## Tourism Committee Meeting
### May 27, 2020

### On-Table Items

<table>
<thead>
<tr>
<th>Item Type</th>
<th>Date</th>
<th>Item No.</th>
<th>Item Name</th>
<th>Reason For On-Table Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presentation</td>
<td>May 27, 2020</td>
<td>4.1a</td>
<td>Wayfinding</td>
<td>Received after agenda distribution</td>
</tr>
<tr>
<td>Document</td>
<td>May 27, 2020</td>
<td>4.1b</td>
<td>Wayfinding Subcommittee Outline</td>
<td>Received after agenda distribution</td>
</tr>
<tr>
<td>Presentation</td>
<td>May 27, 2020</td>
<td>4.3</td>
<td>Supporting Business Recovery</td>
<td>Received after agenda distribution</td>
</tr>
<tr>
<td>Presentation</td>
<td>May 27, 2020</td>
<td>4.4</td>
<td>Economic Impact Surveys</td>
<td>Received after agenda distribution</td>
</tr>
</tbody>
</table>
Wayfinding

Tourism Committee – May 27, 2020

Summary

• In 2019, the Tourism Committee received presentations on:
  • Current City of Port Moody brand guidelines
  • City of Port Moody past and present wayfinding examples
  • City of Saskatoon wayfinding case study
Summary

- Additionally, the Committee reviewed:
  - Tourism Strategic wayfinding and branding recommendations for tourism zones
  - Blog post from prominent wayfinding consulting firm that stated how crucial wayfinding is as part of a city’s multi-modal transportation system

Summary

- Wayfinding has been discussed across other committees besides Tourism
  - Economic Development, Heritage, and Arts and Culture
- The Committee concluded:
  - The focus would be on pedestrian wayfinding
  - Pilot wayfinding initiatives on Murray Street area, Clarke Street historic district, and in and around the Moody Centre SkyTrains station
  - A sub-committee would be an appropriate body to convene the various committees together
Summary

- The Tourism Committee also discussed a wayfinding sub-committee outline and mentioned that inclusivity is important
- Presentations were made at the Economic Development, Heritage, and Arts and Culture Committees and to gauge the appetite for a joint committee, sub-committee
- The first sub-committee was scheduled for late March
  - Postponed due to Covid-19 shutdown of City Hall

Next steps

- Seek to reconvene the sub-committee
  - Confirm past members are still interested and available
  - Review scope of work for the group and desired outcomes
**Wayfinding Sub-Committee Outline**

Date of meeting: Thursday, March 26, 7pm at Brovold Room

Proposed agenda:

1. Introductions

2. Council strategic plan priorities and Tourism Strategic Plan actions
   a. Council:
      i. Healthy City
         1. encourage lifelong healthy and active living
      ii. Economic Prosperity
         1. support the growth of businesses and business neighbourhood development
         2. Create an attractive and vibrant community through events, arts, and culture
      iii. Community Evolution
         1. Provide people with a variety of options to move through and around Port Moody safely and efficiently
   b. Tourism Strategic Plan
      i. Hire a wayfinding specialist to develop a wayfinding plan within and between tourism destination zones
   c. Transportation Master Plan
      i. Provide support systems to enhance opportunities for walking, cycling, and using transit
      ii. Provide effective wayfinding in community areas, including commercial centres and recreational routes
   d. Budget
      i. Currently have approximately $41K

3. Goals of wayfinding
   a. Connect places so that people can find what they are looking for but also be introduced to things that they weren’t aware of
   b. Support active transportation (especially pedestrian travel given the focus will be on pedestrian wayfinding kiosks)
   c. Provide the right amount of information – too much may be a distraction and cause confusion; too little makes getting to where one wants to go difficult or prevents exploration

4. Sub-committee discussion points
   a. Other stakeholders to engage
   b. Brainstorm content and elements e.g. maps, heritage elements, points of interest, artistic elements, maps, etc.
   c. Scope of work by the consultant e.g. geographical area
   d. Other
5. Other considerations
   a. Tourism Committee is proposing a branding exercise as part of its 2020 Work Plan (June). Should this precede any wayfinding discussion?
Supporting Business Recovery

Tourism Committee – May 27, 2020

Follow up from Tourism Committee and EDC

• Partner with Shop Local Port Moody (SLPM) on a shop local campaign to aid in recovery of small businesses in the city

• Objectives
  • Encourage residents to prioritize Port Moody businesses
  • Help residents understand impact of Covid-19 on small businesses
  • Expand residents’ shopping experience
  • Lead residents to local resources for goods and services
Outputs

- Short videos of business owners
- Crowdsourced videos submitted by customers of their favourite Port Moody local business
- Potentially a business directory and other outputs
- All businesses are eligible – do not have to be a SLPM member

Outputs

- Profiling business owners will make residents relate to them and provide a human connection that will hopefully draw more interest to those businesses
- Crowdsourced videos will provide residents and customers an opportunity to concretely contribute to the recovery effort and will help businesses get profiled outside the short videos
Why Shop Local Port Moody

• As a not-for-profit organisation, SLPM will be able to profile business owners, which the City cannot do due to restrictions in the Community Charter that limit the ability for local government to provide assistance to specific businesses
• Leverage their networks into the local business community and volunteer assets

Next steps

• Finalise backend infrastructure
• Sign up businesses to profile
• Still to do
  • Video production support
  • Hashtag for the campaign
Economic Impact Surveys

Tourism Committee – May 27, 2020

Summary

• The Tourism Committee had discussed creating an economic impact survey for major events such as Ribfest, Car Free Day, Golden Spike Days, etc.

• This data would help to:
  • Know the number of out-of-town people attending these events
  • Compile aggregate spending by out-of-town attendees at local businesses and determine the net monetary infusion into the local economy
Information needed for impact study

• Out-of-town attendees
• Estimated direct spending
• Multiplier estimates

Recovery in 2020

• While Covid-19 has led to the cancellation of this year’s major events through the summer, amateur sporting events could start to make a return this fall
  • Hockey tournaments
  • Figure skating
  • Dragon boating
  • Gymnastics
  • Etc.
Economic impact of sporting events and competitions

- Less complicated than events, particularly open events (e.g. Car Free Day), to estimate attendance and survey spending as sporting events are generally more closed
- Could potentially use volunteers to help collect information
  - This could form a baseline for future estimates of economic impact studies on aggregate amateur sporting events and further streamline determining impact