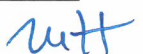


ECONOMIC DEVELOPMENT ADVISORY COMMITTEE**DATE:** Wednesday, October 22, 2025**TIME:** 7:00 p.m. to 9:00 p.m.**PLACE:** Council Committee Room
Coquitlam City Hall
3000 Guildford Way
Coquitlam, BC**CALL TO ORDER AND TERRITORIAL ACKNOWLEDGEMENT****ADOPTION OF MINUTES****1. Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, July 23, 2025***Recommendation:*

That the Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, July 23, 2025 be approved.

NEW BUSINESS

- 2. Climate Action Plan Update (Presentation by Jenalee Kluttz, Manager Environment and Sustainability)**
7:05 - 7:35 p.m. (30 minutes)
- 3. Invest Vancouver 2025 Investment Attraction Update (Presentation by Katie Fitzmaurice, Executive Vice President of Invest Vancouver and Aaron Aerts, Vice President of Strategic Investment)**
7:35 - 8:15 p.m. (40 minutes)
- 4. 2025 Year-End Review / 2026 Work Plan Development (Presentation/ Introductory Comments by Eric Kalnins, Senior Manager Economic Development)**
8:15 - 8:40 p.m. (25 minutes)
- 5. Committee Members' Roundtable / Emerging Issues (Standing Agenda Item)**
8:40 - 8:55 p.m. (15 minutes)

OTHER BUSINESS**NEXT MEETING DATE – 2026**

ADJOURNMENT

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE**Wednesday, July 23, 2025**

A Regular Meeting of the Economic Development Advisory Committee convened on Wednesday, July 23, 2025 at 7:04 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
Yasmin Jalali, Citizen Representative
Amanda Maharaj, Citizen Representative
Jennifer McKinnon, Tri-Cities Chamber of Commerce
Nicole Paul, Citizen Representative
Matthew Sebastiani, Citizen Representative

ABSENT: Mohammad Darwish, Citizen Representative
Hayley Hodgson, Citizen Representative
Marion Lochhead, Citizen Representative
Deryck Persaud, Citizen Representative
Araz Rismani, Citizen Representative
Catherine Williams, Douglas College Coquitlam Campus

GUESTS: Maria Holly, Senior Vice President Retail, SHAPE Properties (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
Alex McLellan, Committee Clerk*

CALL TO ORDER

The Chair called the meeting to order at 7:04 p.m. and provided an Indigenous territorial acknowledgement.

ADOPTION OF MINUTES

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

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

NEW BUSINESS

2. Shape Properties on Retail Strategy for Amazing Brentwood

Maria Holly, Senior Vice President Retail, SHAPE Properties gave a presentation entitled “Experiential Retail Development” and referred to slides found in the Agenda package.

Discussion ensued relative to the following:

- SHAPE Properties’ adaptation strategy during COVID.
- Brentwood Town Centre’s relationship with the City of Burnaby.
- Factors in attracting visitors to Coquitlam’s commercial spaces and its impact on tenant mix.
- Statistics on who is visiting Brentwood Town Centre via public transportation versus locally.
- The advantages of having an open-air mall for particular restaurant concepts.

Maria Holly left the meeting at this point and did not return (7:40 p.m.).

3. Coquitlam North Road Business Improvement Association Update

Matthew Sebastiani, Director of the Coquitlam North Road Business Improvement Association (CNRBIA), gave a presentation entitled “Coquitlam North Road Business Improvement Association Update” and referred to slides found in the Agenda package.

Discussion ensued relative to the following:

- The CNRBIA’s outreach strategy being undertaken, including how many businesses have been contacted, and the Association’s levy structure.
- The process in seeking property owner support letters and the letters’ content.
- The existence of the Burnaby North Road Business Improvement Association prior to the establishment of the CNRBIA, how well this is understood by North Road businesses, and how the associations might coordinate.

4. Filming in Coquitlam

The Senior Manager Economic Development gave a presentation entitled “Filming in Coquitlam” and referred to slides found in the Agenda package.

Discussion ensued relative to the following:

- The impact of minimal hotel space in Coquitlam on film production bookings.
- The impact of events including COVID, the writers’ strike, and tariffs on film production bookings.
- Understanding the disparity between film location booking inquiries versus issued permits and steps to increase inquiry conversions.
- Content on the future economic development website for the City targeting film production.

5. Festivals and Events Summer Update

The Senior Manger Economic Development gave a presentation entitled “Festivals and Events Summer Update and referred to slides found in the Agenda package, noting that the Big Summer Marché referenced on Slide 28 has been cancelled for the remainder of 2025.

Discussion ensued relative to the City collaborating with property strata and realtors to inform residents of City events, and leveraging social media advertising for event outreach.

6. Committee Members’ Roundtable / Emerging Issues

The Chair invited Committee members to share emerging issues and information regarding events occurring in their communities.

Discussion ensued relative to the following:

- The re-introduction of the “What’s On” Coquitlam print magazine.
- Updates on the PC Urban Eagle Ridge development.
- Understanding the TriCity Central’s development phases and at which phase the hotel will be built.

OTHER BUSINESS

NEXT MEETING DATE – Wednesday, October 22, 2025

ADJOURNMENT

The meeting adjourned at 8:48 p.m.

