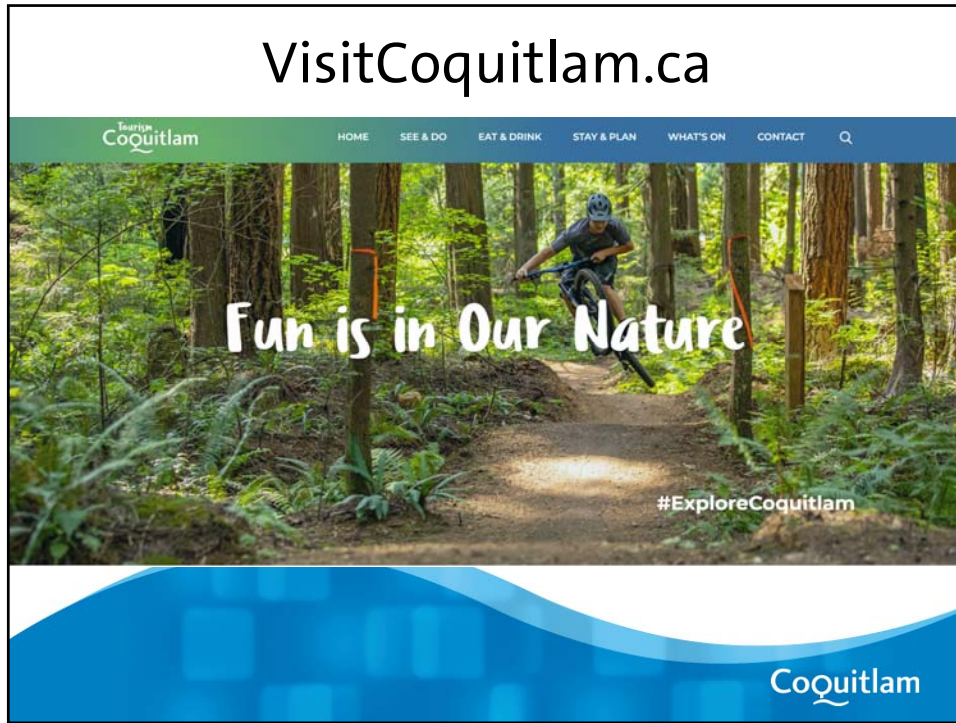
**Identity & Branding**

“Undertake a research based identity and branding process that defines the image and positioning for Coquitlam as a destination”

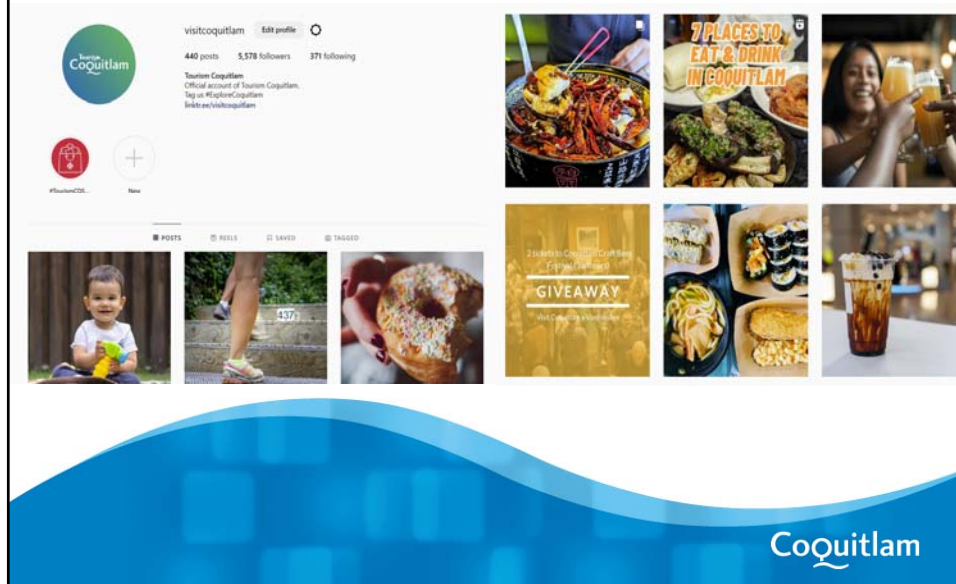
- Brand Development
- Website Development
- Marketing and Communications

Fun is in Our Nature





# @VisitCoquitlam



# @VisitCoquitlam.ca

Metrics	Jan 1 - June 20, 2023	Jan 1 - June 20, 2022	Change
Followers	5.6K	4.8K	735
Profile Reach	16.2K	12.2K	4K
Profile Impressions	26.3K	20.4K	5.9K
Post Impressions	13.3K	11.8K	1.5K
Post Engagements	462	323	139
Post Engagement Rate	3.65%	3.24%	0.4%

# Partnerships

- **Destination BC**
  - Scenic Route 7
  - WestCoastFoods.ca
  - BC Ale Trail
- **Tri Cities Chamber of Commerce**
  - Taste of the Tri Cities
  - Shop Local
- **Coquitlam Heritage**
  - Visitor Booth
  - Walking Tours
- **Austin Heights BIA**
  - Public Art
  - Marketing
  - Events

WESTCOAST FOOD



SCENIC ROUTE 7

THE BC ALE TRAIL

ARRIVE THIRSTY, LEAVE INSPIRED.



