

**Tourism Committee Meeting  
November 25, 2020**

**On-Table Item(s)**

<b>Item Type</b>	<b>Date</b>	<b>Item No.</b>	<b>Item Name</b>	<b>Reason For On-Table Distribution</b>
------------------	-------------	-----------------	------------------	---

Report	November 25, 2020	4.1	2020 Annual Report – Tourism Committee	Received after agenda distribution
--------	-------------------	-----	--	------------------------------------

This Page Intentionally Left Blank



# City of Port Moody

## Report/Recommendation to Council

Date: November 17, 2020  
Submitted by: Tourism Committee  
Subject: 2020 Annual Report – Tourism Committee

---

### Purpose

To provide a report on the activities of the 2020 Tourism Committee.

---

### Recommended Resolutions

**THAT the report dated November 17, 2020 from the Tourism Committee regarding 2020 Annual Report – Tourism Committee be received for information;**

**AND THAT the 2021 Tourism Committee be asked to review this report and bring forward its annual work plan in spring 2021.**

---

### Committee Mandate

The Tourism Committee provides Council with advice and recommendations on strategic tourism initiatives and related matters as detailed below and within the terms of the Council Committee System Policy and the Council Strategic Plan.

The Committee will provide advice and recommendations in the following areas:

- development, implementation, and maintenance of a Tourism Strategic Plan;
- short-, medium-, and long-term goals and objectives for tourism development in the community;
- tourism development objectives, strategies, and policies that the Committee deems most likely to achieve the optimum quality and level of employment, activity, and financial stability in the City;
- efficiency of the City's tourism, advertising, and marketing programs;
- opportunities for strengthening the City's business and tax base, including marketing and partnership initiatives;
- regional, provincial, and national tourism trends affecting the City as well as the City's strengths, weaknesses, and threats from a competitive and comparative perspective;
- any other matters referred by Council; and
- other areas identified by the Committee for approval by Council.

## Meeting and Attendance

The Tourism Committee met monthly between February and November 2019, with the exception of March, due to COVID-19, June, due to a meeting of the Wayfinding Subcommittee, and July, due to cancellation by the Chair.

Councillor Diana Dilworth was appointed as Chair and Councillor Zoë Royer as Vice-Chair for the 2020 term. The following members, representing business owners and the community-at-large were appointed:

- Dustin Chelen;
- Jamie Cuthbert;
- Kelly Gordon; and
- Allison Mailer.

## Key Activities and Work Plan

The 2020 Tourism Committee Work Plan was approved by Council on February 11, 2020. The following are the key activities that were undertaken in 2020 by the Tourism Committee (a complete list of motions from 2020 along with statuses is included in **Attachment 1**):

### Tourism Passport Challenge Program/ Between the Bridges

The Committee explored two options for a passport challenge, which would involve people visiting participating businesses, collecting stamps, and entering into draws for prizes. One option was the well-established Tourism Passport Challenge that primarily centred on Vancouver attractions but for 2020, added neighbourhoods to include areas like Port Moody that has fewer tourism points of interest. The other, Between the Bridges, was a new program developed in collaboration with Tourism Burnaby, Tourism Coquitlam, and Tourism New West that would focus on areas outside of the region's prime tourist destinations and that are accessible by SkyTrain. This initiative was a pilot effort and while much smaller than the Passport Challenge, would give Port Moody a more prominent presence in the campaign. The Committee agreed to participate in the Between the Bridges program and this launched in early March. However, after an initial period when the campaign took place, organizers cancelled it due to COVID-19 health orders. Similarly, the Passport Challenge, though Port Moody did not participate in it, was also cancelled.