MINUTES CERTIFIED CORRECT:

Councillor Robert Mazzarolo, Chair

Bryan Leung, Committee Clerk

City of Coquitlam

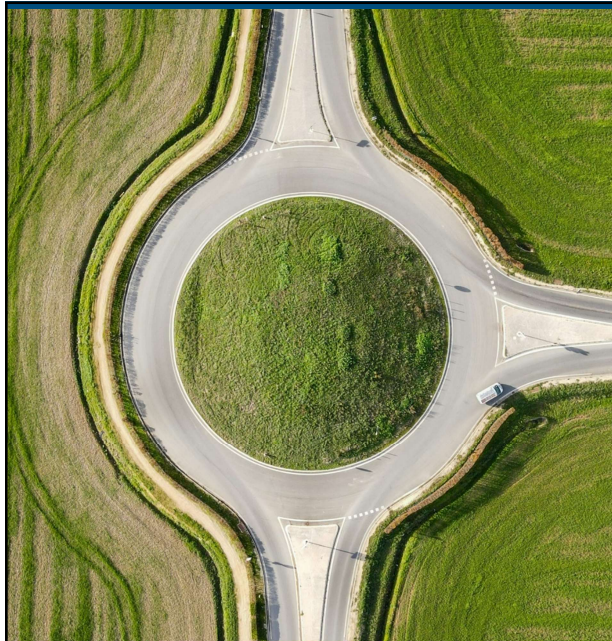
Climate Action Plan

Economic Development
Advisory Committee
Presentation

October 22, 2025

    
coquitlam.ca/

Coquitlam



Purpose of Presentation

We are engaging your committee to:

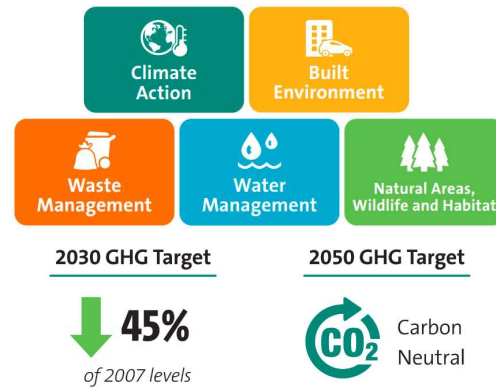
1. **Provide an update** on the development of the Climate Action Plan.
2. **Present an overview of actions that** align with the Economic Development Advisory Committee's priorities.
3. **Gather your input** on how we can work to ensure effective implementation of actions.

Coquitlam

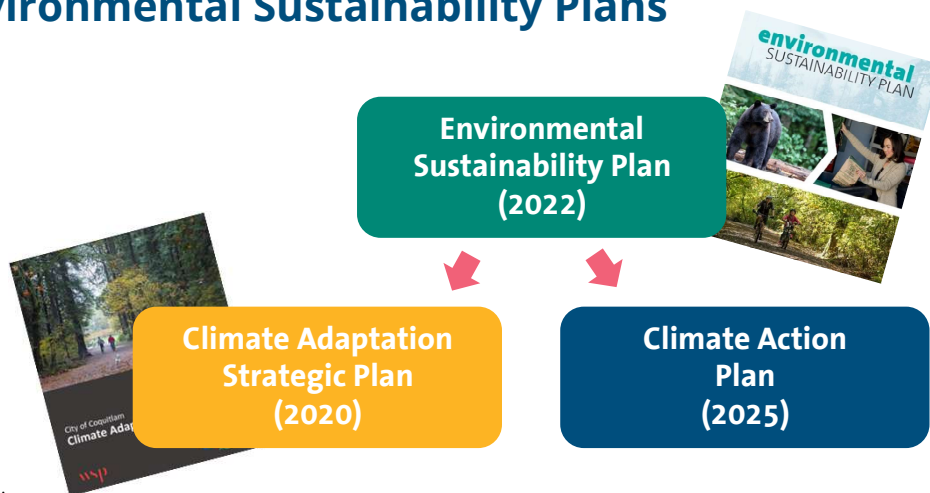
Environmental Sustainability Plan (ESP)



Links existing and future environmental actions together in a single plan with clear goals, targets, and actions.

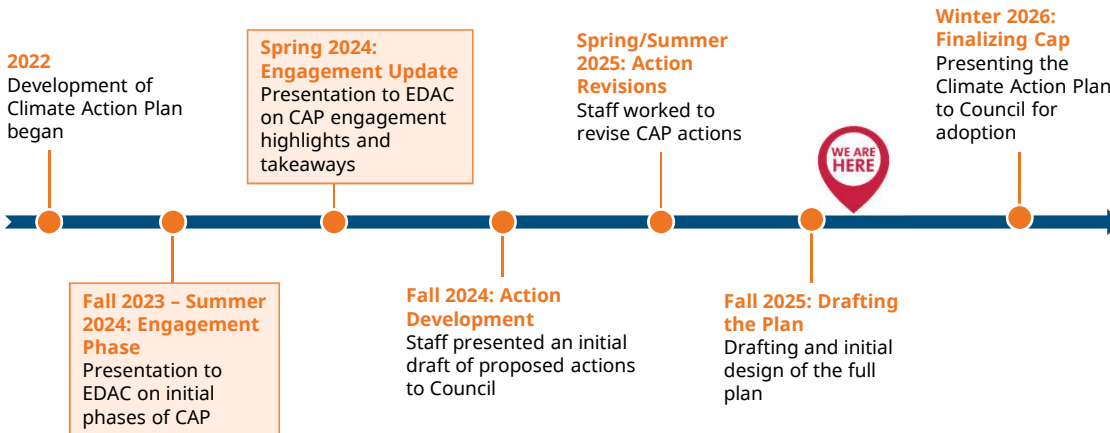


Environmental Sustainability Plans



- Mitigation
- Adaptation
- Adaptation + Mitigation

Climate Action Plan Timeline



Engagement



What We Heard

MOTIVATORS for climate action

- Positive impact on the environment & future generations
- Cost savings (e.g. rebates, incentives, savings on energy use)
- Supporting the health of community and local environment
- Fear of climate change impacts

