

City of Coquitlam // Economic Action Plan

Coquitlam is a diverse and active city, connected through excellent transportation and communication networks. Our innovative and highly educated population contribute to our strength as a City in which to live, learn, work and play.



Capitalize on Major Transportation Infrastructure to Create New Business Opportunities

Through its transportation investments (Port Mann Bridge/Gateway Project, Evergreen ALRT Line), Coquitlam will leverage new opportunities for development that will attract private sector investments. To do this Coquitlam will:

- Create development and business opportunities for lands in the Port Mann/Hwy 1. Corridor.
- Intensify redevelopment of the Burquitlam neighbourhood and areas near other rapid transit line stations.
- Intensify development of a vibrant core in Coquitlam City Centre.

Support Business Success

Coquitlam will be the best place in the Lower Mainland to start, or grow a business. To do this Coquitlam will:

- Streamline development and business application approval processes.
- Create a business retention and expansion program.
- Support business improvement areas and other community employment centres.
- Ensure zoning supports new business opportunities.

Build on Our Cultural Diversity to Create Trade and Investment Opportunities

Coquitlam will harness the potential of our diverse communities and drive opportunities for increased trade and investment. To do this Coquitlam will:

- Seize 2010 Winter Olympics opportunities related to visiting delegations and tourism.
- Advance the Multiculturalism Strategy and engage Coquitlam's diversity to foster business relationships and economic development opportunities.
- Build on emerging twinning city relationships.

Leverage Community Assets to Drive Investment and Job Creation

Coquitlam will generate business, tourism, community and economic benefits from our significant assets and strengths (Riverview Hospital lands, outdoor sports and recreation opportunities, culture, Q-net, position as largest city in Northeast Metro). To do this Coquitlam will:

- Continue to advocate for the establishment of a mental health and wellness centre on the Riverview lands.
- Market Coquitlam's cultural strengths and our active living, sports and outdoor recreation potential.
- Work with Q-net leaders to attract businesses that benefit from high speed connectivity.
- Play a key role in advancing collaborative economic development efforts in the Tri-Cities, Northeast Region and in Metro Vancouver.