

## 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



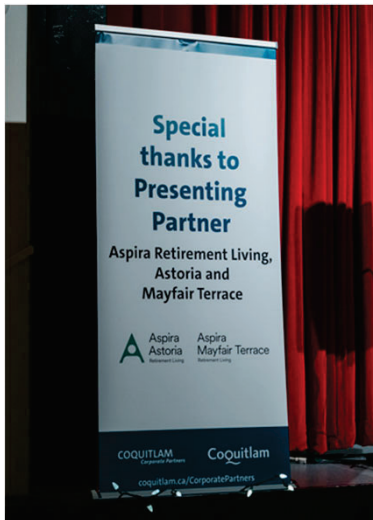
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# Coquitlam Corporate Partners Program



# 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



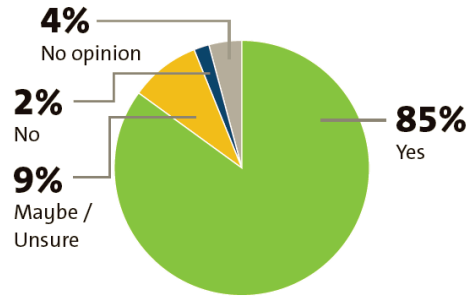


# Coquitlam Corporate Partners Program 2024 Highlights

## 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

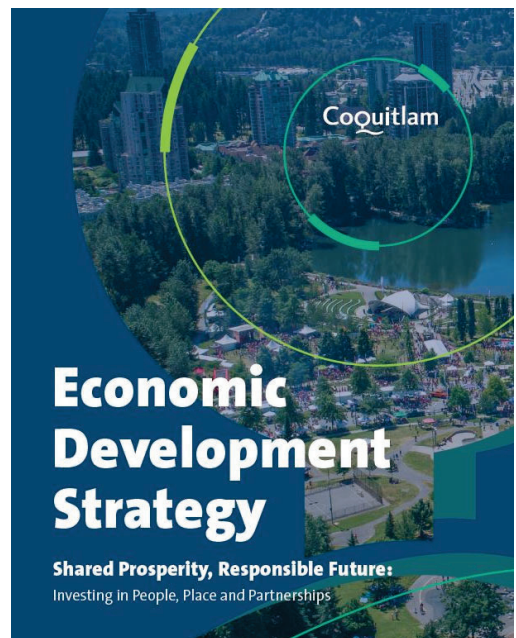


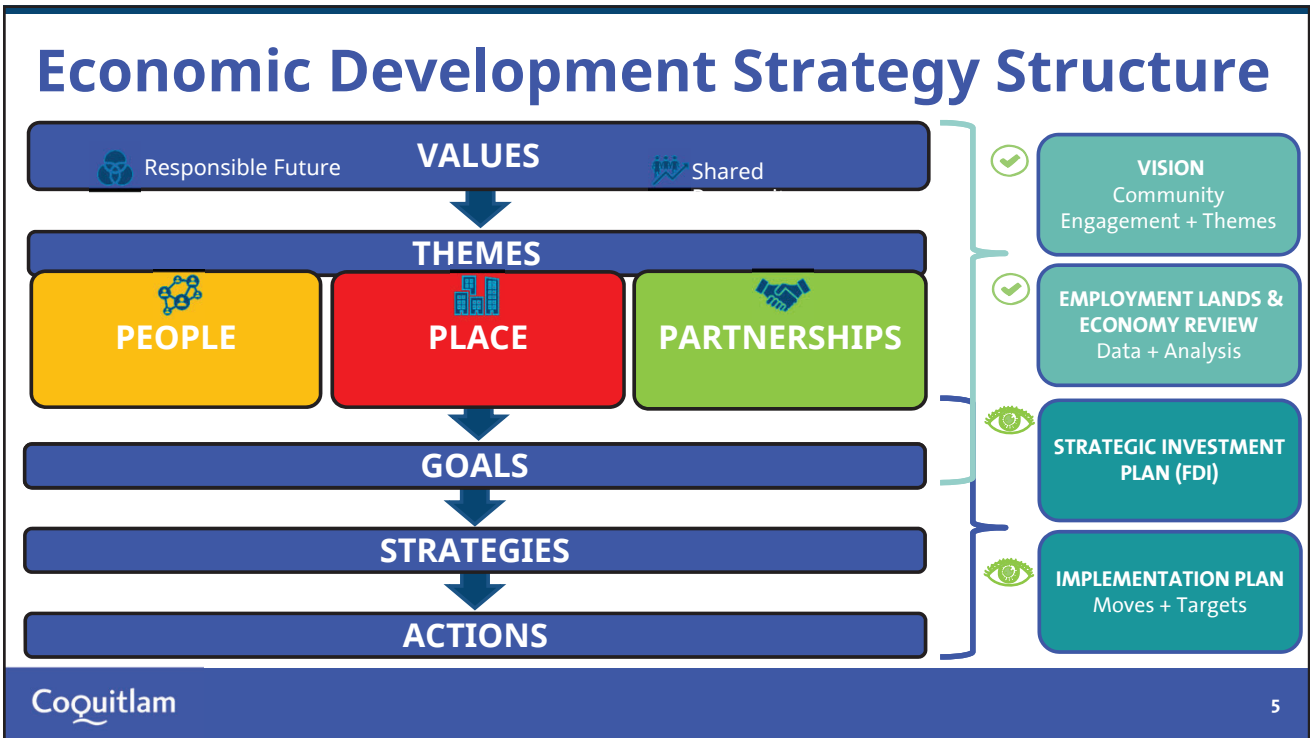