BARRIERS to climate action

- Limits to sustainable travel and transit
- Lack of understanding on climate action
- Lack of support to access resources for climate action
- Limited consumer choices for sustainable goods and services
- High costs associated with installing low-carbon or energy efficient retrofits

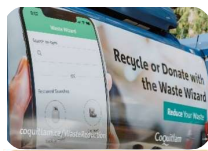
Climate Action Plan Structure



How We Move



How We Build



How We Consume



How We Steward



How We Lead

Strategies

Actions

Implementation and Monitoring

Guiding Principles



Alignment with Coquitlam's Economic Development

Values & Themes



Coquitlam Economic Development Plan

The Climate Action Plan puts forward actions that support:

1. Building an environment for growth in green business technology
2. Enabling more sustainable practices in existing businesses
3. Supporting the development of a resilient and sustainable economy that works for everyone

Action Highlights

FOCUS AREA	ACTIONS
How We Move	Partner with other levels of government to inform businesses about the opportunities and advantages of transitioning to low carbon and zero emissions medium and heavy-duty vehicles.
	Support expansion and use of low carbon car sharing and shared micromobility.
How We Lead	Work with partners to develop and implement awareness and outreach programs that inform residents and businesses about climate action opportunities within their sphere of influence.
	Explore and establish partnerships with external organizations, financial institutions and investors to help fund civic climate action.
	Building on ongoing success, continue to actively pursue resources and funding through grants, incentives, and in-kind contributions from other levels of government, NGOs, and utility partners to support civic climate initiatives.

Action Highlights

FOCUS AREA	ACTIONS
How We Build	Advocate for and promote programs that increase local industry capacity and provide equitable homeowner access (including for multi-unit residential buildings) to energy efficient, low carbon, resilient and renewable upgrades and retrofits.
	Advocate to other levels of government, NGOs, and utility partners to expand programs that address energy affordability, and educate the public on initiatives that increase energy efficiency, lower heating bills and improve thermal comfort.
How We Consume	Analyze Coquitlam's building stock to understand construction and demolition-related waste reduction and diversion opportunities and develop policies and approaches that prioritize reuse, relocation, and deconstruction in the removal of residential buildings and encourage low-waste in new construction.
	Participate in the regional Integrated Solid Waste and Resource Management Plan update and leverage this work to develop, implement and promote circular economy initiatives.

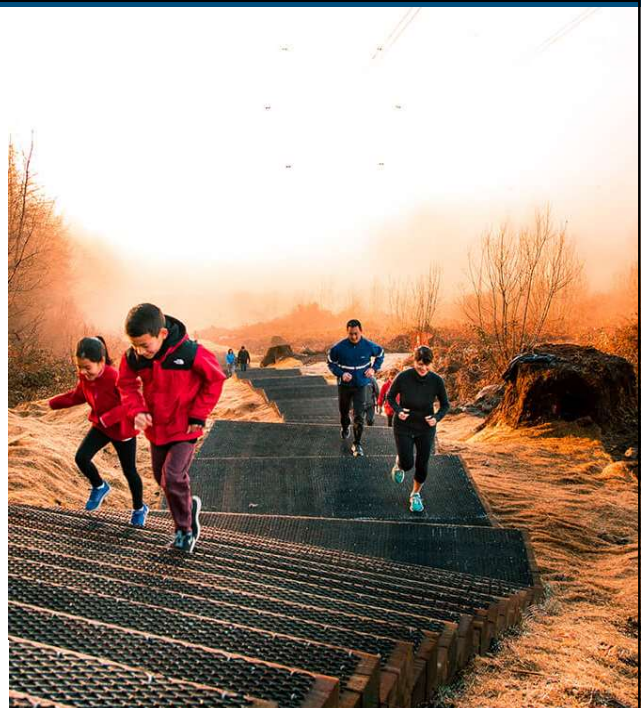
Discussion

We'd like to get your input on implementation



Next Steps

1. Incorporate today's discussion in implementation planning
2. Present draft plan to Council in Winter 2025
3. Work toward final adoption of the plan in early 2026





Questions?



Thank you!

INVEST VANCOUVER

A service of **metro**vancouver

Presented by: Katie Fitzmaurice, Executive Vice President, Invest Vancouver
Aaron Aerts, Vice President, Invest Vancouver

Presented to: City of Coquitlam Economic Development Advisory Committee
October 22, 2025



INVEST
VANCOUVER

A service of **metro**vancouver

Metro Vancouver's regional economic development service.

Purpose: Attract foreign direct investment to strengthen the economy and secure high-quality jobs for our region's residents.

Metro Vancouver's Regional Economy

\$206 billion

GDP (2022), 57% of BC's GDP¹

3 million

Population (half of BC's population²)

1.7 million

Regional Workforce

23 member jurisdictions

21 municipalities, 1 electoral area, 1 treaty First Nation



¹Statistics Canada, Table 36-10-0222-01, ²BC Stats October 2023

Goal:

Attract FDI to secure high-quality jobs for the region's residents.



