

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

DATE: Wednesday, April 24, 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, February 28, 2024**

Recommendation:

That the Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, February 28, 2024 be approved.

NEW BUSINESS

- 2. Introduction of Tourism and Visitor Economy Manager (Introductory Comments by the Manager Economic Development)**
7:05 – 7:10 p.m. (5 minutes)
- 3. Invest Vancouver (Presentation by Jacquie Griffiths, President, Invest Vancouver)**
7:10 – 7:40 p.m. (30 minutes)
- 4. Environmental Sustainability Implementation and Climate Action Plan Update (Presentation by the Sustainability Programs Specialist)**
7:40 – 8:10 p.m. (30 minutes)
- 5. Economic Development Microsite (Presentation by the Manager Economic Development and Business Growth Manager)**
8:10 – 8:40 p.m. (30 minutes)
- 6. Committee Members' Roundtable / Emerging Issues (Standing Agenda Item)**
8:40 – 9:00 p.m. (20 minutes)

OTHER BUSINESS

NEXT MEETING DATE - Wednesday, July 24, 2024

ADJOURNMENT

WJH

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
Wednesday, February 28, 2024**

A Regular Meeting of the Economic Development Advisory Committee convened on Wednesday, February 28, 2024 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 Steve Kim, Chair
Mohammad Darwish, Citizen Representative
Emma Friess, Citizen Representative (arrived at 7:03 p.m.)
JJ Lee, Citizen Representative (arrived at 7:02 p.m.)
Marion Lochhead, Citizen Representative (arrived at 7:01 p.m.)
Rohith Manhas, Citizen Representative (arrived at 7:23 p.m.)
Elizabeth Mayorga, Citizen Representative
Deryck Persaud, Citizen Representative
Matthew Sebastiani, Citizen Representative
John Toor, Citizen Representative
Vanessa Wideski, Citizen Representative
Catherine Williams, Douglas College-Coquitlam Campus

REGRETS: Councillor Trish Mandewo, Vice Chair
Zorica Andjelic, Citizen Representative
Kathryn Millar, Tri-Cities Chamber of Commerce

STAFF: Eric Kalnins, Manager Economic Development
Edward Tain, Business Growth Manager
Caley Amundsen, Committee Clerk

CALL TO ORDER

The Chair welcomed Committee members to the first meeting of 2024 and provided an Indigenous territorial acknowledgment.

Marion Lochhead arrived to the meeting at this time (7:01 p.m.).

ADOPTION OF MINUTES**1. Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, November 29, 2023**

The Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, November 29, 2023 were approved.

JJ Lee arrived to the meeting at this time (7:02 p.m.).

Emma Friess arrived to the meeting at this time (7:03 p.m.).

NEW BUSINESS**2. Committee Welcome**

The Committee Clerk provided introductory comments relative to the 2024 Economic Development Advisory Committee (EDAC) Meeting Schedule, Committee member attendance expectations, conflict of interest and evacuation procedures.

3. Review and Adoption of the 2024 Economic Development Advisory Committee Work Plan

The draft 2024 Work Plan was presented on-screen and the Manager Economic Development and Business Growth Manager provided introductory comments that covered the following topics:

- Overview of 2024 Work Plan, including drafting process, Coquitlam Business Plan priority classifications, community partnerships, staff desire for Committee feedback and impact of recent Provincial housing legislation, Bills 44, 46 and 47, on Work Plan items

Rohith Manhas arrived to the meeting at this time (7:23 p.m.).

The Chair noted the importance of feedback and participation and encouraged Committee members to provide feedback to staff outside regular meetings in addition to the Committee Members' Roundtable.

Discussion ensued relative to the following:

- Corporate partnerships, including exploring corporate collaborations and sponsorships, balancing financial support for facilities with the optics of naming rights, ensuring alignment between corporate values and City values and offering public engagement for corporate sponsors

- Whether corporate partnerships/sponsorships and naming rights can alleviate budget constraints for City amenities and services and counteract increasing expenses
- The importance of inclusive recreation and identifying obstacles that impede resident participation in recreational programs such as program availability and costs

The Committee endorsed the 2024 Work Plan and a copy is attached hereto, and forms a part of, these minutes.

The Committee recommended:

COMMITTEE RECOMMENDATION

That Council approve the 2024 Economic Development Advisory Committee Work Plan.

4. Introduction of Tourism and Visitor Economy Manager

The Manager Economic Development provided a brief introduction of the Tourism and Visitor Economy Manager in her absence.

There were no comments from the Committee.