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# Where We Started

**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**

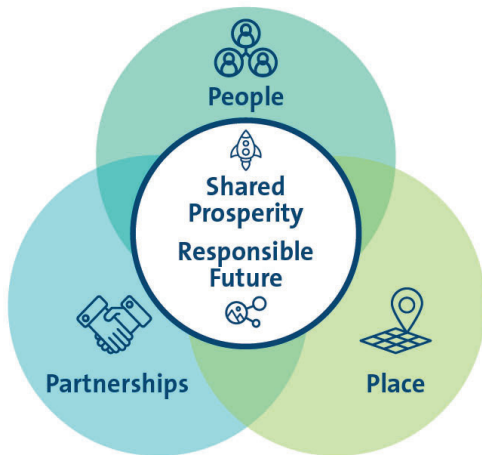
- Film Production
- Visual & Digital Effectst



**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

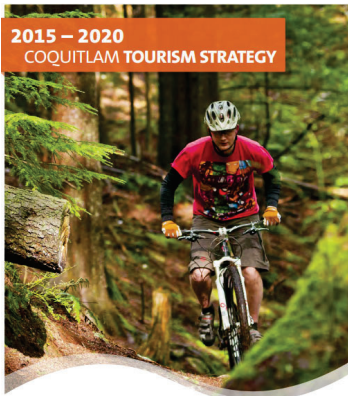


## Top 5 Strategic Priorities 2023 - 2028

- 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

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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