Invest Vancouver Management Board



THE UNIVERSITY OF BRITISH COLUMBIA



Vancouver Community College



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

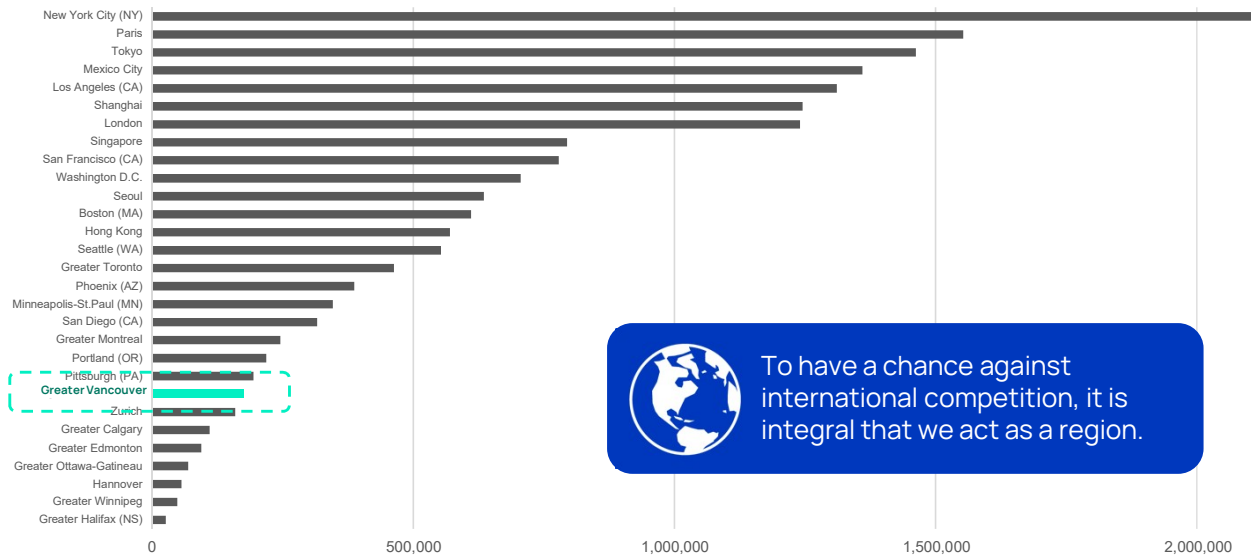


PORT of vancouver



The scale of our regional economy

This chart shows **GDP (PPP, estimated)**, expressed as International dollars (million) for 20 sample city-regions.



To have a chance against international competition, it is integral that we act as a region.

Source: fDi Benchmark from the Financial Times Ltd, 2024

WHY DOES FDI MATTER?

FDI isn't just about dollars—it's about jobs, innovation, and economic resilience.

349,000+ people in BC

employed by foreign MNEs (+46% since 2016)

43% higher average annual salary

in the professional, scientific, and technical services sector, which drove BC's foreign MNE employment growth

Source: FDI in BC, Invest Vancouver, November 2024

Benefits of FDI



Creates jobs



Introduces cutting-edge tech & global best practices



Boosts productivity and competitiveness



Diversifies economy & increases resilience

Regional key industries



Invest Vancouver targets FDI in industries that...

...create quality jobs.

...are export-oriented & growing.

...align with the region's competitive advantages.



High Tech

Digital Media & Entertainment



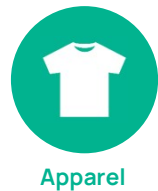
Cleantech

Life Sciences



Agritech

Transportation and Logistics



Apparel

Coquitlam – Invest Vancouver Collaboration



Finding the right investment to match Coquitlam's needs



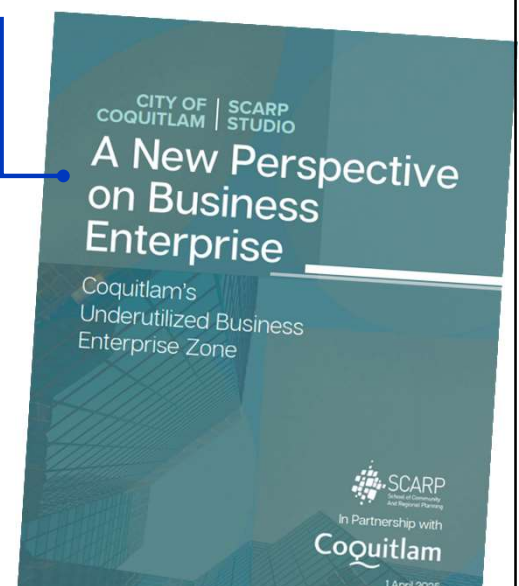
Providing Coquitlam's economic development team with business intelligence



Championing Coquitlam industry leaders



Collaborating on major events



Coquitlam in the Regional Context



Population

- Total Population: 168,246 (2023). **Share of Region: 5.6%**



Labour Force

- Total Labour force: 81,265. **Share of Region: 5.5%**
- Employment Rate: 59.1%
- 70.6% of labour force commutes to another community