5. Metro Vancouver Economic Development and Industrial Lands Update

The Manager Economic Development and Business Growth Manager provided a presentation entitled “Economic Development Advisory Committee 2024” that covered the following topics:

- Overview and update of City strategies, including the Tourism Strategy, Festivals and Events Strategy, Corporate Partnerships Program, Economic Development Strategy and future Committee engagement opportunities for the Strategic Transportation Plan, Climate Action Plan and Waste Reduction Initiatives
- Overview of Metro Vancouver’s Invest Vancouver service, including organizational structure, mandate, purpose, strategic industries, research initiatives, community partnerships, events and synergy with other Metro Vancouver initiatives
- Overview of Metro Vancouver’s Regional Lands Strategy – Bring to Market Initiative, including purpose, timeline, industrial land challenges and desire for community feedback

Discussion ensued relative to the following:

- The importance of reducing zoning barriers and creating multilevel industrial buildings and local distribution centres to maximize limited industrial space

- Identifying factors contributing to the ongoing industrial land shortage in Metro Vancouver and Coquitlam's initiatives to address this scarcity
- Industrial lands legislation and the importance of exploring updating City zoning to incentivize industrial development that will address community needs
- Consideration of the potential and obstacles associated with the City's exploration of commercial zoning revisions to enable mixed-use developments while emphasizing the necessity of preserving public spaces within such developments
- Impact of corporate tax rate on small businesses and the importance of the City mitigating corporate tax burden for small businesses
- The importance of learning from other jurisdictions regarding economic development policies and planning

The Chair expressed appreciation for Committee feedback and free-flow discussion.

6. Committee Members' Roundtable / Emerging Issues

The Chair invited Committee members to share information and emerging issues from the community.

The following topics and concerns were shared:

- Potential for the City to collaborate with local churches to use donated lands for commercial activities and housing
- Matthew Sebastiani's involvement as a representative for the Coquitlam North Road Business Improvement Association (BIA)
- Background and challenges of former EDAC Technology Sub-Committee and the possibility of establishing a new sub-committee
- Staff desire for Committee support regarding marketing content that celebrates local business, non-profit and community group success
- The significance of fostering economic centres within mixed-use developments and highlighting the Committee's advocacy for such hubs
- Desire for targeted City initiatives and events to attract economic investment alongside municipal efforts to support the growth of home-based enterprises
- The importance of minimizing bureaucracy and desire for streamlining of business naming and licensing process
- Potential for the City to promote kwikwəłəm stories and businesses
- Exploring the prospects and hurdles of establishing a forthcoming entertainment district and nurturing a vibrant night economy in Coquitlam

The Manager Economic Development thanked Committee members for their participation and discussion.

OTHER BUSINESS

NEXT MEETING DATE – Wednesday, April 24, 2024

ADJOURNMENT

The meeting adjourned at 9:02 p.m.

MINUTES CERTIFIED CORRECT:

Steve Kim, Chair

Caley Amundsen, Committee Clerk

Economic Development Advisory Committee

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.

WORK PLAN ITEMS	DEPARTMENT AND/OR PRESENTER	COMMENTS (i.e. Initiated by, Council Priority Assignment A, B, C)
Committee Welcome	Chair/Staff	Chair/Staff
2023 Committee Review and Feedback	Committee/Staff	Committee
Review and Approve 2024 Work Plan	Committee/Staff	Staff
Economic Development Strategy Update	ED Staff	ED Staff
Economic Development Competitiveness Study	ED Staff	Business Plan "B" Priority
Festivals and Events Strategy	ED Staff	Business Plan "B" Priority
Corporate Partners and Sponsorship Program Review	ED Staff	Business Plan "C" Priority
Initiate the Development of an Investment Promotion Strategy	ED Staff	ED Staff
Launch Coquitlam's Business Visitation Program	ED Staff	ED Staff
Strategic Transportation Plan (May/June)	EPW Staff	Business Plan "A" Priority
Climate Action Plan – Engagement Outcomes and Project Updates	EPW Staff	Business Plan "A" Priority
Waste Reduction Initiatives and Single Use Item Reduction (Optional)	EPW Staff	EPW Staff

Economic Development Advisory Committee

Collaborate Regionally and Advocate Locally for Investment Attraction Including Hotel(s)	ED Staff	ED Staff
Committee Members' Roundtable and Emerging Issues (Standing Item)	Committee	Committee
Tourism and Visitor Economy Update	ED Staff	ED Staff
2024 Year-End Review / Identify Potential Items for the Draft 2025 Work Plan	Staff/Committee	Staff



