

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

DATE: Wednesday, July 23, 2025

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

PLACE: Council Committee Room, Coquitlam City Hall

CALL TO ORDER AND TERRITORIAL ACKNOWLEDGEMENT

ADOPTION OF MINUTES

1. Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, May 21, 2025

Recommendation:

That the Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, May 21, 2025 be approved.

NEW BUSINESS

2. Shape Properties on Retail Strategy for Amazing Brentwood (Presentation by Maria Holley Senior Vice President, Retail SHAPE Properties)

7:05 – 7:40 p.m. (35 minutes)

3. Coquitlam North Road Business Improvement Association Update (Presentation by Matthew Sebastiani)

7:40 – 7:55 p.m. (15 minutes)

4. Filming in Coquitlam (Presentation by Senior Manager Economic Development)

7:55 – 8:15 p.m. (20 minutes)

5. Festivals and Events Summer Update (Presentation by Senior Manager Economic Development)

8:15 – 8:25 p.m. (10 minutes)

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

8:25 – 8:45 p.m. (20 minutes)

OTHER BUSINESS

NEXT MEETING DATE – Wednesday, October 22, 2025

ADJOURNMENT

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
Wednesday, May 21, 2025**

A Regular Meeting of the Economic Development Advisory Committee convened on Wednesday, May 21, 2025 at 7:01 p.m. in the Council Committee Room, City Hall, 3000 Guildford Way, Coquitlam, BC, with the following persons present:

**Indicates Virtual Attendance*

COMMITTEE MEMBERS: Councillor Robert Mazzarolo, Chair
Councillor Teri Towner, Vice Chair
Laurel Alexander, Citizen Representative
Mohammad Darwish, Citizen Representative
Yasmin Jalali, Citizen Representative
Marion Lochhead, Citizen Representative
Amanda Maharaj, Citizen Representative
Jennifer Mckinnon, Tri-Cities Chamber of Commerce
Nicole Paul, Citizen Representative
Deryck Persaud, Citizen Representative
Araz Rismani, Citizen Representative
Catherine Williams, Douglas College Coquitlam Campus

ABSENT: Mohammad Darwish, Citizen Representative
Haley Hodgson, Citizen Representative
Matthew Sebastiani, Citizen Representative
Jacqueline Wan, Citizen Representative

GUESTS: Tom Richards, CEO, SetSail (re Item 2)*

STAFF: Eric Kalnins, Senior Manager Economic Development
Heidi Hughes, Manager Tourism and Visitor Economy
Edward Tain, Manager Business Growth
Bryan Leung, Committee Clerk

CALL TO ORDER

The Chair called the meeting to order at 7:01 p.m. and provided an Indigenous territorial acknowledgement.

ADOPTION OF MINUTES**1. Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, February 26, 2025**

The Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, February 26, 2025 were approved.

NEW BUSINESS**2. Economic Development Microsite Update**

The Senior Manager Economic Development and Manager Business Growth gave a presentation entitled “Economic Development Advisory Committee” and referred to slides contained in the agenda package.

Tom Richards, CEO SetSail Marketing, gave a presentation entitled “Invest Coquitlam” and referred to slides contained in the amended agenda package.

Discussion ensued relative to the opportunity to add website content that is specific to attracting international investment by highlighting the City’s diversity and skilled workforce.

Tom Richards, CEO SetSail Marketing, left the meeting at this time and did not return. (7:24 p.m.)

3. Business Enterprise Zone Discussion

The Senior Manager Economic Development and Manager Business Growth gave a presentation entitled “Business Enterprise Zone Review” and referred to slides contained in the agenda package.

Discussion ensued relative to the following:

- Challenges with integrating residential units in industrial zoned spaces.
- Opportunity to explore increased industrial density via stacked warehousing.
- Staff continue to explore viability of stacked industrial for employment generating uses.

4. Festivals and Events Update

The Manager Tourism and Visitor Economy gave a presentation entitled “The Role of Festivals and Events” and referred to slides contained in the agenda package.

