

THE CORPORATION OF THE CITY OF PORT QUITLAM

ECONOMIC DEVELOPMENT COMMITTEE AGENDA

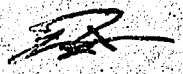
DATE: Wednesday September 7, 1994

TIME: 5:00 p.m.

Page No.

1. Letter from Irene Barr
Business Improvement Area for Downtown
2. EconMod 1.0
3. Workshop - Economic Development Council
4. Revitalization of the Poco Industrial Association or
Poco Industrial Improvement Area. Mr. Neil Jensen
Del Equipment

ID703/1


SEP - 7 1994

THE CORPORATION OF THE CITY OF PORT COQUITLAM

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

A meeting of the Economic Development Committee was held in the Planning Department on September 7, 1994 at 5:00 P.M.

In attendance were:

Bill Stewart, Chairman
John Keryluk, Vice-Chairman
Carlos Felip, Director of Planning

1. Letter from Ms. Irene Barr. Business Improvement Area for Downtown

Two letters received from Ms. Irene Barr of the Board of Directors of the newly formed Port Coquitlam Business Improvement Association (BIA) were considered.

Ms. Barr was requesting to appear as a delegation to Council to discuss the Port Coquitlam Business Improvement Association and to request the participation of the City.

In their letter the Port Coquitlam Business Improvement Association indicate that they are in the process of applying to the Ministry of Municipal Affairs, Recreation and Housing for a "B.I.A. Start-up Grant" of \$10,000.00. In order to qualify for this grant the Port Coquitlam B.I.A. requires a statement of support from Council, together with a contribution of \$5,000.00.

The Letter explain that the cost is estimated at \$20,000.00 to be obtained as follows;

Province -	\$10,000.00
Municipality-	\$ 5,000.00
B.I.A. Sponsor (Merchants) -	\$5,000.00 (in kind contribution).

Recommendation:

That the Port Coquitlam Business Improvement Association be advised that the Municipal Council of the City of Port Coquitlam support the B.I.A. initiative and will provide a forgivable grant of \$5,000.00 to fulfil half of the matching fund requirements of the B.I.A. Start up Grant. This grant to be conditional upon the Port Coquitlam B.I.A obtaining approval from the Ministry of Municipal Affairs, Recreation and Housing for a B.I.A. Start up Grant of \$10,000.00.

Carried.

Cont'd.../2

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2. EconMod 1.0

The Director of Planning and Economic Development requested authorization to proceed with the purchase of the computer program "EconMod 1.0". The program is offered as an "economic analysis tool especially designed for application in small communities".

The program should facilitate the, analysis of the nature of the local economy, assist in estimating the impact of new enterprises, in the development of local employment and economic activity, in forecasting the nature of the local economy and in the assessment of the impact of current enterprises on the revenues and expenses of the Local Government.

While the risk exist that the program may not be as friendly as anticipated, the information available to date and the low cost of the program make it reasonable to purchase it as an additional tool.

Recommendation:

That the Planning Department be authorized to purchase the EconMod 1.0 Program.

Carried.

3. Revitalization of the Port Coquitlam Industrial Association

The issue of revitalizing the Port Coquitlam Industrial Association with a view to organize it in a similar fashion that the Downtown B.I.A. was discussed.

Recommendation:

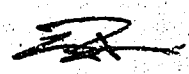
That the Director of Planning and Economic Development be instructed to contact Mr. Neil Jensen, former Director of the Port Coquitlam Industrial Association with the view to bring the organization back to assist in the promotion of the industrial areas of the City and the development of an Industrial Area improvement initiative.

Carried.

4. Workshop -- Economic Development Council

The members of the Committee conducted a workshop to discuss and identify goals, objectives, and an organization structure for an Economic Development Council. A number of ideas were discussed and the Director of Planning and Economic Development was assigned the task to report back to the Committee summarizing the ideas discussed and formulating an action plan for the organization of the Economic Development Council.

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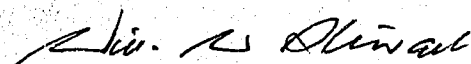
Recommendation:

That the Planning Department submit a report summarizing the concepts discussed at the workshop on an Economic Development Council and report back to the Economic Development Committee.