City of Coquitlam

Climate Action Plan

Phase 3 Project Update & Engagement Highlights

f t @ y |

Coquitlam

Environmental Sustainability Plan



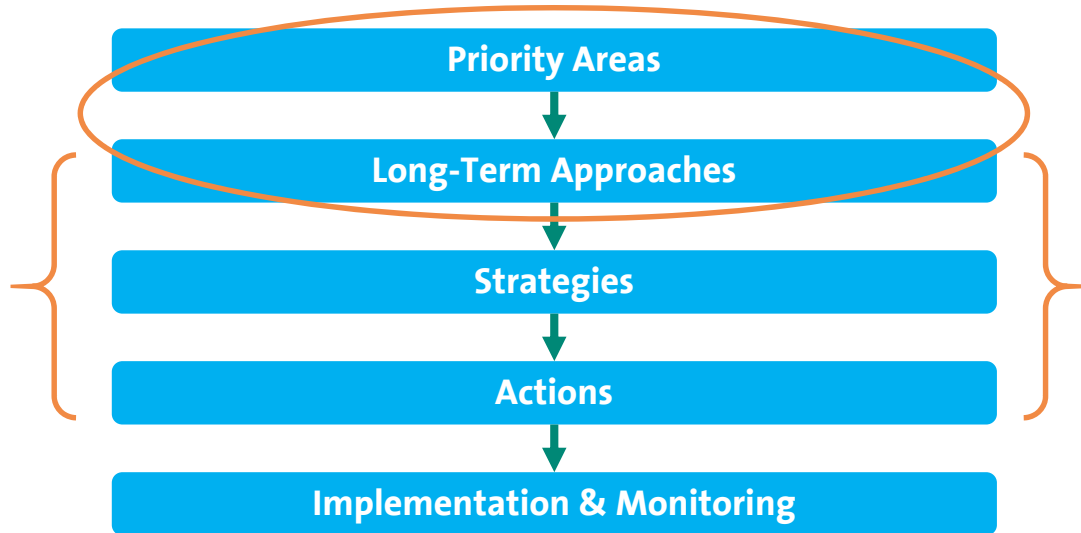
2030 GHG Target

↓ 45%
of 2007 levels

2050 GHG Target

CO₂ Carbon Neutral

Proposed Climate Action Plan Structure



Proposed Priority Areas



Trips are increasingly taken by transit and along networks of safe and accessible sidewalks, micromobility paths and separated lanes.



Food waste is minimized and local food system initiatives are supported.



New buildings are built using low-carbon materials and processes.



Natural assets and ecosystems are protected, restored and enhanced.



The community is engaged and participating in climate action alongside our ongoing commitment to reconciliation and collaboration with local First Nations.

Engagement Highlights



Engagement Highlights

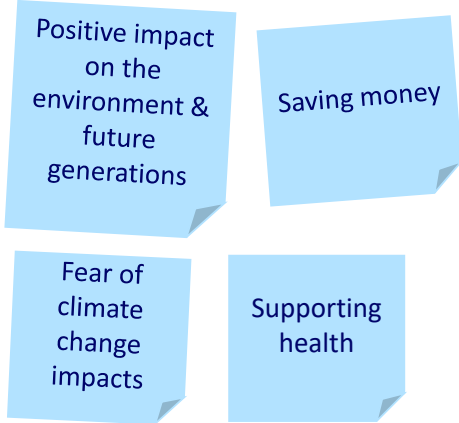
- **435** survey responses
- **2** online information sessions
- **7** pop-up events
- **2** public event presentations
- Meetings with key groups
 - **5** Community Groups
 - **4** Council Advisory Committees
 - **3** Youth-focused events
 - **1** Urban Development Institute

1,100+ people directly engaged in Fall 2023!