Income

- Median Household Income: \$92,000
- Median Employment Income: \$40,400



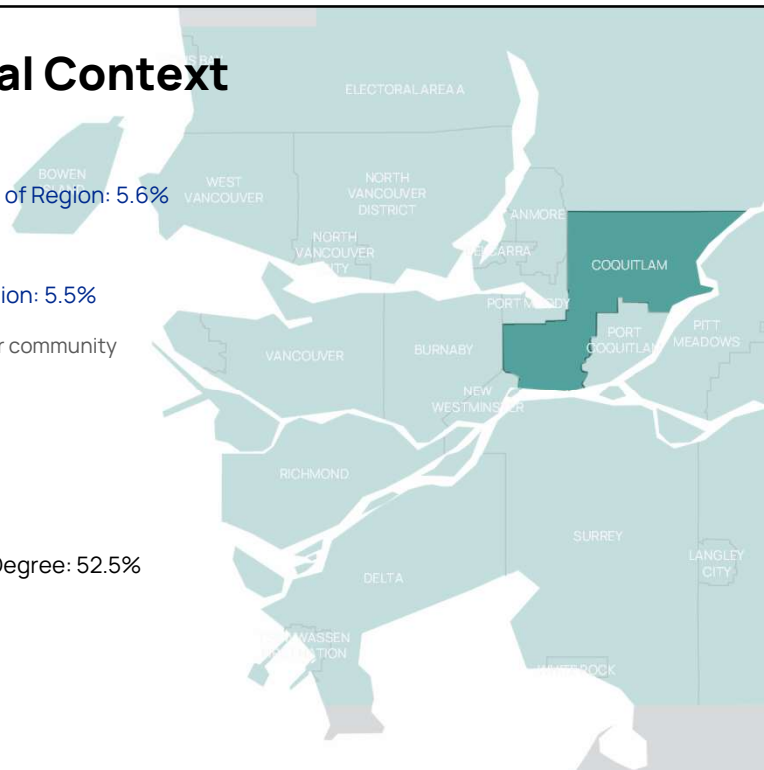
Education

- Postsecondary Certificate, Diploma or Degree: 52.5%
- Bachelor's Degree or Higher: 30.3%



Businesses

- Total: 4,781. **Share of Region: 4.1%**
- Businesses with <100 Employees: 98.5%
- Businesses with <10 Employees: 76.0%



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

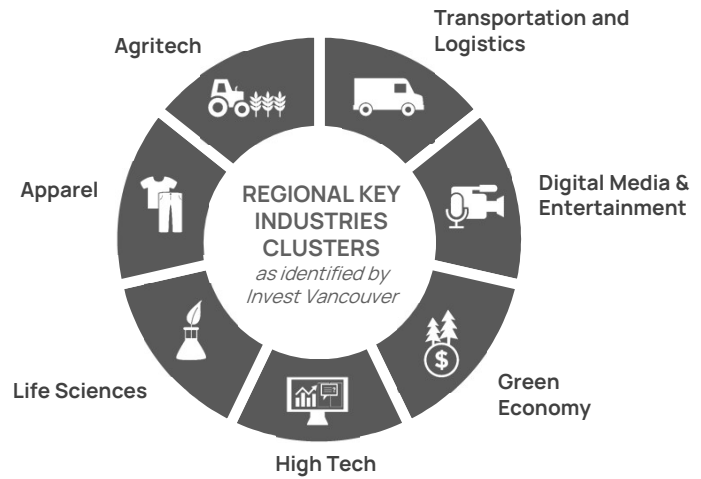
Coquitlam in the Regional Context

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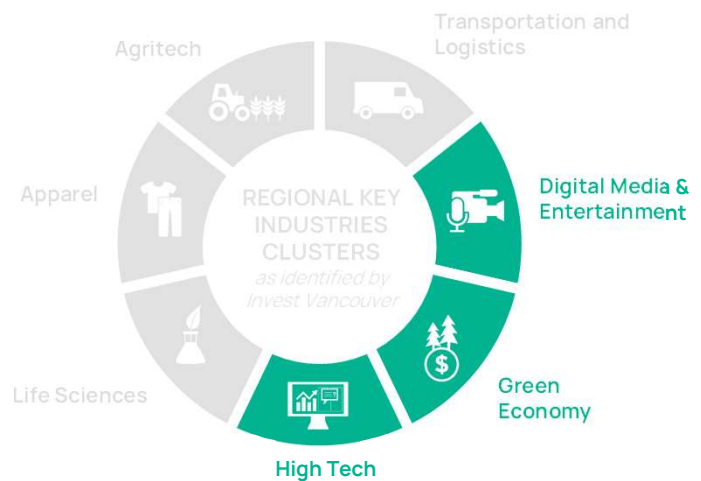
Coquitlam in the Regional Context

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

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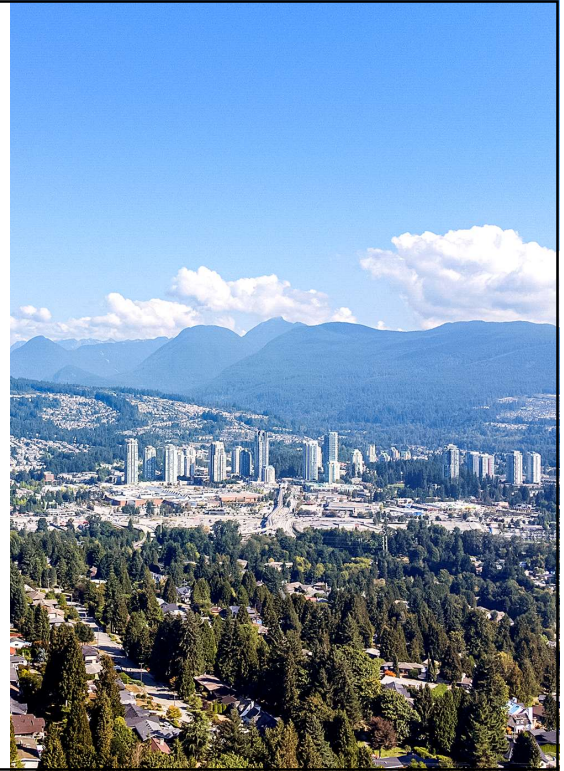
Mapping Labour Trends



Leading labor market analytics platform that provides data down to the census subdivision level.