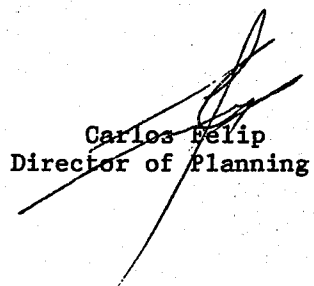
Carried.

5. Adjournment:

The Chairman adjourned the meeting at 6:30 PM.

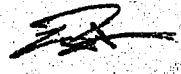


William Stewart
Chairman
Economic Development Committee



Carlos Felip
Director of Planning

CF/gg
703/3-5



SEP - 7 1994

THE CORPORATION OF T
CITY OF PORT COQUITLAM

REPORT TO COUNCIL

MEMORANDUM

TO: Tony Chong
City Administrator

Date: September 14, 1994
File: B.I.A.

FROM: Carlos Felip
Director of Planning

RE: B.I.A. Start-up Grant
Economic Development Committee September 7, 1994

RECOMMENDATION:

1. That the Port Coquitlam Business Improvement Association be advised that the Municipal Council of the City of Port Coquitlam support the B.I.A. initiative and will provide a forgivable grant of \$5,000.00 to fulfill half of the matching fund requirement of the B.I.A. start-up grant. This grant to be conditional upon the Port Coquitlam B.I.A. obtaining approval from the Ministry of Municipal Affairs, Recreation and Housing for a B.I.A. start-up grant of \$10,000.00.
2. That the \$5,000.00 be provided from the budget of the Planning Department.
3. That Council apply to the Ministry of Municipal Affairs, Recreation and Housing for a B.I.A. start-up grant of \$10,000.00, on behalf of the Port Coquitlam Business Improvement Association.

BACKGROUND:

On July 29, 1994 the Port Coquitlam Business Improvement Association directed the attached letter to the Mayor and Council. The association was advising Council of its establishment, providing some background on how it had come to be, and of its desire to establish a Business Improvement Area "B.I.A." in Downtown Port Coquitlam.

REQUEST FOR SUPPORT:

In order for the Port Coquitlam Business Improvement Association to succeed in their B.I.A. initiative, they request:

1. Council assistance with providing, for the purpose of establishing discussions with commercial property owners and commercial tenants, property addresses, assessed values, owners mailing addresses and calculation of individual tax assessments.
2. That the Municipality apply to the Ministry of Municipal Affairs, Recreation and Housing for a B.I.A. start-up grant of \$10,000.00, on behalf of the Port Coquitlam Business Improvement Association; and

Cont'd.../2

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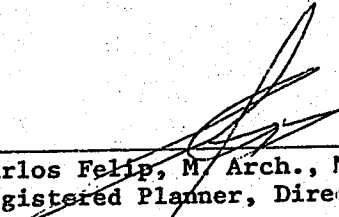
3. That Council provide a forgivable grant of \$5,000.00 to fulfill half of the matching funds requirement of the B.I.A. start-up grant.

The Port Coquitlam Business Improvement Association will make an in kind contribution of \$5,000.00 towards the \$10,000.00 Provincial matching grant component.

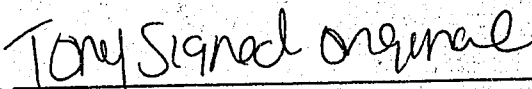
DISCUSSION:

The initiative of the Port Coquitlam Business Improvement Association to work towards the establishment of a Business Improvement Area, could result in substantial improvements to the commercial properties and to the general appearance of the Downtown Area.

There is sufficient funds in the Planning Department budget to cover the \$5,000.00 grant. The Economic Development Committee, therefore, recommends that Council support the initiative of the Port Coquitlam Business Improvement Association as noted in the recommendation section of this report.


Carlos Felipe, M. Arch., M.C.I.P.
Registered Planner, Director of Planning

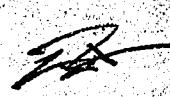
COMMENTS: I attended the last Business Improvement Association Meeting with the Director of Planning. I believe that the members are very sincere and committed to improving the Central Business Areas of the City. I support the recommendation of the City Planner.



