

## ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

DATE: Wednesday, May 21, 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, February 26, 2025**

*Recommendation:*

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

### NEW BUSINESS

**2. Economic Development Microsite Update (Presentation by Senior Manager Economic Development, Manager Business Growth and Tom Richards, CEO SetSail Marketing)**

7:05 – 7:30 p.m. (25 minutes)

**3. Business Enterprise Zone Discussion (Presentation by Senior Manager Economic Development and Manager Business Growth)**

7:30 – 8:15 p.m. (45 minutes)

**4. Festivals and Events Update (Presentation by Manager Tourism and Visitor Economy)**

8:15 – 8:40 p.m. (25 minutes)

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

8:40 – 9:00 p.m.

### OTHER BUSINESS

**NEXT MEETING DATE – Wednesday, July 23, 2025**

### ADJOURNMENT

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE  
Wednesday, February 26, 2025**

A Regular Meeting of the Economic Development Advisory Committee convened on Wednesday, February 26, 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  
Leslie Courchesne, Tri-Cities Chamber of Commerce  
Mohammad Darwish, Citizen Representative (arrived at 7:03 p.m.)  
Haley Hodgson, Citizen Representative  
Marion Lochhead, Citizen Representative  
Amanda Maharaj, Citizen Representative  
Nicole Paul, Citizen Representative (arrived at 7:03 p.m.)  
Deryck Persaud, Citizen Representative  
Araz Rismani, Citizen Representative\*  
Matthew Sebastiani, Citizen Representative  
Catherine Williams, Douglas College – Coquitlam Campus

ABSENT: Jacqueline Wan, Citizen Representative (Regrets)

GUESTS: John Nan, Senior Account Manager,  
Business Development Bank of Canada (re Item 5)

STAFF: Eric Kalnins, Senior Manager Economic Development  
Edward Tain, Manager Business Growth  
Meghan Malkowich, Committee Clerk

**CALL TO ORDER**

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

The Chair and the Vice Chair provided introductions.

**ADOPTION OF MINUTES****1. Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, October 22, 2024**

The Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, October 22, 2024 were approved.

**NEW BUSINESS****2. Committee Welcome**

The Committee Clerk gave a presentation entitled “2025 Advisory Committee Orientation Session” and referred to slides contained in the Agenda package.

Discussion ensued relative to Committee members needing to request hardcopy agenda packages in their response to attending the meeting.

The Chair conducted roundtable introductions of Committee members, guests and attending Staff.

**3. Review and Adoption of the 2025 Economic Development Advisory Committee Work Plan**

The Senior Manager Economic Development and the Manager Business Growth provided introductory comments relative to the Draft 2025 Economic Development Advisory Committee Work Plan.

Discussion ensued relative to Item 9 on the Work Plan being revised to high priority status due to the potential impacts of provincial legislation on transit oriented areas.

**COMMITTEE  
RECOMMENDATION**

That Council approve the 2025 Economic Development Advisory Committee Work Plan.

#### **4. Review of the Economic Development Division**

The Senior Manager Economic Development and the Manager Business Growth gave a presentation entitled “Review of the Economic Development Division” and referred to slides contained in the Agenda package.

Committee member, Matthew Sebastiani, provided a brief overview of the North Road Business Improvement Area at the request of the Manager Business Growth.

Discussion ensued relative to the following:

- The City’s Economic Development Strategy and the frequency at which it is reviewed.
- The planned Economic Competitiveness Study and inquiries into the possible comparative cities at a provincial, national and international level.
- The role of the City in the development of Business Improvement Areas (BIAs) and opportunities for new BIAs to utilize seed funding from the City.

#### **5. Intelligence to Action – Responding to Tariff Threats**

The Senior Manager Economic Development, the Manager Business Growth and John Nan, Senior Account Manager, Business Development Bank of Canada gave a presentation entitled “Intelligence to Action – Responding to Tariff Threats” and referred to slides contained in the Agenda package.