Discussion ensued relative to the following:

- Opportunity to include live camera feeds to the City’s festival website to help inform visitors about events in real-time.
- Whether the City leads the marketing for Evergreen Cultural Centre.
- Opportunity to create an early New Year’s Eve countdown at Lafarge Lake to provide a unique event for families in Metro Vancouver, similar to Vancouver Fraser Port Authority’s past event, and consideration of an exemption for the Noise Regulation Bylaw to allow late-evening New Year’s Eve events at Lafarge Lake.
- Opportunity to further promote that the Lights at Lafarge extends into February to potentially attract more visitors to the City.
- Opportunity to market the event on social media through a series of videos documenting the set-up of the lights (time lapse).
- Opportunity to set-up an information board at Lights at Lafarge that would provide a space for information to be shared about nearby activities and restaurants.
- Funding sources for City-led events (sponsorship).
- Opportunity for enhanced marketing for Lights at Lafarge, including partnering with content creators to reach a wider audience and having sponsored warming stations with advertising opportunities.
- Opportunity to understand the economic impact of festivals on local businesses before and after events and how to get people into the downtown business core before or after events.

5. Committee Members’ Roundtable / Emerging Issues (Standing Agenda Item)

Discussion ensued relative to the following:

- Opportunity for the City to incentivize a greater diversity of ground floor level businesses in new developments.
- Opportunity to curate the types of businesses that will occupy commercial space in the upcoming Burke Mountain Village project.
- Opportunity to promote Burke Mountain as a mountain biking and/or nature hub to drive local tourism to the area and economic activity.
- Opportunity to partner with the Province of British Columbia to further develop Pinecone Burke Provincial Park as a tourism destination and provide washroom facilities and other infrastructure.
- Opportunity to create “light corridors” that create road pathways into Lights at

Lafarge, similar to Burnaby’s Hastings Street.

OTHER BUSINESS

NEXT MEETING DATE - Wednesday, July 23, 2025

ADJOURNMENT

The meeting adjourned at 9:00 p.m.

MINUTES CERTIFIED CORRECT:

Councillor Robert Mazzarolo, Chair

Bryan Leung, Committee Clerk



City of Coquitlam ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

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Coquitlam

Agenda

1. Shape Properties Retail Strategy
2. Coquitlam North Road BIA
3. Filming in Coquitlam
4. Festivals and Events Update



Coquitlam

Marcon's Tricity Central



Coquitlam

Experiential Retail Development



Maria Holly
Senior Vice President,
Retail
SHAPE Properties

Coquitlam



Coquitlam North Road Business Improvement Association (CNRBIA)

Presentation to EDAC
July 23, 2025

Mission and Vision



MISSION: TRANSFORMING NORTH ROAD INTO A VIBRANT, MULTICULTURAL COMMERCIAL HUB BY ATTRACTING VISITORS, SUPPORTING LOCAL BUSINESSES, AND ENHANCING COMMUNITY LIFE THROUGH INITIATIVES THAT PROMOTE BEAUTIFICATION, SAFETY, AND ECONOMIC GROWTH.



VISION: TO CREATE A VIBRANT, SAFE, INCLUSIVE, AND PROSPEROUS COMMUNITY ALONG NORTH ROAD.

Goals

1. Support Local Businesses

2. Beautification

3. Safety

4. Economic Support



Use of Funds (January – June 2025)

Category	Budget	Spent	Remaining
Consultation Fees	\$5,000	\$0	\$5,000
Promotion and Outreach	\$9,200	\$4,530	\$4,670
Totals	\$14,200	\$4,530	\$9,670

- Tranche 1 Seed Funding in 4Q24: \$14,200.
- Received \$5,000 installment.
- 1. Consultation Fees to Develop Strategic Plan (\$5,000)
 - We developed a business plan that was Board led, with volunteer review which we will repurpose for other strategic initiatives.
- 2. BIA Promotion and Outreach (\$9,200)
 - Promotion: Landing page, brochures, etc.
 - Outreach: Canvassing, 2 formal info sessions.

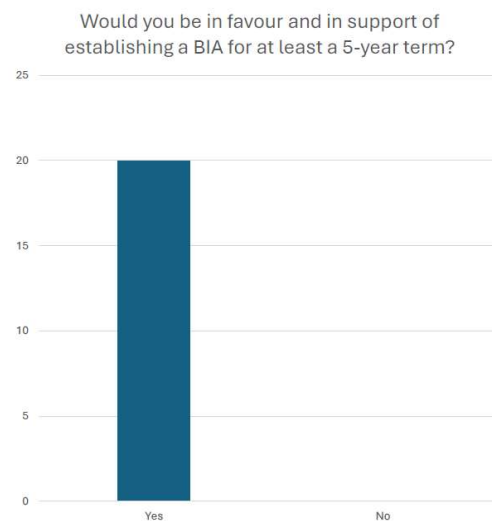
Canvassing & Outreach

- 80%
Of all businesses contacted in the area (in green boxes).
- 7
Property Support Letters to date: Anthem, Bosa, Choice Reit, Marcon, Morguard, Oh Pharmacy, Olga Karan.
- 5
Engagement Sessions: 3 door canvassing shifts and 2 info sessions



Overall Feedback

- Strong Community Support: 100% of property owners and businesses we have directly communicated with have been in favour of establishing a BIA for a 5-year term.
- A survey on our website and distributed during our info session showed that all respondents supported establishing a BIA
- Our Survey shows no clear preference for priorities among beautification, business support/events, marketing and safety for the CNRBIA area.
 - We will continue to collect responses to determine best priorities.
 - Other comments: Work with city to address traffic (4), partnerships with police (2), collaborate with BNRBIA (2).