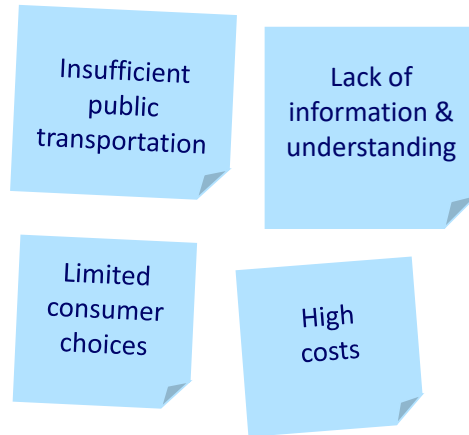


Key Takeaways

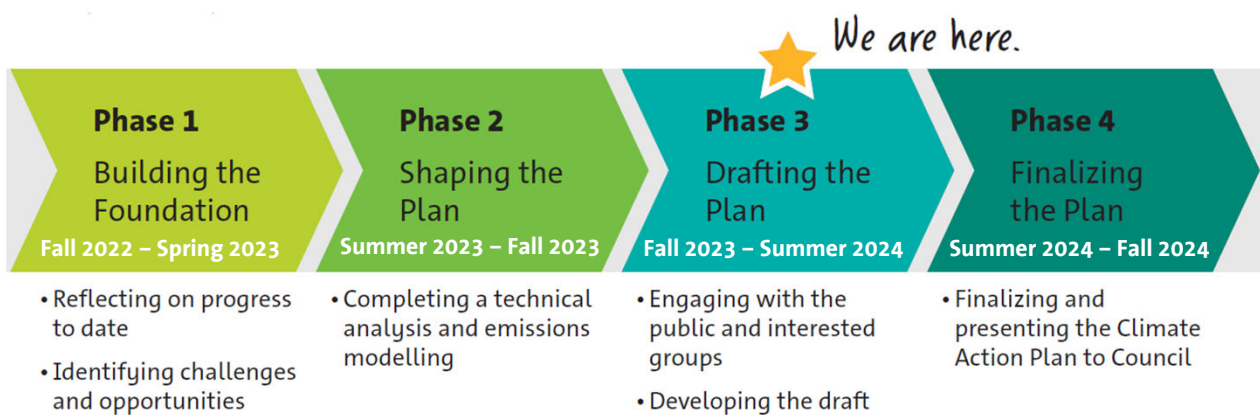
Motivators for climate action



Barriers for climate action



Project Timeline



Next Steps

- Refine long-term approaches and strategies;
- Work with kwikwə́łəm First Nation;
- Draft actions informed by community engagement with input from;
- Develop action details with costing and funding options;
- Complete GHG pathway modelling; and
- Draft the Climate Action Plan.



Discussion





INVEST VANCOUVER

A service of **metro**vancouver

Coquitlam Economic Development Advisory Committee

Presented by: Jacquie Griffiths, President, Invest Vancouver
April 24, 2024

66317620

1

INVEST VANCOUVER

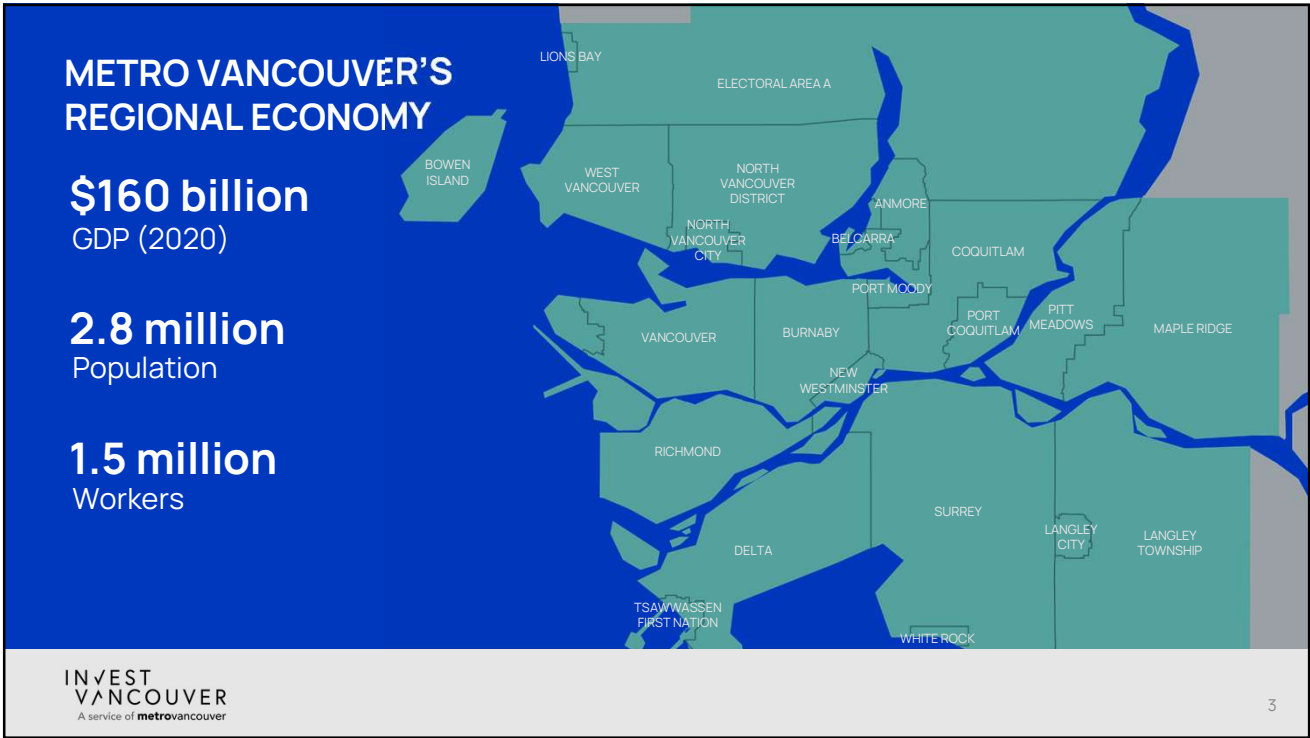
A service of **metro**vancouver

Who We Are

Invest Vancouver is Metro Vancouver's regional economic development service, working to secure strategic investment for the Metro Vancouver region.

What We Do

By working to secure strategic investment, promote the region to a global audience, and advise decision-makers through forward-thinking economic research and policy analysis, Invest Vancouver is amplifying opportunity and advancing shared prosperity.