Provides data by **industry (NAICS)**, **occupation (NOCS)**.

While limitations exist, identifying how insights can support Coquitlam

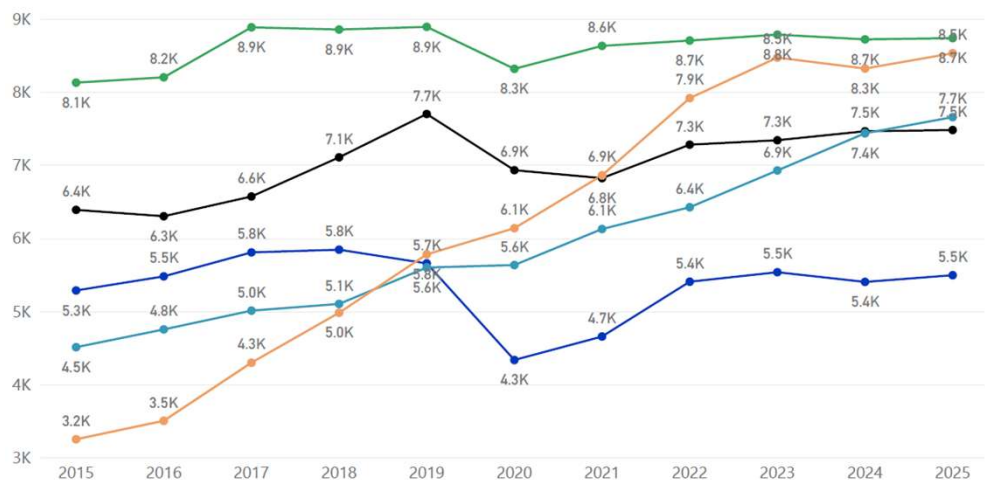


Coquitlam Labour Snapshot: Largest Industries by Employment



Top 5 industries by employment

- Retail Trade
- Professional, Scientific and Technical Services
- Health Care and Social Assistance
- Construction
- Accommodation and Food Services



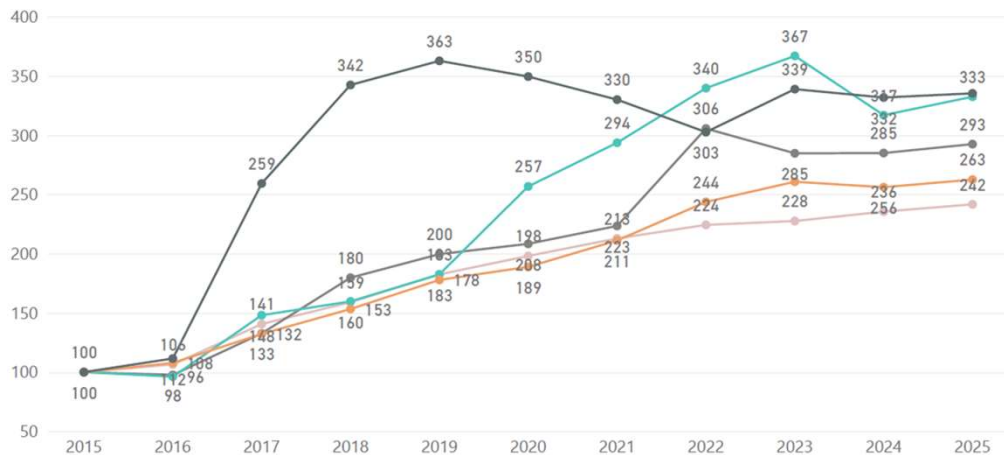
Coquitlam Labour Snapshot: Fastest Growing Industries by Employment



Top 5 fastest growing industries:

- Utilities
- Management of Companies and Enterprises
- Information and Cultural Industries
- Professional, Scientific and Technical Services
- Finance and Insurance

(Indexed, 2015 = 100)

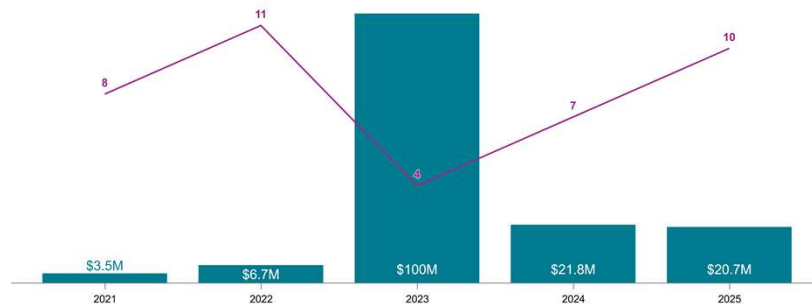


Mapping Firms and Investment



CBINSIGHTS Global platform tracking private firms, investments, and market trends