Use of Funds Going Forward

- 1. Consultation Fees to Develop Strategic Plan.
 - We have created tailored bylaws for the CNRBIA, and may seek advice to formalize them as we prepare for a formal launch.
- 2. BIA Promotion and Outreach.
 - Promotion: Maintain landing page, print more brochures.
 - Outreach: Complete canvassing, keep businesses and property owners engaged (long runway to June 2026).



Next Steps – Formalizing the CNRBIA

- Next steps:
 - Continue to engage with business and property owners in the area.
 - Continue to increase survey responses.
 - Support the City in preparing the report to formalize the BIA in the Fall.
- The CNRBIA Board is committed to:
 - Transparent communication with stakeholders
 - Continued collaboration with the City and business community
 - Driving economic development and enhancing the vibrancy of North Road

High Level First Year Plan

Year 1: Foundation and Initial Implementation

Q3 2026:

- Hire staff, including a part-time Executive Director.
- Plan marketing campaigns, beautification projects, and safety initiatives.

Q4 2026:

- Begin beautification projects (landscaping, public art, street furniture).
- Start safety improvements (lighting, surveillance).
- Launch marketing and communication efforts.
- Plan community events.

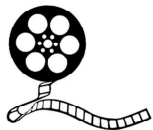
Year 2: Program Expansion and Development

Q1 2027:

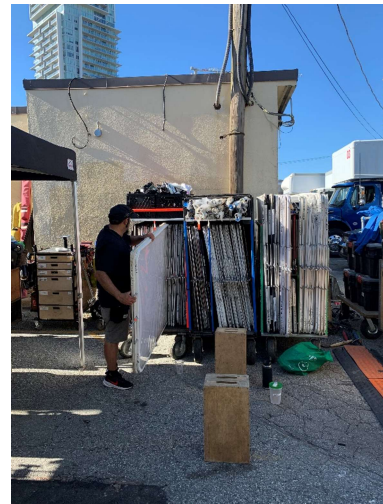
- Plan initial signature community event.
- Continue ongoing beautification and safety projects.
- Promote local businesses through marketing campaigns and community events.

Q2 2027:

- Host annual signature community event.
- Evaluate progress and gather feedback.
- Plan adjustments based on feedback.



Lights, Camera, Action Filming is Back!!!



Look out for the big white trucks in your neighbourhood

Coquitlam Film Strategy & EDS

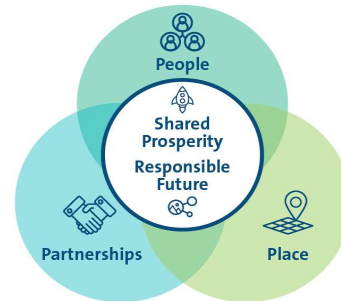
Coquitlam Film Strategy

3 Key Areas of Focus:

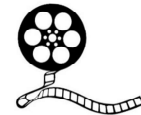
- Program Management & Improvements
- Retention & Expansion
- Marketing & Attraction

Economic Development Strategy

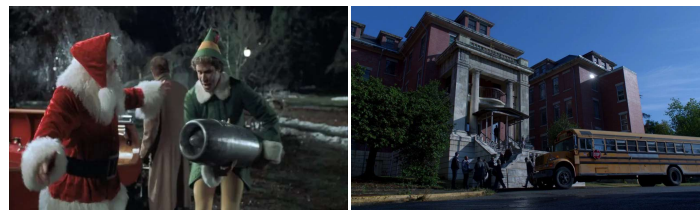
- Identifies Film and the Creative Industries as an area of strength and future growth for the City
- Creative Industries directly employed an estimated 2,400 residents within the City of Coquitlam according to Creative BC



