

Economic, Tourism & Arts Development Committee Strategic Plan 2003

Mission:

Port Moody is a great place to live and work.

We achieve this by:

- ✓ Creating and enhancing viable business opportunities
- ✓ Enhancing arts and culture
- ✓ Increasing tourism

And supporting Council to develop and implement innovative, enterprising, effective results-oriented business strategies.

This strategic plan was developed with reference to City of Port Moody Council's 2003 Strategic Plan, and builds upon past initiative and activities in the area of economic and cultural development in the City.

This document will be used as an activity-tracking tool as we progress towards helping to achieve Council's strategic objectives. The Economic, Tourism and Arts Development Committee will update the Plan regularly with project status notes. A report on this year's progress will be submitted to Council in November 2003. This document will then be used as a starting point for the 2004 committee as it develops its work plan for that year.

Some of these projects and initiatives are short term and have already received attention in 2003. Others are longer term and scope and may be dependent upon a number of factors outside the scope of the Committee.

Project	Goals	Approximate Timeline								Council Strategic Plan Reference & Action Plan/ Project	Status	
		2003				2004						
		Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4			
Key Result Area: <i>Economic Development</i>												
Engage business community with festival opportunities	<ul style="list-style-type: none"> Seminars for businesses to take advantage of opportunities Marketing strategy 										Work through MCBA MCBA & Festival Society responsibility	The Committee's staff liaison facilitated a workshop of Festival of the Arts volunteers and businesses that were actively involved in the festival. The information shared at this workshop will be helpful for Festival organizers and ETAD members to work towards further engaging the business community in festival events in 2004 A volunteer, possibly from ETAD is desired to liaise with the Festival and businesses

<p>Further development of Moody Centre</p>	<ul style="list-style-type: none"> ▪ Develop Queen's and Clark as focal point ▪ Work with MCBA ▪ Create activity 										<ul style="list-style-type: none"> ▪ Council Goal ▪ Implement Public Art sub-committee recommendations ▪ CPRail pedestrian crossing at Queens Ongoing ▪ Council Goal ▪ Implement Public Art sub-committee recommendations 	<p>2003 Public Visual Art Master Plan developed and adopted.</p> <p>Pedestrian rail crossing task force convened and recommended underpass.</p> <p>Staff investigating underpass funding formulas.</p> <p>The President of the Moody Centre Business Association was invited to attend an ETAD meeting to share Association information, issues and concerns.</p> <p>Cultural Services Manager spoke at MCBA breakfast about the film industry and special events</p> <p>Moody Centre Market was created as a special event with support from City staff.</p>
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	<ul style="list-style-type: none"> ▪ Explore beautification options ▪ Explore traffic improvement options 								<ul style="list-style-type: none"> ▪ Council Goal ▪ Implement Public Art sub-committee recommendations 	Public Visual Art Master Plan approved.
	<ul style="list-style-type: none"> ▪ Marketing Strategy 									Golden Spike Days included a table for MCBA.
Attract Hotel/ Convention Centre	<ul style="list-style-type: none"> ▪ Review feasibility study and explore options ▪ Marketing strategy 								<ul style="list-style-type: none"> Long term goal. ▪ Council Goal ▪ Requires completion of Fire Dept. Master Plan and Land Management Strategy implementation plan 	
Identify, retain and attract businesses	<ul style="list-style-type: none"> ▪ Continue & expand on Bring Your Business Home campaign ▪ Continue with Business Recognition Event ▪ Develop marketing and communications strategy 								<ul style="list-style-type: none"> ▪ Business Marketing Sub-committee ▪ Investors Conference, Sept. 2003 	<ul style="list-style-type: none"> ▪ Invest in Port Moody Forum held. ▪ Business Recognition event held.

<p>Continue to brand Port Moody "City of the Arts"</p>	<ul style="list-style-type: none"> ▪ Maximize public art opportunities ▪ Assist to maximize Wearable Art Show potential ▪ Maximize Artists in the Park opportunity ▪ Explore opportunities for celebration of cultural diversity ▪ Marketing strategy 		<p>Public Art Subcommittee and Business Marketing Subcommittee</p> <p>Long term: no wearable art show in 2003</p>	<p>Public Art Master Plan developed and adopted</p> <p>Developers and planners attended a slide show on public art options</p> <p>Two new private galleries/studios opened (Electronic Ave/Esplanade)</p> <p>Artists In The Park program increased participation in 2003.</p> <p>Invest in Port Moody forum raised awareness and positive image of the branding</p> <p>www.cityofhearts.ca brand maintained</p>
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