Total funding and deals

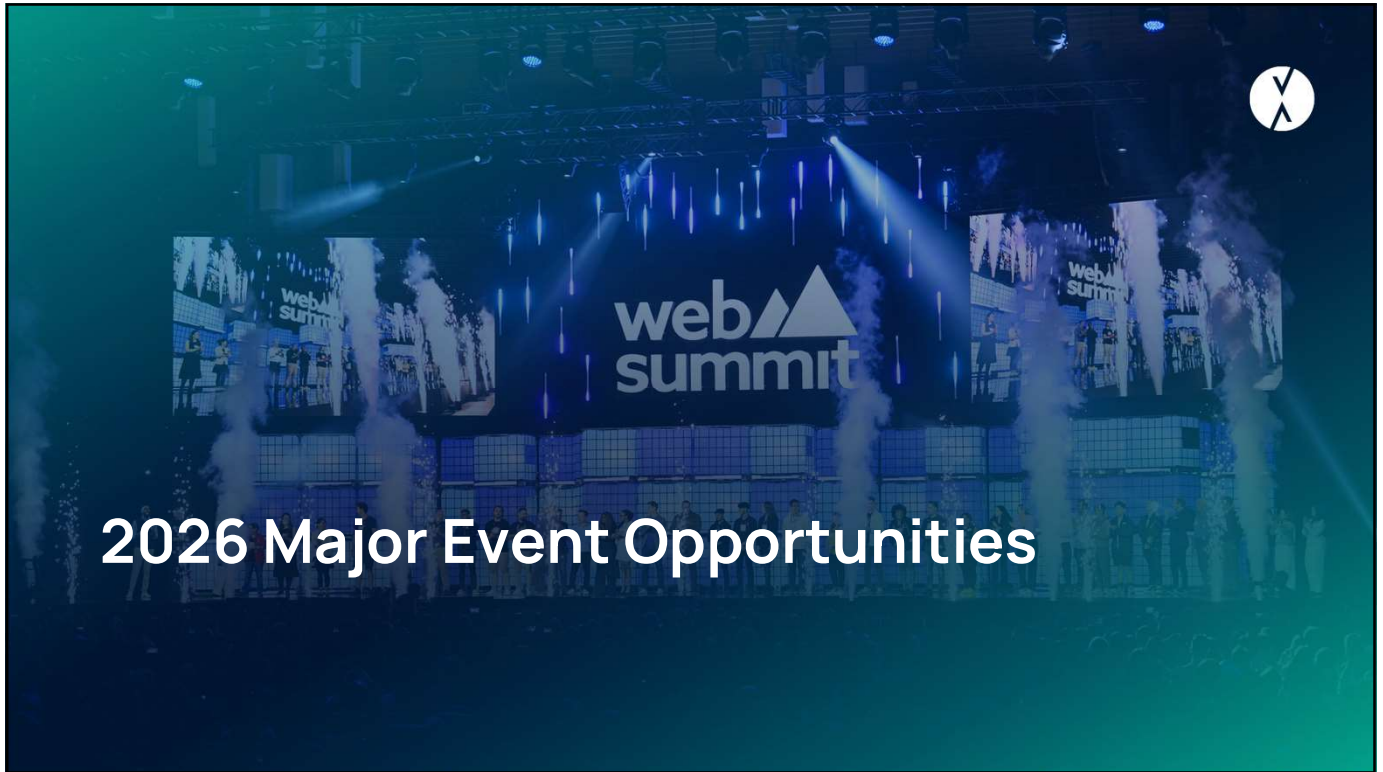


Source: CB Insights

CBINSIGHTS

900+ firms identified as headquartered in Coquitlam, each tagged by their area of focus

Working with Coquitlam EcDev team to map clusters, growth areas, and global investment opportunities





web summit

VANCOUVER · MAY 27-30, 2025

15,700 attendees including:

- 100+ countries represented
- 680 investors
- 1,100 start-ups
- 50 trade delegations
- 550 global media



OUR GOAL

Utilize the *global stage* created to create *business* opportunities: engaging global leaders and attracting FDI.



BC Place will host 7 matches, including 2 knockout games

EXPECTED IMPACT

The Province estimates that from 2026 – 2031, FIFA will indirectly generate:

- **1 million** additional tourists
- **\$1 billion** in visitor spending
- **\$224 million** direct, indirect, and other related provincial tax revenues

Leverage the World Cup for your community

- 1 Identify audience and desired impact
Residents? Tourism? Business?
- 2 Opportunity to be creative

Local businesses can also enact their own strategies to drive revenue through FIFA

Collaboration Opportunities

- Keep an eye on what these organizations are saying
- Look for ways you can collaborate or replicate activation for Port Moody residents

FIFA



GREATER VANCOUVER
BOARD OF TRADE

**DESTINATION
VANCOUVER**



**BRITISH
COLUMBIA**



Next Steps

Planning stages for FIFA

7 months out, but many variables: specifically, which teams will play in Vancouver

Regional collaboration

Invest Vancouver will actively engage and collaborate with interested member jurisdictions, work to support their efforts

Start mapping strategy

Space will become crowded as event approaches (more activations/more voices)



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 [Invest_Van](#)

 [investvancouver](#)

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City of Coquitlam

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

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Agenda

1. 2025 Year-End Review / 2026 Work Plan Development
 - Economic Development
 - Tourism and the Visitor Economy
 - Corporate Partnerships