Tony Chong
City Administrator

CF/gg

ID707/2-3


SEP - 7 1994

08/05/94

11:37

OFFICE CENTRE LTD.

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NO. 3 2 210 1 1
1000000

Bill & Co. New
Comm.
Fili

FAX MEMO

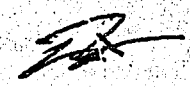
TO: Carlos Felip
Planning Department
Fax Number 944-5404

FROM: Irene Barr
Fax Number 464-9958

RE: Port Coquitlam Revitalization Association

I received a call from Mayor Treboulay and he advised me that he is directing our request to the Economic Development Committee and they will be in touch with us when they have reviewed the information.

Therefore, we will not be presenting at the August 8 council meeting as originally planned.


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The City of Port Coquitlam

MEMORANDUM

TO: C. Felip
Director of Planning

DATE: August 08, 1994

FROM: M. Schmor
Admin Department

SUBJECT: Attached letter from Irene Barr RE: A Business Improvement Area for
Downtown

CITY OF PORT COQUITLAM PLANNING DEPT.		
AUG 8 1994		
FILE # B.I.A.		
TO	REC'D	DATE
CF		

Mayor Traboulay has referred the attached letter to you. He requests that your committee invite Irene Barr to review the report and make recommendations to Council.

Please note that Mayor Traboulay has spoken to Irene, and she will be expecting a call from Planning.

Marlene

[Signature]
SEP - 7 1994

*Port Coquitlam Business Improvement Association
c/o Shaughnessy Office Centre
2540 Shaughnessy Street
Port Coquitlam, B.C.
V3C 3W4*

July 29th, 1994

Mayor Len Traboulay and Members of Council
The City of Port Coquitlam
2580 Shaughnessy Street
Port Coquitlam, B.C.
V3C 2A8

Your Worship and Members of Council,

Re: A Business Improvement Area for Downtown Port Coquitlam

On behalf of the newly-formed Port Coquitlam Business Improvement Association, I am writing to request that we may appear as a delegation before City Council, at its regular meeting of August 8th, 1994.

The subject of our presentation will be our efforts to establish a Business Improvement Area (B.I.A.) in Downtown Port Coquitlam, and a request for the support and assistance of City Council and Staff, as outlined in the attached letter.

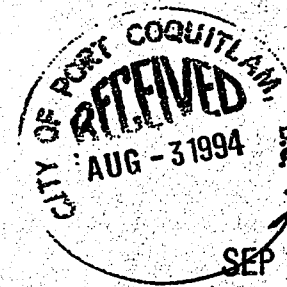
Please contact the undersigned at 942-6322 to confirm that our delegation will be on the agenda for the Council meeting of August 8th.

Yours truly,

Port Coquitlam Business Improvement Association

Irene Barr

Irene Barr
Board of Directors



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*Port Coquitlam Business Improvement Association
c/o Shaughnessy Office Centre
2540 Shaughnessy Street
Port Coquitlam, B.C.
V3C 3W4*

July 29th, 1994

Mayor Len Traboulay and Members of Council
The City of Port Coquitlam
2580 Shaughnessy Street
Port Coquitlam, B.C.
V3C 2A8

Your Worship and Members of Council,

Re: A Business Improvement Area for Downtown Port Coquitlam

Over the past few months, members of the Port Coquitlam business community - both property and business owners, have been meeting to discuss the future of the downtown area, and to identify our goals and objectives for the community. To this end, we have undertaken the following:

1. Assembled a core group of about 50 concerned business people
2. Held a series of meetings over the spring and summer
3. Researched funding and grant opportunities available to our community
4. Held a planning workshop on June 22nd, 1994 to identify the problems and strengths of Downtown Port Coquitlam; and to solicit ideas for alleviating these problems and capitalizing on these strengths.
5. Established the Port Coquitlam Business Improvement Association.