Discussion ensued relative to the following:

- The actions that local businesses have proactively taken in preparation for planned tariffs, including considerations to downsize and obtaining materials from alternative sources.
- The necessity of risk mitigation as a Canadian business owner.
- Opportunities to develop creative ways for the City and consumers to support local businesses.
- The potential result of many current markets being primarily focused in the United States leading to local producers not having the necessary quantities to meet the demands of Canadian businesses and incurring higher cost of local materials.
- The high cost of local industrial real estate potentially resulting in local producers relocating elsewhere in Canada.
- Consumer led decisions to purchase local goods in stores and opportunities to utilize social media and other methods, such as Made in Canada stickers, to facilitate the purchase of Canadian goods.
- Potential consumer confusion about Canadian-owned franchises of American Brands.

- Opportunities for businesses to leverage existing Free Trade Agreements (FTAs) with countries other than the United States, and the challenges individual businesses may face in establishing these international connections.
- Opportunities for business owners to engage with the Federal Minister of Export Promotion, International Trade and Economic Development, and the Minister of Small Business, such as the recent "2025 Team Canada Trade Mission" where the Minister led a delegation of Canadian businesses to Australia.
- The need for more Canadian manufacturing to support a long-term solution.
- The potential removal of interprovincial barriers and how it could assist in local economic growth.
- Changes to federal immigration policies, such as international students and the temporary foreign worker program, and how they may impact the local economy.

## 6. Support for Small Business

The Senior Manager Economic Development and the Manager Business Growth gave a presentation entitled "Support for Small Business" and referred to slides contained in the Agenda package.

The Committee participated in an exercise to answer the following questions and were invited to share emerging economic issues and events in their communities:

- Are there other policy levers in other jurisdictions that enable or remove obstacles for small businesses?
- What is the #1 obstacle small businesses are facing today?

Discussion ensued relative to the following:

- Concern regarding local business capacity in the Vancouver Downtown core due to community safety issues and how that may make Coquitlam an attractive alternative.
- Opportunities to share information and training with small business owners related to operational requirements, such as Human Resource issues and taxation.
- Opportunities for concentrated marketing campaigns for specific neighbourhoods or districts in the City to increase public awareness of nearby business communities.
- Opportunities to incentivize businesses to open or relocate to Coquitlam, such as Chilliwack's District 1881 offering a free 6-month lease to new businesses.
- Difficulties faced by newcomers accessing start up resources to open new businesses.
- An increasing need for commercial and industrial spaces of all sizes.

- Opportunities to make regulatory environments that are welcoming to new and small businesses to assist in mitigating the impacts of rising operating costs.
- Opportunities to utilize zoning amendments to incentivize developers to increase commercial spaces.

**7. Committee Members’ Roundtable / Emerging Economic Issues**

This item was addressed in Item 6.

**OTHER BUSINESS**

**NEXT MEETING DATE - Wednesday, May 21, 2025**

**ADJOURNMENT**

The meeting adjourned at 9:00 p.m.

**MINUTES CERTIFIED CORRECT:**

\_\_\_\_\_  
Councillor Robert Mazzarolo, Chair

\_\_\_\_\_  
Meghan Malkowich, 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	COMMENT (i.e. Initiated by, Priority Assignment A, B, C)
1) Committee Welcome	Chair / Committee Clerk	Staff
2) Review and Approve 2025 Work Plan	Chair / Staff Lead	Staff
3) Review of the Economic Development Division (initial meeting)	Ec Dev Staff	
4) Festivals and Events Strategy	Ec Dev Staff	B
5) Corporate Partners Program and Sponsorship Policy Review	Ec Dev Staff	B
6) Economic Development Strategy Implementation - Commercial Demand Study, Business Enterprise Zones, Marketing and Promotion, Business Visitation Program, BIA Advancement	Ec Dev Staff	FW