Coquitlam in the Regional Context

5.6% of the regional population ¹
6th largest member jurisdiction by population

4.7% of regional employment ¹
About two-thirds of people who live in Coquitlam work in a different community

Responsible Future and Shared Prosperity
Core values of the City of Coquitlam Economic Development Strategy

Source: ¹2021 Canadian Census

Coquitlam in the Regional Context

Coquitlam Economic Development Strategy
Key Sectors of Focus

Advanced Manufacturing
Advanced construction, Food & Nutrition

Creative and Cultural
Film Production, VFX

Nature & Environment
Tourism & Clean Tech

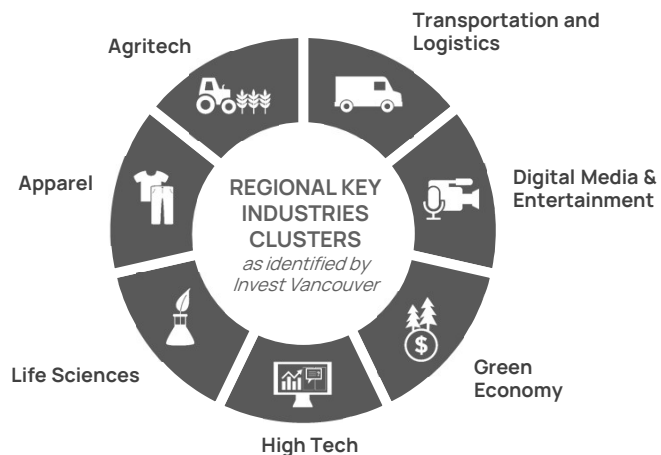
Coquitlam in the Regional Context

Coquitlam Economic Development Strategy
Key Sectors of Focus

Advanced Manufacturing
Advanced construction, Food & Nutrition

Creative and Cultural
Film Production, VFX

Nature & Environment
Tourism & Clean Tech



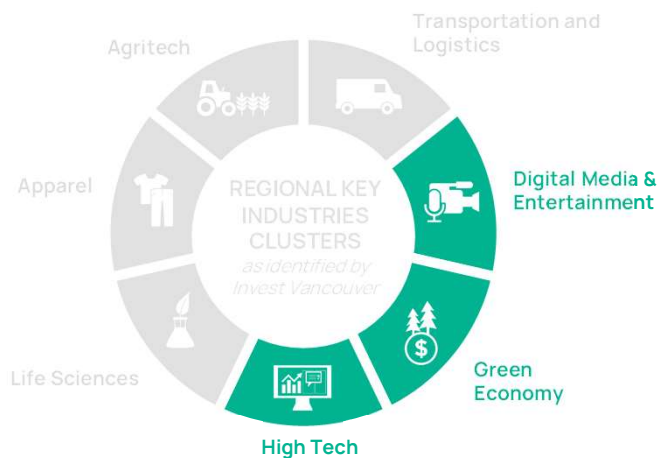
Coquitlam in the Regional Context

Coquitlam Economic Development Strategy
Key Sectors of Focus

Advanced Manufacturing
Advanced construction, Food & Nutrition

Creative and Cultural
Film Production, VFX

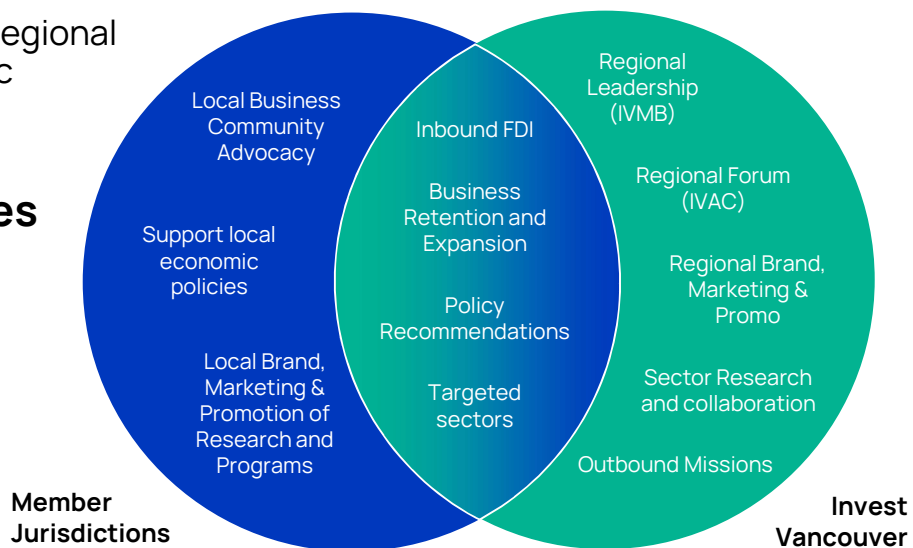
Nature & Environment
Tourism & Clean Tech