The aim of our newly-formed business association is to ensure the long-term economic viability of Downtown Port Coquitlam. A successful program of downtown revitalization will require the business community to take a lead role - with the continued support of City Council and Staff. We greatly appreciate the City's support of our efforts to date, and look forward to a partnership of business and government in improving the downtown area.

We are presently working towards the establishment of a Business Improvement Area (BIA) in Downtown Port Coquitlam. This will provide the business community with an organized structure and source of funding to enable its active participation in the revitalization process.

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The BIA mechanism is described below:

What is a BIA?

A BIA is a geographically-defined area in which local business and property owners join together, with the help of their Municipal government, to improve and promote their business district. A BIA is funded through a tax levy on all commercial properties within its boundaries - and is therefore **fully self-supporting**. There are now over twenty BIA's in British Columbia, with several others in the formative stages - including Port Moody and Cloverdale.

The mandate of a BIA is to enhance the viability of the local business district through research, strategic planning, physical improvements, marketing and promotional activities. The BIA mechanism can assist us in developing a unique identity, and creating a "sense of place" in Downtown Port Coquitlam.

Five-Year BIA Bylaw and Funding Ceiling

The City of Port Coquitlam can enact a BIA bylaw (similar to a local improvement bylaw) that authorizes an additional levy to be charged against each class 5 and 6 property within the defined BIA boundaries, for the purpose of promoting the business area. A BIA bylaw usually stipulates a five-year term with a five-year funding ceiling. The community may decide to vary its budget on a year to year basis, however, the maximum amount of funds available over the five-period is set and cannot be exceeded.

Assessment Method of Calculating the BIA Levy

BIA legislation permits three methods of calculating BIA levies: assessment, frontage and parcel. The most practical and commonly used method for calculating each property owner's contribution is the **assessment method** - whereby each property owner pays a proportionate levy, based on the value of their property as a portion of the total assessed value within the BIA boundaries. Individual leasing arrangements determine tenant contributions towards the levy.

Demonstration of Support for the BIA

The legislation stipulates that a BIA can be established through either the **council initiative or petition process**. Almost all BIA's in British Columbia have been created through the council initiative process.

After the BIA sponsor has undertaken an information and lobbying campaign, official property owner support/opposition is measured through the council initiative (referendum) process.

Following a successful start-up bid, the BIA sponsor holds an annual general meeting (AGM) where Directors are elected, and the first year's budget is approved by both property owners and tenants. In the first year, and in all subsequent years, the Municipality releases funds to the BIA organization only after the property and business owners have approved the annual budget at the AGM.

Boundaries

As part of the start-up process, we will determine an appropriate budget and boundaries for the proposed BIA - based on the objectives of the business community, and subject to support from property owners.

The Next Steps

With Council's support, our next steps are as follows:

1. Articulate our vision and objectives for Downtown Port Coquitlam.
2. Prepare and distribute an information brochure and other written materials to describe the BIA mechanism and the BIA proposal for Port Coquitlam.
3. Hold meetings with property owners and tenants to inform them about the proposed BIA, and to secure their support.
4. Work with City Staff to ensure that Municipal requirements re: the Council Initiative Process and BIA Bylaw are fulfilled.

Assistance to Business Associations

The BIA start-up process requires considerable energy, time and resources. As a BIA sponsoring agency, our task is to develop a promotional plan for our business area, and to educate property owners and tenants about the BIA mechanism and the proposed Port Coquitlam BIA. Our association is aware that other business communities in B.C. have received Provincial funding assistance through the Ministry of Municipal Affairs, Recreation and Housing's Downtown Revitalization Program.

A BIA Start-Up Grant of up to \$10,000 is available to subsidize the cost of information brochures, meetings, and hiring of staff or consultants to facilitate the education process, and to organize events that publicize the establishment of the BIA. The BIA Start-Up Grant is funded on a matching grant basis, as outlined below:

Province	50%
City	25%
BIA Sponsor	25%

The receiving community is asked to match the Provincial grant amount, either in funds or services in kind. *For more information on this grant, call Mr. Martin Thomas, Program Administrator at 1-387-4090 (Ministry of Municipal Affairs, Victoria).*

Request for Assistance

Our Association sees itself as working in partnership with the City in our commitment to the social and economic well-being of the community. As a volunteer organization, however, our Association has limited resources and little experience in BIA formation. Council's assistance in this community economic development initiative would be greatly appreciated.