### Economic Development Advisory Committee

WORK PLAN ITEMS	DEPARTMENT AND/OR PRESENTER	COMMENT (i.e. Initiated by, Priority Assignment A, B, C)
7) Guest Speakers (Invest Vancouver, Film, Corporate Partnerships, Tourism, Local Businesses)	Ec Dev Staff	
8) Business Visits	Ec Dev Staff	
9) Community Planning Request – Transit Orientated Areas Stage 2 Shoulders and Corridors Work (Tara Slater)	Community Planning	
10) 2025 Year-end Review / Identify potential items for the 2026 Work Plan – Committee feedback/input	Staff Lead / Committee	Staff
11) Committee Members’ Roundtable / Emerging Issues ( <b>Standing Agenda Item</b> )	Committee	Committee

DRAFT



City of Coquitlam

## ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

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Coquitlam

## Agenda

1. Invest in Coquitlam Microsite and Promotional Materials Update
2. Business Enterprise Zone
3. Festivals and Events Update

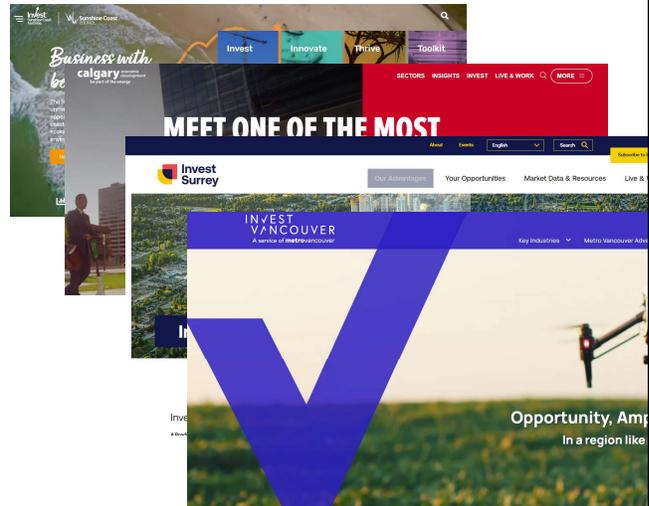


Coquitlam

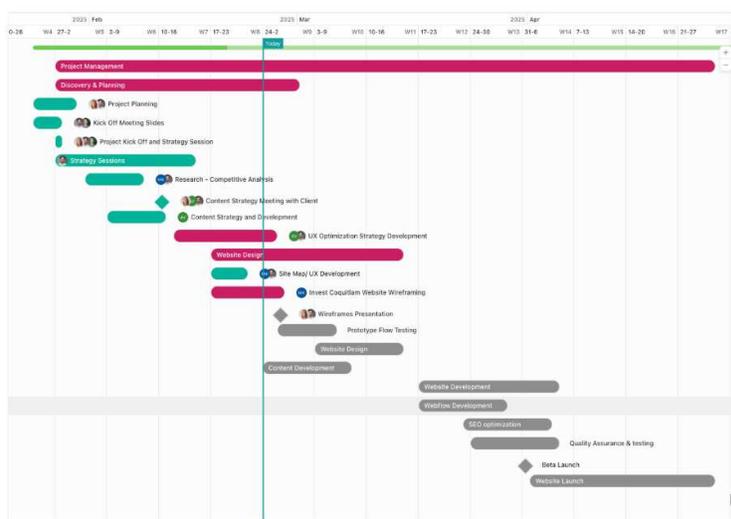
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# Invest in Coquitlam Website

- Update business promotion marketing materials in Top 5 Strategic Priorities
- \$43,000 CanExport Grant for Microsite and Promotional Materials
- Signaling to investors that Coquitlam is Invest-Ready and Business-Friendly
- SetSail Marketing selected to design and construct materials



# Development Process



## TIMELINE

**Feb 17 – Mar 14:**  
Website Design

**Feb 24 – Continuous:**  
Content Development

**Mar 17 – Apr 4:**  
Website Development

**Mar 31 – May 28:**  
Website Beta Launch Mar 31

[Invest in Coquitlam](#)

# Promotional Materials

- Folders
- Tri-fold brochures
- Infographics
- Social media templates

Metro Vancouver's Most Strategic Investment Location

## The Coquitlam Advantage

Top 5 Reasons Global Businesses Are Choosing Coquitlam

### 1. Central Location in Metro Vancouver

- 30 min. to 2 international airports
- 30 min. to 2 major ports
- 2 U.S. border crossings within 40 min
- SkyTrain & West Coast Express access
- Positioned in the Cascadia Corridor & Asia-Pacific Gateway