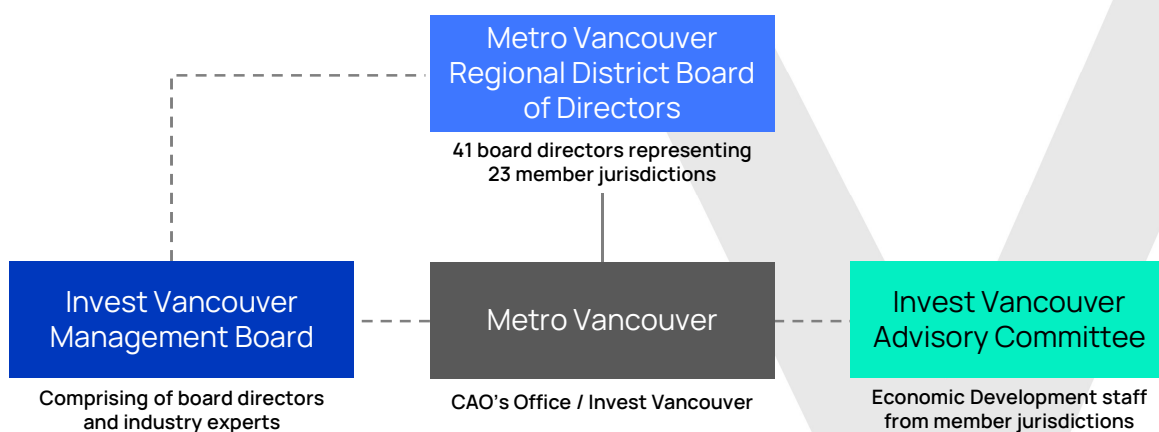
Excellent alignment between Coquitlam and Invest Vancouver priority sectors

Metro Vancouver Regional and Local Economic Development:

Roles and Responsibilities



Economic development leaders from across the region are a part of a unified approach to enhance regional prosperity.



2024 Priorities

- 1 Attract world-class companies to the Metro Vancouver region
- 2 Strengthen our key strategic industries
- 3 Address regional issues to increase resilience for the regional economy
- 4 Provide a focused, sustainable regional service



11

2023 Highlights By the Numbers

- 7 investments landed, worth more than \$1.23 bn in FDI and more than 750 jobs
- 120 new investment leads handled
- 15 events promoting business development and investment attended outside of BC
- 2 in-depth studies on regional economy and targeted sectors
- 4 sector-specific investor value proposition documents
- 14 international delegations hosted
- 100% increase in followers on LinkedIn, achieving 2,000+ followers
- 2 new promotional videos



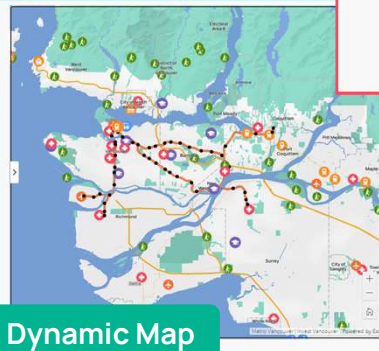
INVEST VANCOUVER
A service of metrovancover

12

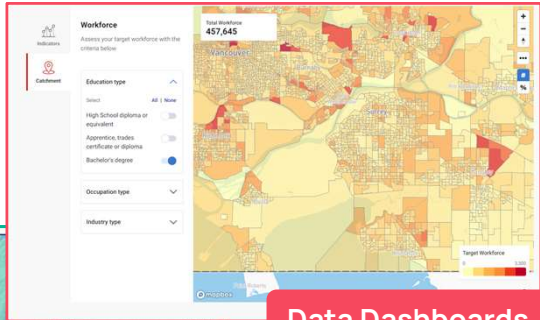
Promoting the Region



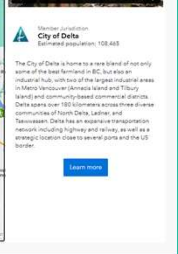
International events & inbound delegations