The Port Coquitlam Business Improvement Association respectfully requests Council's support of our BIA initiative, and assistance with the following:

1. Facilitate our discussions with property owners and commercial tenants by providing technical information such as: property addresses, assessed values, owners' mailing addresses, and calculation of individual tax assessments, as a proportion of the total assessed value.
2. Apply to the Ministry of Municipal Affairs, Recreation and Housing for a BIA Start-Up Grant of \$10,000 - on behalf of the Port Coquitlam Business Improvement Association (sponsor).
3. Provide a forgivable grant of \$5,000 to fulfil half of the matching funds requirement of the BIA Start-Up Grant. The Port Coquitlam Business Improvement Association will make an in-kind contribution of \$5,000 towards the \$10,000 matching grant component.

Given the experience of other communities, the costs of BIA start-up will be \$20,000 (both in cash and contributions in-kind).

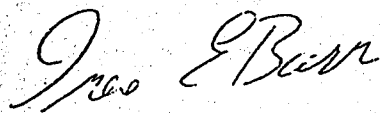
Province	\$10,000
Municipality	\$ 5,000
BIA Sponsor	\$ 5,000 (in-kind contribution)

4. Approve the "Council Initiative" process as the measure of property owner support required by BIA legislation, and commencement of the process in sufficient time for bylaw enactment, and for the levy to be charged against the 1995 property taxes.

Thank you, in advance, for consideration of our BIA proposal. We believe that the establishment of a BIA will help to make the downtown a worthy reflection of our community and a distinctive economic area within Port Coquitlam. We look forward to working closely with the City of Port Coquitlam on this exciting project.

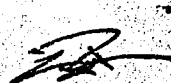
Yours truly,

Port Coquitlam Business Improvement Association

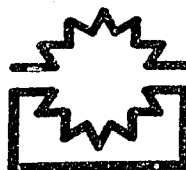


Irene Barr
Board of Directors

cc: Mr. Carlos Felip, Planning Director



SEP - 7 1994



Lower Level, Voyageur Mall
110-115 Main Street West
Atikokan, ON P0T 1C0
Fax: (807) 597-1138
1-800-263-0063

CITY OF PORT COQUITLAM
PLANNING DEPT.

AUG 10 1994
FILE # *EconMod*

TO	REC'D	DATE
<i>CF</i>	<i>CF</i>	
<i>29</i>		

*Hand
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Aug 31*

Announcing!! EconMod 1.0

After two years of development work, EconMod 1.0 is now ready for shipping. And you are eligible to be one of the first to receive this indispensable economic analysis tool, specially designed for application in small communities (100,000 population, or fewer).

With EconMod 1.0, you can

- ☒ Analyse the nature of your local economy. Which enterprises or activities are your community's economic engines and which are the brakes?
- ☒ Estimate the impact of a new enterprise development on local employment and economic activity.
- ☒ Forecast the nature of your local economy, including "What if?" scenarios.
- ☒ Assess the impact of current enterprises on the revenues and expenses of the federal, provincial and local governments. What if they expand or close? What if a new enterprise is created?

For the first time, you will be able to easily and accurately gain an understanding of the forces affecting your local economy and show the importance of all aspects of your economy to others. You can establish credible benchmarks to assess changes in your local economy and your role as an economic development agency in facilitating or reducing the impact of those changes. *Save thousands of dollars in consultant's fees!*

SPECIAL OFFER FOR CANADIAN ECONOMIC DEVELOPERS

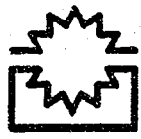
Because the development of this important tool for local economic analysis was partially funded by Industry, Science and Technology Canada, you can receive your copy for the special price of only \$9.00, plus GST and PST (the regular retail price is \$399.00).

Place your order now!!

(Over.....)