### 2. Affordable, Scalable Growth

- Lower lease rates vs. Vancouver core
- Expanding Class A office and flex industrial zones

### 3. Highly Skilled Workforce

- Local talent pipeline from SFU, UBC, BCIT, and Douglas College
- Family-friendly city attracting long-term professional residents
- High levels of post-secondary attainment and household income

### 4. Targeted Incentives & Business Support

- Municipal services like Business LinQ ease permitting & growth
- Access to grants like SR&ED, CleanBC, CDAP
- Connections to Invest Vancouver & Trade & Invest BC

### 5. Work-Life Integration at the Edge of Nature

- Business-ready city framed by parks, trails, and rivers
- Balanced, livable communities near jobs and amenities
- Ideal for talent attraction and retention



Let's Build Your Business Case for Coquitlam  
InvestCoquitlam.ca



# Microsite Optimization

- **Content ideation:**
  - celebrating business successes
  - content that drives investment into Coquitlam
  - showcases Coquitlam's strengths and value proposition
- Identifying local businesses as ambassadors and case studies
- **Troubleshooting:**
  - identify broken links
  - identify grammar/syntax errors
  - identify resizing issues on various platforms
  - identify missing content

# Investment Attraction Microsite

# What We Were Tasked To Do

## Setsail was brought in to execute and deliver three key components:

- A standalone investment attraction microsite aligned with the City's 2023–2027 Economic Development Strategy.
- Promotional content to support future outreach, including case studies and digital storytelling.
- A hero landing page video to anchor the site and reinforce Coquitlam's value proposition to investors.

# Process & Strategic Foundation

## Coquitlam's competitive advantages

- Identified Coquitlam's competitive advantages, such as affordability, access to transit, and local talent from SFU and Douglas College.

## Peer benchmarking

- Benchmarked best practices from peer cities (e.g. Richmond Hill, Markham, Kitchener).

## Site structure and content flow

- Developed the site structure and content flow based on the accessible resources/content from the City and the most compelling reasons to invest here.

# Content Highlights

## Highlight video

- Producing a **highlight video** to showcase what it's like to work and live in Coquitlam. Show industry as well as lifestyle in the city.

## Key sectors & success stories

- Showcasing **business success stories** to build social proof and momentum.
- Highlighting **key sectors** like advanced manufacturing, creative industries, and clean tech.

## Library of resources

- Building a **library of resources and regulatory guidance** (permits, incentives, business registration).

**Collaborating with the City** to gather raw material—Setsail wrote, structured, and designed, but content approvals and sourcing were a shared responsibility.

# Technical Progress

## Current State

- Core site structure and content are built.
- Final video is being embedded.
- We're now in testing and refinement:
  - Checking for broken links, grammar, responsive design issues.
  - Ensuring SEO-readiness and analytics integration.
- This phase is about polishing the experience and validating functionality across devices.

## Next Steps

- This is a living product – designed for continuous updates and new content.
- Some sector content and success stories are being developed.
- Ec Dev team is seeking feedback from the EDAC
- Get soft-launch ready → publish on [investcoquitlam.ca](https://investcoquitlam.ca)

CITY OF COQUITLAM | SCARP STUDIO

# A New Perspective on Business Enterprise

Coquitlam's Underutilized Business Enterprise Zone



## Business Enterprise Zone Review

- Joint partnership between City and UBC's Planning School
- Better understand underutilization of Business Enterprise Zone
- Provide a set of zoning, design and outreach recommendations
- Student outreach: staff, developers, commercial real estate agents

Site One (City Centre)



Site Two (Southwest Coquitlam)



### Challenge Identification

- Lack of business uptake for intended use despite pre-zoning
- Existing uses don't align with intent further detracting for strategic attraction

1. **Analyze the challenges** that are hindering growth within the Business Enterprise Zone; 
2. **Identify emerging trends** and practices that apply to the City of Coquitlam's Business Enterprise Zones; 
3. **Engage stakeholders** to gather insights and ensure alignment of project recommendations; and 
4. **Propose strategic recommendations** and solutions to support sustainable economic and development growth. 

