

**Economic Development Committee Meeting
July 7, 2021**

On-Table Item(s)

Item Type	Date	Item No.	Item Name	Reason For On-Table Distribution
Document	July 7, 2021	4.5	Economic Development Microsite Content	Received after agenda distribution

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Economic Development Microsite Content

Notes:

- Layout (wireframe) still to be discussed with the working group and EDC and with Communications staff
 - One option is to mimic the [Discover Port Moody](#) site
 - In general, sections are set up to have a short introduction before providing the user more information through additional content or links
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Why Port Moody

Port Moody is a modern, urban community, located within the Metro Vancouver region and connected by rapid transit, rail, major highways, and a deep-sea port. A natural setting, residential and recreation opportunities, and proximity to nearby Simon Fraser University and Douglas College David Lam Campus serve as magnets to attract a skilled labour force.

Quality of life, activities, tourism

With over 35% of its land dedicated to green space, a vibrant craft brewery district, diverse neighbourhoods, and a strong sense of community, Port Moody lets you live, work, and play in an exceptional lifestyle.

- Economic profile (site selection factors)
 - Labour information
 - i. Nearly 70% of population within working ages of 15 to 64 years old
 - ii. Median household income of \$92,922 (MV \$72,662)
 - iii. Highly educated workforce – 1 in 3 have post-secondary certificate, diploma, or degree with 2 in 3 having some form of post-secondary education
 - iv. Workforce participation rate of 71% (MV 66%)
 - v. Employment rate of 67% (MV 62%)
 - vi. Workforce by occupation
 - 1. Sales and service: 21%
 - 2. Business, finance and administration: 18%
 - 3. Education, law and social, community and gov't services: 14%
 - 4. Management: 14%
 - 5. Trades, transport and equipment operators and related occupations: 11%
 - vii. 22 % of jobs are home-based
 - Competitive factors
 - i. Livability
 - 1. Parks
 - 2. Events
 - 3. Arts and culture
 - 4. Strength of small business community
 - a. Brewers Row

- b. Clarke St historic district
 - c. Newport Village, Suter Brook Village
 - d. St Johns St
 - ii. Transportation
 1. SkyTrain, Westcoast Express
 2. Highway connections
 3. Quick access to Vancouver, Burnaby, Surrey, Coquitlam, and other major centres
 - iii. MV digital supercluster
 - Major companies and employers
 - i. Fraser Health
 - ii. Pacific Coast Terminals
 - iii. School District 43
 - iv. Tru Earth
 - v. Suncor
 - Testimonials
 - Sector information
 - i. To include updated sector breakdown

Starting or Growing Your Business in Port Moody

Find out everything you need to start a business here from zoning to links to permits.

- Finding the right place to operate your business
 - The Zoning Bylaw (<https://www.portmoody.ca/en/business-and-development/zoning-bylaw.aspx?mid=26643>) regulates land use in the City of Port Moody. Commercial uses must be aligned with approved uses in the prescribed zone. Uses are divided into Principal Uses, which are the primary uses in a zone, and Secondary Uses, which are auxiliary to the Principal Uses. If you would like operate a business that is significantly different from what the Zoning Bylaw allows, you need to apply for Rezoning (<https://www.portmoody.ca/en/business-and-development/ocp-amendmentrezoning.aspx>). If the use is short-term, a Temporary Use Permit (<https://www.portmoody.ca/en/business-and-development/temporary-use-permit.aspx>) could be an option. Both Rezoning and Temporary Use Permit applications are required to be approved by Council.
 - Any construction, substantial alterations, patios, and other structures need to be compliant with the BC Building Code (<https://www.bccodes.ca/index.html>), which provides the minimum requirements for a safety built environment. The City's Building, Bylaw, and Licencing Division can help you work through the regulations but as the City is the administrator of this provincial regulation, it is required to stringently apply the requirements.
 - Official Community Plan (OCP) (<https://www.portmoody.ca/en/business-and-development/official-community-plan.aspx?mid=26637>) is the long-term vision for the City of Port Moody and provides policies to guide land use, services, and physical, social, and economic changes in our community. It provides a high-level guideline

whereas the Zoning Bylaw lists permitted uses and rules about how properties in a particular zone may be developed. If a proposed use differs from the vision described by the OCP for a particular area, an OCP amendment

(<https://www.portmoody.ca/en/business-and-development/ocp-amendmentrezoning.aspx>) may be required, which requires Council approval.