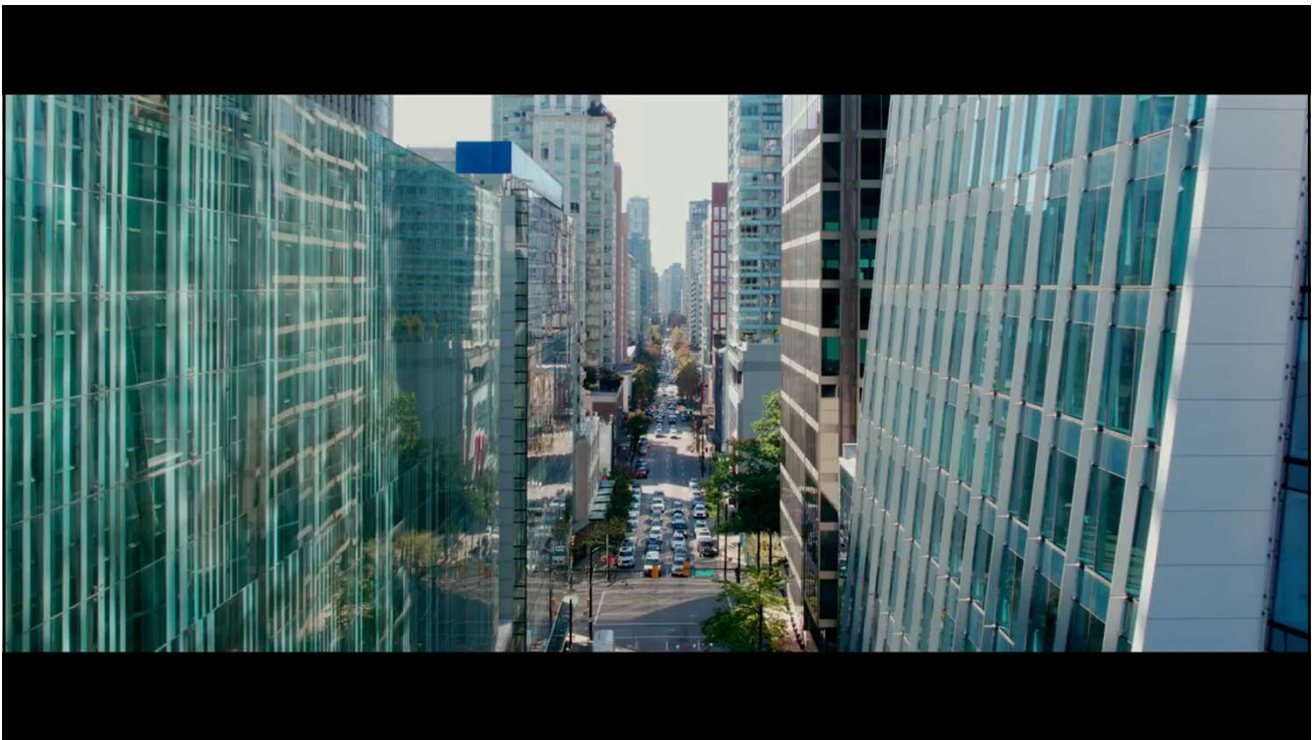
Dynamic Map



Data Dashboards



Next slide: Promotional video





INVEST VANCOUVER

A service of **metro**vancouver



Economic Development Advisory Committee 2024

Coquitlam

Presentation Objectives

- 1. CanExport Grant Funding**
- 2. Project Timeline**
- 3. Case Studies**
- 4. Key Takeaways and Support**

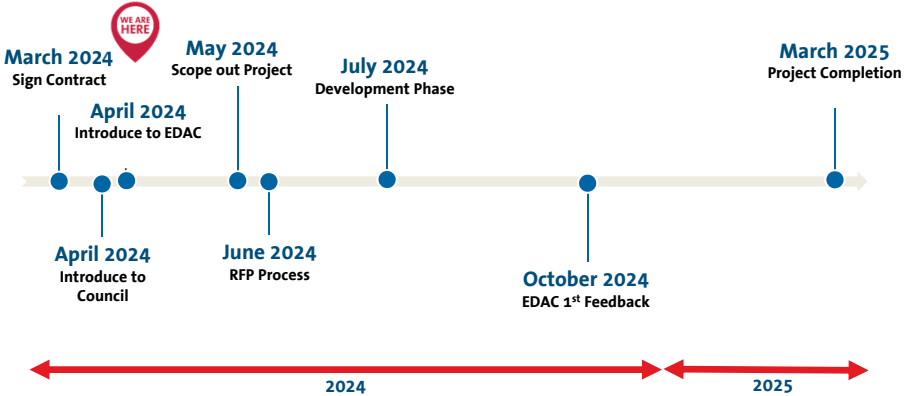
Coquitlam

CanExport Grant Funding

- \$43,000 in matching funds (total of \$86,000) to deliver Foreign Direct Investment (FDI) Microsite and updated Promotional Marketing Materials
- April 8, 2024: Council approved matching fund of \$43,000 from Economic Reserve Funds for project
- Project Completion Date: March 31, 2025




Project Timeline



The timeline is a horizontal line with a yellow-to-white gradient, marked with blue dots for key events. A red double-headed arrow below the line spans from March 2024 to March 2025, with '2024' and '2025' labeled under the respective halves. A red pin icon with 'WE ARE HERE' is placed above the timeline at the start of the 2024 period.

Date	Event
March 2024	Sign Contract
April 2024	Introduce to EDAC
April 2024	Introduce to Council
May 2024	Scope out Project
June 2024	RFP Process
July 2024	Development Phase
October 2024	EDAC 1 st Feedback
March 2025	Project Completion



Case Study: Invest Vancouver

INVEST VANCOUVER
A Division of Metro Vancouver

Key Industries Metro Vancouver Advantage Resources About Us

Opportunity, Amplified.
In a region like no other.