**R. E. MICHELS
& ASSOCIATES LTD.**

[Signature]
SEP - 7 1994



R. E. MICHELS
& ASSOCIATES LTD.

IN WITNESS WHEREOF the Licensee hereto have hereunto set their hands as of the date written below.

LICENSEE:

By: _____

Title: _____

Date: _____ 19 ____.

Please sign and return to:

R. E. Michels & Associates Ltd.
Lower Level, Voyageur Mall
115 Main Street West
P. O. Box 1438
Atikokan, Ontario P0T 1C0

Software License Agreement

WHEREAS, R. E. Michels & Associates Ltd. (the "Licensor") is the owner of a certain Software System designed for use in estimating, analysing and forecasting the nature of a local economy and the impact of certain events on a local economy;

WHEREAS, Licensee desires to obtain a license, and Licensor desires to grant a license, for the software system specified herein on the terms and conditions specified herein;

NOW, THEREFORE, the parties hereto mutually agree as follows:

1. The Software System

This Agreement and the license granted herein applies to a certain local economy modelling software system which is owned by Licensor. All modifications, changes, enhancements, conversions, upgrades, or additions made to the software system, whether made by Licensor, Licensee, or a third party, shall be the property of Licensor, shall be considered a part of the software system, and the Licensee shall receive a license to same in accordance with Paragraph 2.

2. License

Subject to all of the terms and conditions hereof, Licensor does hereby agree to grant to Licensee a perpetual, non-exclusive and non-transferable license (the "License") to use the software system, terminable as specified herein, which license the Licensee hereby accepts. The License shall also include any enhancements to the software system provided by Licensor pursuant to any other agreement between Licensor and Licensee.

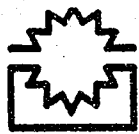
3. Terms of Licenses

The software system, or portions thereof under development, including the existing system, shall be used by Licensee only at the principal data processing site of Licensee. Use of the software system may subsequently be transferred to any other single location which may become the principal data processing site of Licensee provided that use of the software system is discontinued at the previous location.

4. Application and Use

The software system shall be used only for the processing of Licensee's own business. Licensee shall not use the Software System in the operation of a service bureau or in any other manner which would permit or allow the use of the Software System, or any portion thereof, in connection with transactions in which Licensee is not involved. Licensee shall under no circumstances assign or sublicense the License to any other person and any purported attempt to do so shall be deemed to be a material breach of this Agreement.

SEP - 7 1994



R. E. MICHELS
& ASSOCIATES LTD.

IN WITNESS WHEREOF the Licensee hereto have hereunto set their hands as of the date written below.

LICENSEE:

By: _____

Title: _____

Date: _____ 19 _____

Please sign and return to:

R. E. Michels & Associates Ltd.
Lower Level, Voyageur Mall
115 Main Street West
P. O. Box 1438
Atikokan, Ontario P0T 1C0

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WHEREAS, Licensee desires to obtain a license, and Licensor desires to grant a license, for the software system specified herein on the terms and conditions specified herein;
NOW, THEREFORE, the parties hereto mutually agree as follows:

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2. License

Subject to all of the terms and conditions hereof, Licensor does hereby agree to grant to Licensee a perpetual, non-exclusive and non-transferable license (the "License") to use the software system, terminable as specified herein, which license the Licensee hereby accepts. The License shall also include any enhancements to the software system provided by Licensor pursuant to any other agreement between Licensor and Licensee.

3. Terms of Licenses

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4. Application and Use

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SEP - 7 1994

SEPTEMBER 7, 1994
ECONOMIC DEVELOPMENT COMMITTEE

WORKSHOP ON:

Goals

Objectives

Organizational Structure, for an
ECONOMIC DEVELOPMENT COUNCIL

GOALS

What do we want to achieve:

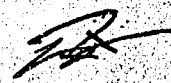
- Benefits to the City
- Benefits to the Citizens
- Other

OBJECTIVES

- Specific Benefits to City
- Specific Benefits to Citizens.

ORGANIZATIONAL STRUCTURE:

- Who should belong
- Who should manage it
- Who should manage it
- How should it be financed
- How is it structured


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