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# Campaigns - West Coast Food & Dine the Line

The screenshot shows a website layout with three article thumbnails on the left and a large map on the right. The articles are titled 'Break Bread with Coquitlam Heritage at Mackin House', 'April Foodie Events in Metro Vancouver', and 'Teen Coffee Connoisseur Arvin Shares His Brew Secrets'. The map is titled 'DINE THE LINE - Eastern Side and Southeast Side' and shows various dining spots marked with icons and color-coded by neighborhood.

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# Campaigns – BC Ale Trail, North of the Fraser Tasting Passport




### Social Media Campaign Summary

**Organic Posts (Facebook and Instagram)**

Impressions	204,885
Reach	148,512
Engagement	2,597

**Paid Social Media Campaigns**

Reach	80,002
Impressions	14,4193
Link Clicks	1,583
CPC	0.58
Page engagement	32,604
CPE	0.03



# Campaigns – Joyce Lam @vanfoodies

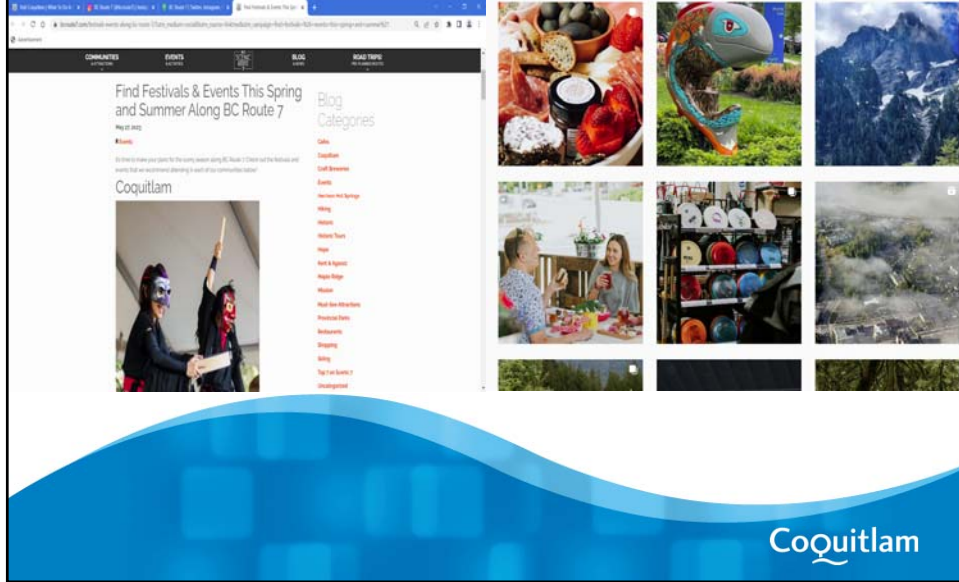
Campaign Highlights - Reel



Campaign Highlights – Carousel Post




# Campaigns – BC Rte 7



The screenshot shows a website with a navigation bar at the top containing 'COMUNITES', 'EVENTS', 'BLOG', and 'ROAD TRIPS'. The main content area features a headline 'Find Festivals & Events This Spring and Summer Along BC Route 7' with a sub-headline 'Coquitlam'. To the right is a 'Blog Categories' sidebar with a list of categories including 'Cafe', 'Dessert', 'Gift Basket', 'Bakery', 'Ice cream & Soft Ice', 'Wine', 'Meat & Seafood', 'Produce & Dairy', 'Beverages', 'Baking', 'Wine', and 'Top 100 Best'. The main content area includes a photo of two people in costumes and a grid of nine smaller images showing various food items and scenic views.

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# Campaigns – Taste of the Tri Cities



The collage features several promotional elements for the 'Taste of the Tri-Cities' event. On the left is a vertical banner with the dates 'Feb 17 - Mar 12', the event title 'Taste of the Tri-Cities', and the text 'Feast on delicious food, savour tasty beverages and enjoy exclusive specials right here in the Tri-Cities. Supporting local has never been so delicious! Learn more at: triloal.ca'. Below the banner are logos for 'trilocal.ca', 'news', 'MOODY', 'PARK', and 'Coquitlam'. On the right are four social media-style graphics: 'TASTE OF THE TRI-CITIES February 17 - March 12', 'Thank You' with a 'Share' button, 'Last Call 03.12.2023', 'GIVEAWAY Follow + Like + Tag for your chance to win \$500 in gift cards to participating TOTT businesses!', 'Highlight \$25 2 Course Meal', and another 'Highlight' graphic. At the bottom right, there is a small photo credit: 'Photo by Tri Local on March 02, 2023'.

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## Metrics & KPI's

- STEAM – Sport Tourism Economic Assessment Model
  - Play On Canada \$3.3M ; U19 World Field Lacrosse \$6.2M
- Web Analytics
  - Monitor google analytics
- Social Media Analytics
  - Monitor social media channels
- Campaign Analytics
  - Post campaign review
- Business Engagement
  - Businesses engaged in campaigns



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## Next Steps

- Defining the role of Visitor Economy in the Economic Development Strategy
- Synergies between the Visitor Economy, Creative Industries & Business Growth
- Update of the Tourism Strategy based on the changing Visitor Economy landscape
- Examine the role of Tourism Coquitlam (Tourism Marketing and Tourism Management) within the Municipal Model
- Product Development and Tourism Planning and Management

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Questions?

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Thank you

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