Local Consumers: 812,385

Individual income: \$30,000 - \$70,000
Individual age
Household income
Household type

Welcome to Metro Vancouver | Invest Vancouver 2024

Tyler Westover and 48 others 2 comments · 14 reposts

Like Comment Repost Send

Coquitlam

Case Study: Invest Surrey

Invest Surrey

City Advantage Your Opportunities Market Data & Resources Live & Work

Invest, Innovate, & Thrive in Surrey

Investing in Our Future

RAPID BUS
CONNECTIVITY
RapidBus connects Surrey City Centre with adjacent areas across Surrey and beyond to help us meet our growing population. It's a new connection that will help us thrive.

Local Highlights:
Westcoast International Airport
Abbotsford International Airport
Bellevue International Airport
SeaLink
Hwy 104
Health Sciences Centre
Coquitlam
Westcoast Centre
Port of Vancouver
Fraser International Airport

Innovation

Surrey's Rapidly Growing Green Building Materials and Efficiency Subsector - Part 2
August 24, 2023

Surrey's Rapidly Growing Green Building Materials and Efficiency Subsector - Part 1
An investment in green building materials and efficiency is essential to help us meet our growing population. It's a new connection that will help us thrive.
August 9, 2023

Business Ecosystem

Surrey Consumers Crave Flavor, Flocking to Entertainment and Dining, Eager to Shop Local.

Surrey's Resilient Supply Chain and Abundant Talent Pool Signal a Resurgent Canadian Economy

Downtown Surrey Connected to the Future
131 views · 2 months ago

Surrey Brewery Opportunity - Market Insights & Intelligence Webinar
83 views · 1 year ago

Coquitlam

Case Study: Calgary Economic Development

MEET ONE OF THE MOST LIVABLE CITIES IN THE WORLD

Great work and great life. Calgary is the place to have both. This city is a hub for business, with a steady commitment to innovation and a vibrant playground. There's always more to grow and big dreams have possibility.

Source: *McGraw Hill Intelligence Q4 2022*

Highlights

- TOTAL INVESTMENT PROJECTS: 845
- TOTAL CAPITAL INVESTMENT: 36.01 (in CAD)
- TOTAL JOB CREATION: 51,022

Investment Type

TYPE	PROJECTS	INVESTMENT (in CAD)
Development	463	31.05%
Operational	202	42.64%

Technology Level

TYPE	PROJECTS	INVESTMENT (in CAD)
High Tech	441	32.15%
Medium	233	27.87%
Low Tech	671	30.24%

Coquitlam

Case Study: Sunshine Coast - Australia

Business with benefits

The Sunshine Coast offers investors an exceptional mix of quality infrastructure, exceptional services, green, sustainable development, a thriving, innovative economy and an excellent lifestyle environment.

INVESTMENT AND GROWTH TOOLKIT

- Business establishment**
 - Investment support
 - Start-up business
 - Start-up business on the Sunshine Coast
 - Financial and business
 - Sunshine Coast Investor Guide
 - Help to do so on the Sunshine Coast
 - Healthcare in Australia
 - Multicultural welcome hub
- Incentives and funding**
 - Investment support
 - Coastal Financial incentives
 - Start-ups
 - Understanding government support programs in Australia
 - Queensland Government
 - Australian Government
 - Finding Tech in Australia
- Business support**
 - Business and financial services
 - Regional success
 - Development strategy
 - Doing business with council
 - Industry Capability Networks
 - High Value Industries
 - Discover opportunities
 - Innovation Ecosystem
- Development support**
 - Development opportunities
 - Planning and property information
 - Development
 - Market, data and research
 - Economy of development
 - ANZUSAN Report
 - Open Research Property
 - Statistics and maps
 - Subsistence and maps
 - Connecting utilities
 - Water and waste operations
 - Energy connection
 - Teleconnection
- Health**
 - Local healthcare
 - Queensland health
 - Healthcare in Australia
 - Medicare
 - Private health insurance
 - Aged Care
 - Invest in health
- Who's here**
 - Investment stories
 - Local Business Champions
- Education**
 - Queensland Government school catchment areas
 - University of the Sunshine Coast
 - Study Sunshine Coast
- Enterprise and investment areas**
 - Commercial and residential precincts
 - Industrial land
 - Sunshine Coast Commercial Property Guide

Want to know more?

Coquitlam

Key Takeaways and Support

- Investors outside Canada will not be able to point to Coquitlam on a map
 - Microsite should educate the investor on the Canadian business environment,
 - Highlight the regional assets and business climate while
 - Spotlighting Coquitlam's unique value proposition
- Share Investment Attraction websites that comes across "business-friendly" and "invest-ready"
- Share tools, dashboards, visuals that a business would find helpful when considering setting up a business

Coquitlam

Questions?

Eric Kalnins

Manager, Economic
Development

ekalnins@coquitlam.ca

Edward Tain

Business Growth Manager

etain@Coquitlam.ca

Coquitlam