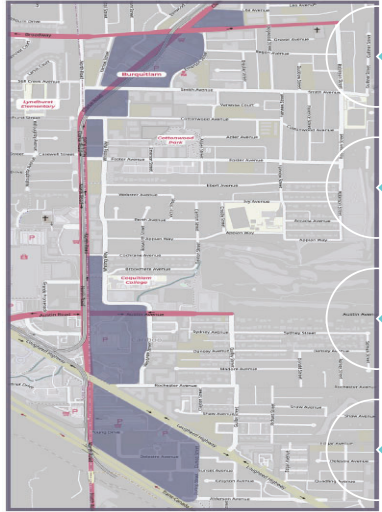


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# Establishing New BIAs

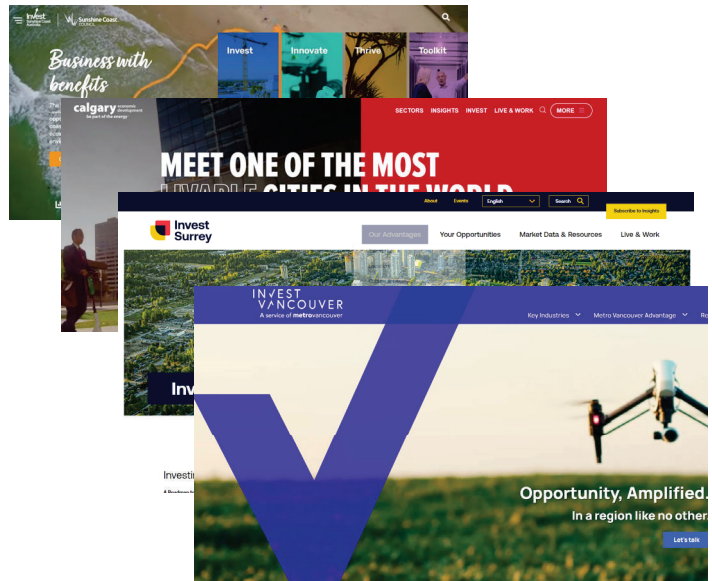
- Beautification Projects
- Conserving Heritage Properties
- Graffiti Removal
- Safety Initiatives
- Encouraging business



- 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



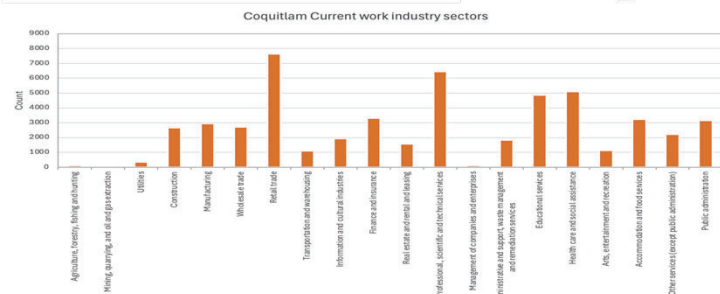
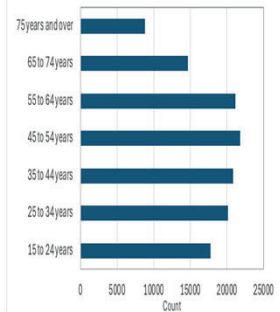
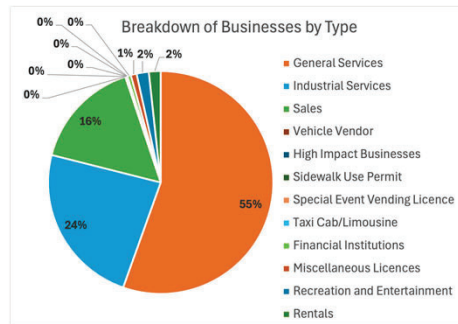
# Business Enterprise Zone