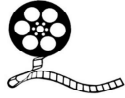
True or False – Filmed in Coquitlam



- Elf* (2002) – True/False
- Wayne’s World* (1992) – True/False
- Diary of a Wimpy Kid: Dog Days* (2012) – True/False
- Deadpool 2* (2018) – True/False
- War for Planet of the Apes* (2017) – True/False
- Ferris Bueller’s Day Off* (1986) – True/False
- Riverdale* (2017-2023) – True/False
- Juno* (2007) – True/False
- A-Team Movie* (2010) – True/False
- Top Gun* (1986) – True/False
- The X Files* (1993 – 2002) – True/False
- Sisterhood of the Travelling Pants* (2005) – True/False



How we assist the Film Industry in Coquitlam



- One-Stop dedicated film office
- Location promotions
- Permit processing
- Business Licensing
- Fire and Police support
- Location inspections
- Industry representation
- Student film support



Film Statistics

Coquitlam's Film Statistics 2022-2025		
Month End Totals	Inquiries	Issued Permits
2022	510	102
2023	235	39
2024	446	87
*YTD 2025 (June)	139	17

*Significant decrease in first quarter, however an uptick in requests documented in June & July brings cautious optimism there will be some recovery.

- ❑ The film industry began to slow down last fall continuing into the first quarter of 2025.
 - More competition – within the US between States and Internationally
 - An increase in reality shows due to popularity which limits location needs
 - Less features (movies) and more TV series being filmed
 - Higher marketing and production costs, studios rely on feature blockbuster films (not as prevalent anymore)
 - The industry is still unsure of how the US tariffs will impact future filming in BC and Canada. As it's not only on film production but on associated items including: supplies, vehicles, cameras, other tech.

Film Revenue

Coquitlam's Film Revenues	
Month End Totals	Total Revenues
2020	\$82,882
2021	\$83,989
2022	\$175,589
2023	\$93,869
2024	\$163,242
2025 YTD (June)	\$9,796

Popular Locations in our City



Widgeon Marsh



Minnehada Lodge



Mundy Park



samiqʷəʔelə - Riverview

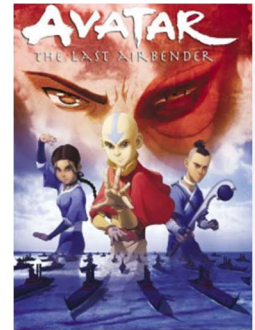
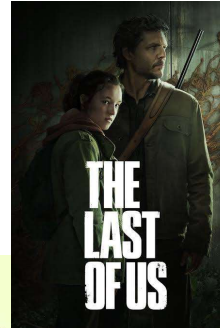
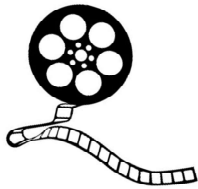


Upper Coquitlam River Park

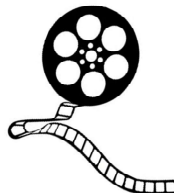


Town Centre Park

Shows Coming Our Way



Filming in BC



British Columbia

2023 – 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 2024 hasn't been published yet.

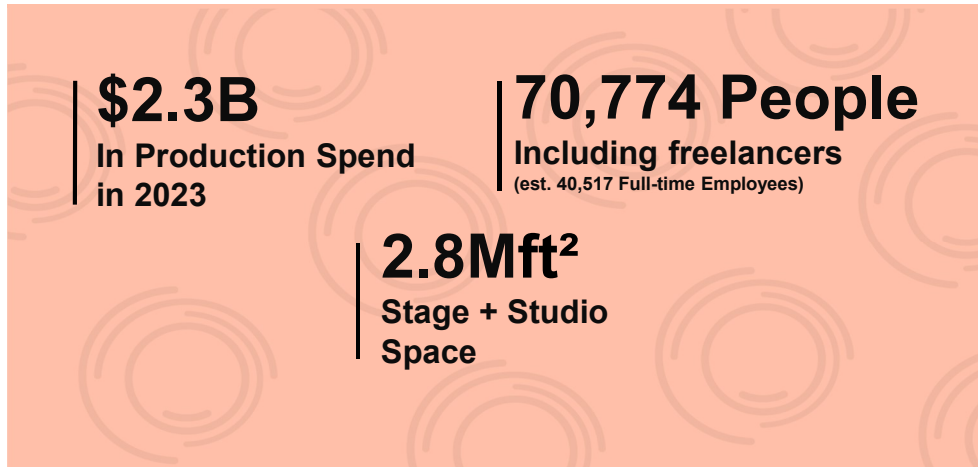


The Last of Us



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

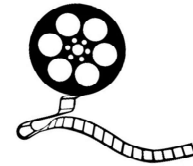
Domestic - 137
Foreign - 209
Total - 346

****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 will be released this fall.

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.