### Wayfinding

Wayfinding has been a topic of discussion for several committees including the Arts and Culture Committee, the Heritage Commission, the Economic Development Committee, and the Tourism Committee. A Wayfinding Subcommittee was formed consisting of members of each of these committees. The purpose of the Subcommittee was to coordinate the wayfinding discussion at the committee level and to have broad representation and input. The Subcommittee was initially to meet in March but due to COVID-19, this meeting was delayed until late June. At the meeting, the group brainstormed potential content, discussed examples of interesting signage in other jurisdictions and countries, agreed that the focus should be on enhancing the pedestrian experience, and supported the idea that an external consultant should be brought in, as recommended in the Tourism Strategic Plan, to understand where maximum impact could be made and how funding could be sourced. Subsequent to the subcommittee meeting, staff

developed a terms of reference and a request-for-proposals to secure a consultant in early 2021.

#### On This Spot App

On This Spot is a history storytelling app that features photos of areas in a city that can be overlaid with current photos of the same location with a description of the past and present features, points of interest, and historical narrative. The Committee reviewed the program, gathered feedback from a business improvement organization that sponsored the app for Vancouver, and assessed usage data.

#### Economic Impact Study

Work was undertaken to explore a study to determine the impact of major sports, cultural, and community events with regards to out-of-town visitors and their spending patterns. The intent was to be able to verify the extent that these functions are tourism draws and how they support the local economy. Due to COVID-19, essentially all such events and gatherings were cancelled and thus, the study was not able to be fulfilled.

#### Meeting with Brewer's Row Representatives

With much of the of Port Moody's tourism interests in the Rocky Point Park area, there was interest in engaging with Brewer's Row representatives to explore areas of possible collaboration. Like many other initiatives in 2020, this was delayed.

#### Branding Exercise

This item was not undertaken.

#### Joint Meetings with Environmental Protection Committee, Arts and Culture Committee, and Heritage Commission

These meetings did not take place though planning discussions early in 2020 were held by the Tourism Committee to determine potential areas whereby collaborative opportunities could arise. However, the Arts and Culture Committee and the Heritage Commission participated in the Wayfinding Subcommittee.

#### Tourism Microsite

A preliminary review of the microsite occurred though no further action was taken.

## Outstanding Matters

---

### Attachment

1. 2020 Tourism Committee Resolutions.

### Report Authors

Jennifer Mills  
Committee Coordinator

Joji Kumagai  
Manager of Economic Development

### Attachment 1 – 2020 Tourism Committee Resolutions

The following table contains a summary of all resolutions made at the 2020 Tourism Committee meetings, with the exception of resolutions regarding the adoption of minutes, resolutions to extend the meeting beyond two hours, and resolutions to grant leaves of absence.

Month	Resolution	Status
January	<u>TOUR20/002</u> THAT the 2019 Annual Report – Tourism Committee be approved and forwarded to Council.	Approved by Council at the Regular Council Meeting of February 11, 2020.
January	<u>TOUR20/003</u> THAT a Wayfinding Subcommittee be formed with members: <ul style="list-style-type: none"> <li>• Councillor Dilworth;</li> <li>• Manager of Economic Development;</li> <li>• Lisa Beecroft (Economic Development Committee);</li> <li>• Dianna Brown (Heritage Commission);</li> <li>• Dustin Chelen;</li> <li>• Jamie Cuthbert;</li> <li>• Allison Mailer;</li> <li>• Christopher Pope (Heritage Commission and Economic Development Committee); and</li> <li>• two members from Arts and Culture Committee.</li> </ul>	
January	<u>TOUR20/004</u> THAT the Port Moody participate in the Between the Bridges Passport Program in March 2020.	
January	<u>TOUR20/005</u> THAT the 2020 Work Plan – Tourism Committee be approved and submitted to Council.	
February	<u>TOUR20/006</u> THAT the 2020 Tourism Committee Work Plan be approved.	Council approved at Special Council Meeting of April 14, 2020.
February	<u>TOUR20/007</u> THAT Councillor Dianna Dilworth be appointed as Chair and that Councillor Zoë Royer be appointed as Vice-Chair of the Wayfinding Subcommittee.	