- Understanding the process
 - Refer to this flow chart (link to flow chart) to understand the process involved in starting a business in a commercial space.
 - Please note that processing times are affected if applications are incomplete or contain errors. Also, the City relies on the professionals you hire such as structural engineers and code consultants to assess and approve applications. Ensuring you have the right professionals helping you will play a significant role your application.
- How the City can help
 - If you need further help, don't hesitate to contact the economic development office. We'll provide the support you need and connect you with the right department as necessary on information such as zoning, licencing, Council strategic priorities, and on the Official Community Plan.
 - If you are looking for a specific type of commercial space, we can assist with site selection. We also have connections to trade commissioners and federal and provincial contacts in case you looking to tap into national or international markets.

Resources and Tools

- ViewPort Moody (GIS)
 - Port Moody's online GIS system where you'll find data related to zoning, utilities, heritage areas, and more.
 - https://view.portmoody.ca/portal/apps/webappviewer/index.html?id=bb8dde24dcef4b06b1e66c4465a3b80c&_mid_=27211
- In progress development application
 - Learn about what development is taking place including what commercial supply may be coming to market
 - https://www.portmoody.ca/en/business-and-development/current-development-applications.aspx?_mid_=27137
- Open Data (<https://www.portmoody.ca/en/city-hall/open-data-portal.aspx>)
 - Provides access to data, statistics, and information about the municipal government
- BizPal (https://www.bcbizpal.ca/?b=59&lang=en&_ga=2.155461112.2123095441.1624607541-642590350.1624607541)
 - Helps you find the permits and licences you might need when starting or opening your business
- Business Directory (<https://businessdirectory.portmoody.ca/>)
 - The City's online business directory can help you find out and connect with other Port Moody businesses.
- Commercial Listings (https://www.spacelist.ca/listings/bc/port_moody)
 - Find out what commercial property is available in Port Moody
- **Grants, education and training programs and resources**

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- Economic Development Master Plan ([link to follow](#))
 - The Master Plan lays out the economic vision, priorities, and actions for the City of Port Moody.
- Looking for additional resources? Check out these organizations to find what you need.
 - Tri-Cities Chamber of Commerce (<https://tricitiechamber.com/>)
 - A non-profit organization that connects, educates, and advocates for small business operating in the Tri-Cities area.
 - Shop Local Port Moody (<https://shoplocalportmoody.ca/>)
 - Supports local Port Moody businesses through events, advocacy, and networking.
 - Small Business BC (<https://smallbusinessbc.ca/>)
 - Helps British Columbia's entrepreneurs grow successful and sustainable businesses through expert business advisors, educational services, easy-to-use free resources and engaging community events.
 - Business Development Bank of Canada (BDC) (<https://www.bdc.ca/en>)
 - Support small and medium-sized businesses in all industries and at every stage of growth with money and advice.
 - WorkBC (<https://www.workbc.ca/>)
 - Helps with finding work, career and education planning, and getting skills for today's labour market and connecting with employers
 - Metro Vancouver Regional Prosperity Service (<http://www.metrovancouver.org/services/economic-prosperity/Pages/default.aspx>)
 - Collaborating to advance shared economic prosperity, livability, and sustainability in Canada's Pacific Gateway

Doing Business with the Government

Find out about how you can do business with all four levels of government.

- City of Port Moody (<https://portmoody.bidsandtenders.ca/Module/Tenders/en>)
- Metro Vancouver (<http://www.metrovancouver.org/bidding-opportunities/Pages/default.aspx>)
- Province of BC (<https://www2.gov.bc.ca/gov/content/employment-business/business/business-government>)
- Government of Canada (<https://buyandsell.gc.ca/>)