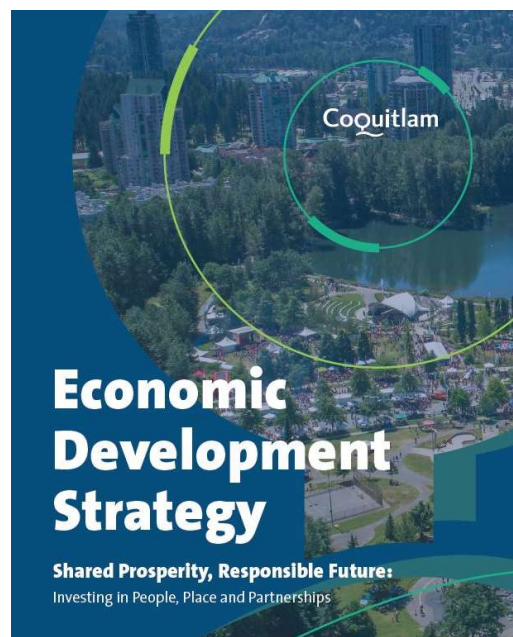
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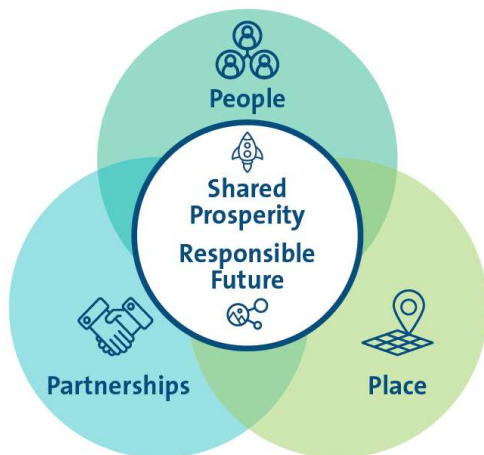
Where We Started

**Shared Prosperity,
Responsible Future:
Investing in People,
Place & Partnerships**

Launched May 2023



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



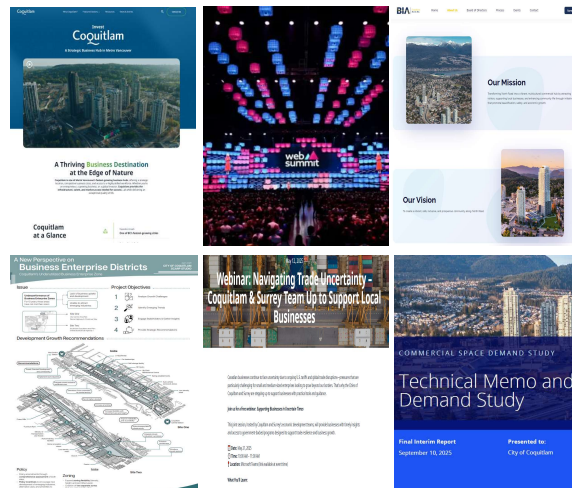
Top 5 Strategic Priorities 2023 - 2028

- **Economic Development Competitiveness Study (COMPLETE)**
- Explore policies, incentives to attract preferred forms of growth/investment (ONGOING)
- Support the establishment of new Business Improvement Areas (ONGOING)
- Attract education and skills training (ONGOING)
- **Update business promotion marketing materials based on the findings from the EDS (COMPLETE)**

What We Did Together

2025 Economic Development Accomplishments

- Commercial Demand Study
- Invest in Coquitlam Website
- Business Enterprise Zone Review
- Support the establishment of CNRBIA
- Local Business/Developer Sounding & Tariff Support
- Investment Attraction @ Websummit Vancouver



Tourism and Visitor Economy

- Festival and Event Strategy Initiated
- Corporate Partners Program Review
- Promotions and Marketing Local Businesses
- Festivals and Events

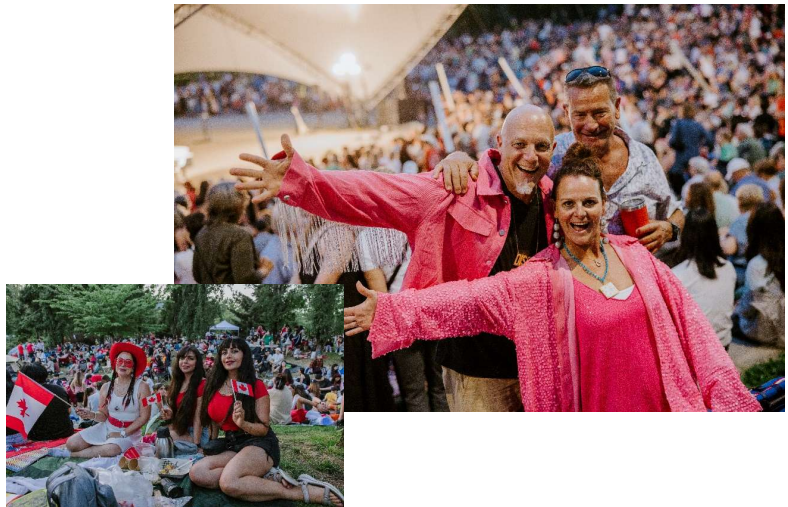


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Summer Festival Highlights

- Canada Day in Coquitlam
- Caribbean Days Festival
- BC Dumpling Festival
- Summer Concert Series
- *NEW Celebrate BC Day Festival
- *NEW Water Lantern Festival



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Corporate Partnerships Winter/Spring Highlights

- Corporate Partnerships Continue to Fuel the Success of the Coquitlam Junior Firefighters Program



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Corporate Partnerships Spring/Summer Highlights

- Secured new partnerships with Arc'teryx Coquitlam Centre, Alpha Massage Therapy and Wellness, Container West, BA Blackwell & Vancity Credit Union



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Corporate Partnerships Spring/Summer Highlights

- Continued support for community events, and community programs reaching **110,000 + residents**

Division focus on creating meaningful connections between brands & community, with City experiences.



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12

Corporate Partnerships Fall & Winter

Strong Return of Corporate Partnerships

Lights at Lafarge 2025 Kickoff shines brighter than ever!

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13

Where We're Headed

Work Today; Future Tomorrow



Questions?

Eric Kalnins

Senior Manager, Economic
Development

Edward Tain

Business Growth Manager

Heidi Hughes

Manager Tourism and Visitor
Economy

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Thank you

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