- 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



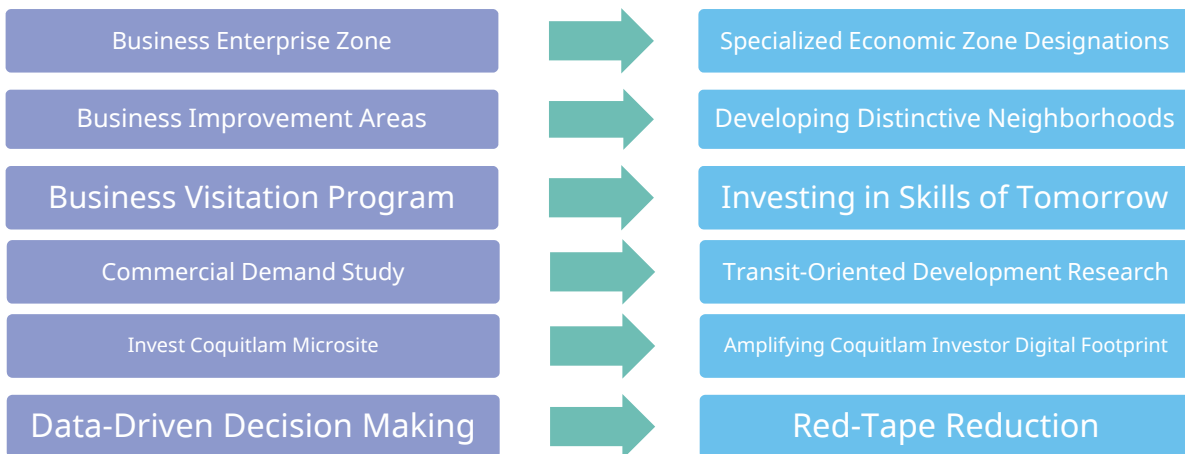
# Economic Dashboard

- 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

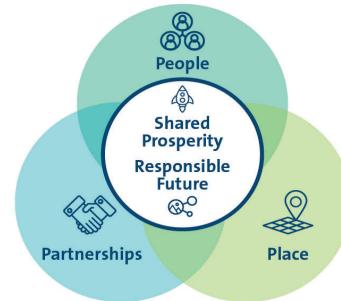
## Coquitlam Film Strategy

3 Key Areas of Focus:

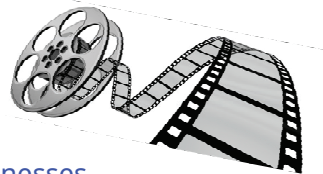
- Program Management & Improvements
- Retention & Expansion
- Marketing & Attraction