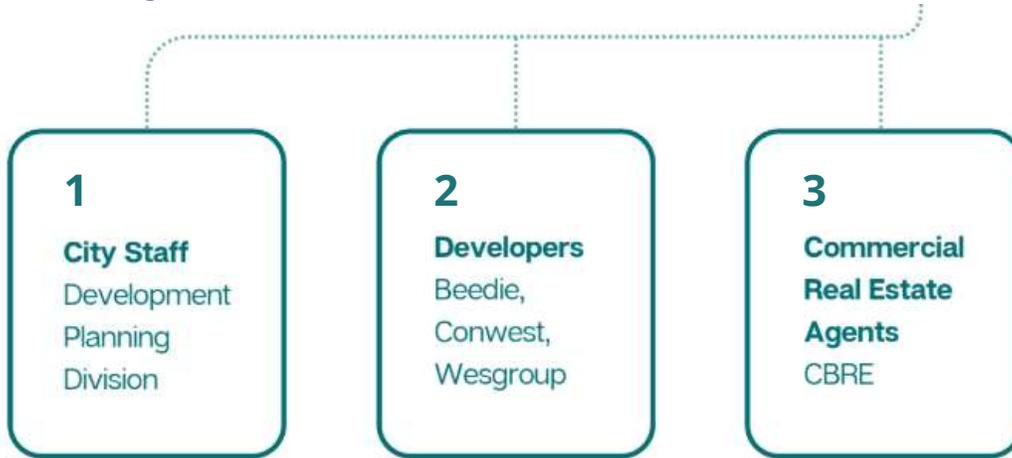
# Zoning Bylaw & Design SWOT Analysis



# Case Studies



# Industry Outreach



# Student Recommendations

## Site 1 City Centre

- Promote as a destination & connection point
- Improve pedestrian accessibility

## Site 2 Southwest Coquitlam

- Enhance flexibility of uses
- Improve transit availability

## Zoning Bylaw

- Review permitted density
- Increase permitted uses
- Integration of residential use

## Policies

- Area-specific considerations
- Improve diversity of amenities
- Potential for financial incentives

# Use Case – PC Urban Eagle Ridge



## Next Steps

- Staff review findings and recommendations
- Engage internal and businesses on findings
- Bring forward short and long terms solutions to council for consideration



## Future of B-1

- **Identify and provide introduction for investors interested in B-1**
  - in Coquitlam's Strategic Sectors: Advanced Manufacturing, Digital Media, Clean-tech
  - content that drives investment into Coquitlam
  - showcases Coquitlam's strengths and value proposition
- **Monitor when sites in B-1 zone become available in market**

Tourism and the Visitor  
Economy

## The Role of Festivals and Events





## Goals

- Attract, curate, grow, and support high quality events
- Strengthen and foster partnerships with key partners
- Clarify the City's role in investing, supporting and delivering events
- Leverage events to drive meaningful, cultural, social and economic benefits



## Objectives

- Sustainable and Adaptive Event Ecosystem
- Customer Service-Focused Event Support
- Strategic Event Scheduling and Space Allocation
- Comprehensive Event Performance Metrics
- Optimized Event Infrastructure Allocation
- Transparent and Equitable Funding Allocation



# Timeline



# City-led Festivals and Events



- [Canada Day in Coquitlam](#)
- [Summer Concert Series](#)
- Lights at Lafarge Kick-Off- November 28th

# Community-led Festivals and Events



## JUNE:

ScotFestBC: The 128th British Columbia Highland Games



## JULY:

Big Marché (Coquitlam Summer Market)  
Caribbean Days Festival

## AUGUST:

BC Dumpling Festival

[Visit Coquitlam Events Calendar](#)

# Questions?

## **Eric Kalnins**

Senior Manager, Economic Development

## **Edward Tain**

Business Growth Manager

## **Heidi Hughes**

Manager Tourism and Visitor Economy