The Vibrant Connection Tourism and Festivals & Events

Digital Marketing

Website & Blog Content

visitcoquitlam.ca feature regular seasonal and thematic blogs:

- ✓ Spotlights food, heritage, film industry activity and local experiences
- ✓ Seasonal content showcasing local businesses, shopping, dining, and attractions

Social Media Campaigns (@visitcoquitlam)

- ✓ Promotes events, festivals, and local stories
- ✓ Amplifies City-led programs: Pride Month, Music in the Streets, Mural Walk, and other arts, culture and heritage activities and programs
- ✓ Integrates user-generated content and real-time community highlights



Partnership and Destination Marketing

Marketing Co-op Collaborations

WestCoastFood.ca:

- Recently showcased Caribbean Days Festival and Afternoon Tea at Mackin House
- Highlights Coquitlam as a culinary destination

BC Ale Trail – North of the Fraser:

- Features **Mariner Brewing** as part of Coquitlam's craft beer experience

Scenic Route 7:

- Promotes Coquitlam's outdoor recreation, parks, and natural attractions

Vancouver Coast & Mountains Newsletter:

- July edition will **Celebrate BC Day** at Town Centre Park



Caribbean Days Festival: Where Spice Meets Sizzle!



Afternoon Tea at Mackin House
High tea with a side of history—enjoy a fantastic lunch in a heritage house



NORTH OF THE FRASER - PART 2
ESCAPE TO COQUITLAM AND PORT COQUITLAM TO EXPLORE LOCAL EXPERIENCES, PARKS, HIKING TRAILS, AND CRAFT BREWERIES.
Over the upcoming weekends, the Mount, Port, and Fraser Trails and the family history trail are being explored. Bookings are available for the North of the Fraser and Port Coquitlam. Stay open for the August 1st-3rd event in Port Coquitlam.
Sponsored by:
Mariner Brewing - Coquitlam
Mariner Brewing - Port Coquitlam
The Mount, Port, and Fraser Trails - North of the Fraser
The Mount, Port, and Fraser Trails - Port Coquitlam



Celebrate BC banner photo August 4, 2023 in Coquitlam.

Celebrate BC: A One-Day Festival of Culture, Community, and Connection
Mark your calendar for August 4, 2025 and head to Coquitlam's Town Centre Park for "Celebrate BC"—a one-day festival that honours the culture, history, and diversity of British Columbia. Hosted by S.U.C.C.E.S.S. in partnership with the Kwikwetlem First Nation, the event brings together communities from across the province for a day of celebration, storytelling, and shared experiences.

Community Outreach and Support Local

Tourism Team in the Community

Active promotion at major local events - Staff distribute materials, engage with visitors, and promote tourism offerings

- ✓ Hike 4 Hospice – Mundy Park
- ✓ Canada Day
- ✓ Celebrate BC Day (August 4)

Tourism Coquitlam amplifies events and programs from:

- ✓ **Culture Services Programming** (City Mural Walk, Music in the Streets)
- ✓ **Community Groups and Arts Partners**

These are shared via social media, event calendars, and tourism print materials



Upcoming City-led Festivals and Events



Summer Concert Series

July 8

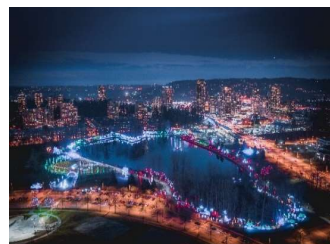
Bruce's Nearly Neil and the Solitary Band

August 1

Karen Lee Batten

September 5

Abba Cadabra



Lights at Lafarge Kick-Off

November 28th

Community-led Festivals and Events



- Caribbean Days Festival - July 26 & 27
- Celebrate BC Day – August 4
- BC Dumpling Festival – August 9
- Water Lantern Festival – August 16

[Visit Coquitlam Events Calendar](#)

Festivals and Events Strategy Update

- Strategy work awarded to Expedition Management Consulting Ltd.
 - ✓ Prequalified Destination BC destination development consultant
 - ✓ Currently working on projects in Victoria, Port Alberni and Maple Ridge
 - ✓ Previous Festival & Event Strategies include Red Deer, Jasper, Oakville, Canmore
- Phase 2
 - ✓ Engagement Plan – in draft
 - ✓ Site visit (October 6-7) – site visit and asset inventory

Questions?

Eric Kalnins

Senior Manager, Economic Development

Edward Tain

Business Growth Manager

Heidi Hughes

Manager Tourism and Visitor Economy



Thank you