## 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.*

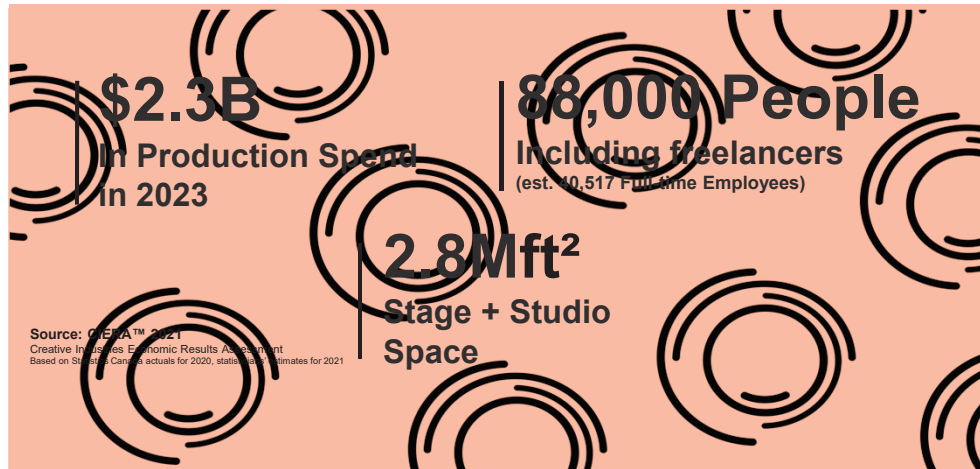


*The Last of Us*

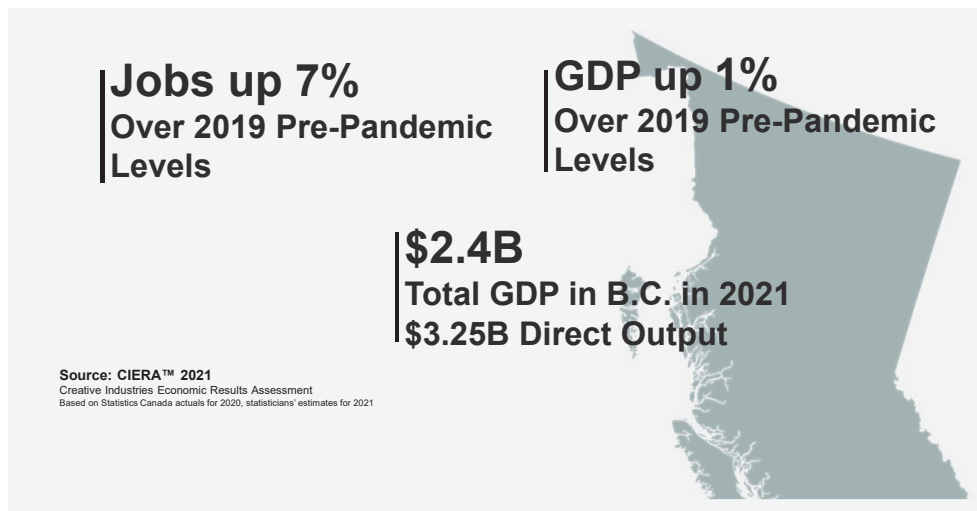


*Diary of a Wimpy Kid: Dog Days*

## 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

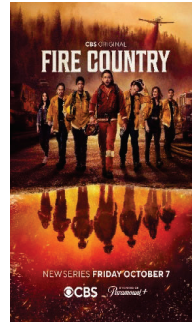
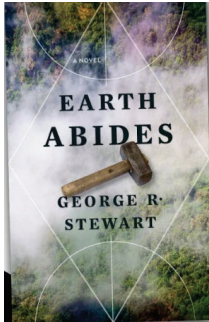
- Coquitlam continues to be a popular destination for film, television and commercial production
- The pandemic and current labour interruptions notably effected permits issued
- Long-term outlook remains positive
- 2023 film revenues negatively impacted by strike action



## Coquitlam's Film Statistics 2018-2024

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

## Filmed in Coquitlam



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

- Hulu/FX **SHÖGUN** – 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



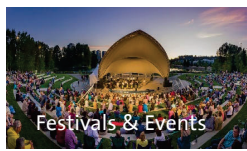
### CREATIVE & CULTURAL

- 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

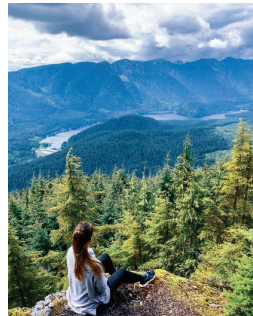
<https://bcaletrail.ca/>

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



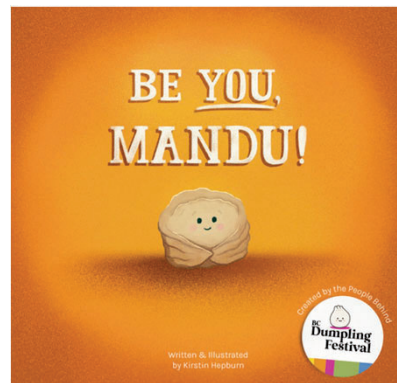
# City-led Festivals and Events



- 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?

## **Eric Kalnins**

Senior Manager, Economic Development

[ekalnins@coquitlam.ca](mailto:ekalnins@coquitlam.ca)

## **Edward Tain**

Manager, Business Growth

[etain@coquitlam.ca](mailto:etain@coquitlam.ca)

## **Heidi Hughes**

Manager, Tourism and Visitor Economy

[hhughes@coquitlam.ca](mailto:hhughes@coquitlam.ca)



On Behalf of the Economic Development Division

# Thank you

# Challenges

Ongoing adjustments are the results of market influences including:

- The 2023 strike impacts of both the Writers Guild of America and the Screen Actors Guild - American Federation of Television and Radio Artists (SAG-AFTRA).
- A global reduction in the count and volume of projects being undertaken by foreign studios due to the end of Peak TV, corporate restructuring, and what is being termed as a general industry "reset" that combines a variety of trends and changes in the production of entertainment content.



# Reconciliation

səmiqʷəʔelə (Suh-MEE-kwuh-EL-uh)/Riverview

One of the most popular film locations in BC



Province is creating internships with a focus on providing industry training, initially targeted to kʷikʷəłəm members.

Senior order of governments are currently in negotiations regarding kʷikʷəłəm's land claim to səmiqʷəʔelə / Riverview lands; outcome will impact any future redevelopment process.