## THE CORPORATION OF THE CITY OF PORT COQUITLAM

## ECONOMIC DEVELOPMENT COMMITTEE

A regular meeting of the Economic Development Committee was held in the Planning Department on: June 27, 1991 at 5:00 p.m.

In attendance were:

Alderman R. Talbot, Chairman Alderman M. Thompson, Co-Chairman

Also in attendance were:

Carlos Felip, Director of Community Planning Donna Vyse, Junior Planner

## CONFIRMATION OF MINUTES:

#### Recommended:

That the minutes of the meeting of the Economic Development Committee held on May 16, 1991 be taken as read and adopted.

#### Carried.

## DEVELOPMENT PROPOSALS:

1. 1991 Home & Trade Fair - Review & Analysis

#### Recommended:

That the report be deferred to the July 8, 1991 meeting to give Committee members a chance to study the report.

Carried.

2. U.I. Job Creation Program - 1991 Home & Trade Fair

#### Recommended:

That the report be deferred to the July 8, 1991 meeting to give Committee members a chance to study the report.

Carried.

#### ADJOURNMENT:

At 6:30 p.m. the meeting adjourned.

Alderman R. Talbot Chairman

TD484-2

JUN 2 7 1991

#### THE CORPORATION OF THE CITY OF PORT COQUITIAM

#### MEMORANDUM

TO:

Economic Development Committee

DATE: June 27, 1991

FROM:

Carlos Felip

Director of Planning

RE:

1991 Home and Trade Fair

#### RECOMMENDATION:

- That the attached "1991 Home and Trade Fair Review & Analysis" be received;
- That the attached "Guidelines for the Organization of the Port Coquitlam Home and Trade Fair" be received;
- That the statement of Revenues and Expenditures below be received for information; and
- 4) That the Economic Development Committee be directed to consider alternate ways to organize the 1992 Home and Trade Fair as suggested in the "1991 Home and Trade Fair Review & Analysis".

## Enclosed for information are:

- A report on the 1991 Home & Trade Fair that takes a close look at every aspect of the fair and its organization.
- ii A report on "Guidelines for the Organization of the Port Coquitlam Home & Trade Fair. Provides detailed advice to future organizers of the Fair.

1991 Home & Trade Fair Revenue & Expenditures:

TOTAL REVENUE:

EXPENDITURES:

\$ 23,340.00

Paid Staff:

\$15,567.00

Fire Dept. Outdoor Exhibit:

\$ 3,666.53

Arena:

\$ 6,400.00

other expenses:

16,692.00

(for details see attached page)

TOTAL EXPENDITURE:

\$ 42,325.53

Cost to the Municipality:

\$ 18,985.53

Council should note that part of the work for the Home & Trade Fair was done on a volunteer basis. Volunteers included members of Council, staff and citizens at large.

Carlos Felip, M. Arch., M.C.I.P.

Registered Planner, Director of Planning

JUN 2 7 1991

DV/dv ID444/30 Supplementary Information:

1991 TRADE SHOW:

## OTHER EXPENSES

| Salaried Pay & Benefits Salaried OT Pay Part time Pay & Benefits           | \$<br>13,863.00<br>1,514.00<br>190.00 |
|--|---------------------------------------|
| Printing Invitations, front page brochure                                  | 1,053.00                              |
| Other Materials trophies, dish rental, name tags, reception                | 4,766.00                              |
| Contracted Services booth rentals, security service                        | 7,028.00                              |
| Advert_sing:<br>Newspapers: News, Now, Pacific Press; Easy Living Magazine | 3,929.00                              |

ID483/3

CITY OF PORT COQUITLAM

1991 HOME AND TRADE FAIR

REVIEW & ANALYSIS

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## INTRODUCTION

Organization of the 1991 Home and Trade Fair was based on experience from previous years; information extracted from previous years' files and through communication with volunteers who had participated in the previous years.

The lack of background information and details of the various aspects of the Fair that required very close attention, added to what was later discovered as a very tight time schedule, made the organization of the 1991 Home & Trade Fair very difficult. Volunteers and staff participating in the organization of the Fair were forced to spend more time and energy to prepare a successful show than would have otherwise been required.

The purpose of this report, therefore, is to record in an organized way information on every aspect of the Trade Fair, as a reference for future organizers.

A further document "Guidelines For the Organization of the Port Coquitlam Home and Trade Fair" has also been prepared to assist future organizers.

## REPORT ON THE 1991 HOME AND TRADE FAIR

## I. Overall Assessment and Exhibitors' Comments

The organization of the 1991 Fair must be considered a success in that it was a community event that attracted the attention of many citizens of the community, had a positive political impact and high participation of local business. All this, despite the last minute change of organizers, dates for the event and a very short time allocated for the organization.

A number of serious concerns, however, were identified, mostly by the exhibitors:

#### a) Scope:

The event was definitely better organized, more professionally run than in previous years. However, major marketing promotion is needed. Port Coquitlam does not represent a large enough market area to sustain an event like this on a yearly basis. The organization must consider expanding the promotional area, perhaps including the participation of other surrounding communities.

## b) <u>F. hibitors' Motivation:</u>

Businesses cannot be asked to participate simply because "it's the politically correct thing to do". They are attracted to this kind of event because of the promotional value. This promotional value is not there when only the small community of Port Coquitlam is targeted. To the question "Do you think that the advertising was adequate for the Home & Trade Fair?", most respondents to the questionnaire answered "No" or "Yes, but some more or some different advertising would have been useful".

#### c) Dates and Time for the Fair:

Most respondents liked the dates of May 24, 25 & 26, as well as the opening and closing hours. Some suggested closing at 4 p.m. on Sunday and some suggested to extend opening hours on Saturday.

#### d) Opening Ceremonies:

Most respondents liked the opening ceremony. Some suggested not to change a thing for next year, while others suggested that a wider choice of drinks be provided.

## e) <u>General Comments.</u>

. Not enough excitement. Perhaps door prizes even if a small entrance fee is required, should be considered.

1991 Home & Trade Fair

- . A concession stand should be considered in each of the arenas. "Traffic" in the the concession-less arena was too slow.
- . The passageway between the two arenas is not appropriate. There should be some better encouragement for people to visit both arenas; proper wheelchair ramps, not makeshift, should be provided.
- . A beer garden should be considered.
- . Consider a pancake breakfast on Saturday or Sunday morning.
- . Security is a concern.
- . Entertainment must be better publicized to attract people.
- . Regulate noise that exhibitors' booths can make. Radios, videos, etc. are disturbing to some people.
- . Have some background music in both arenas in between announcements.
- . Ensure that booth removal can take place on Monday.

#### **DISCUSSION**

About 20% of the exhibitors responded to the questionnaire. Nore than 50% of the respondents indicate overall satisfaction with the Trade Fair, encourage the Fair to proceed and were thankful of the 1991 efforts; however, the critiques in different areas are serious.

Should a decision be made to continue with the Home & Trade Fair 1992, a committee to organize it should be designated immediately. Provision should be made to have a regular staff person working virtually full-time on the organization at least 6 months prior to the Fair; additional staff, which could be temporary, is required to appropriately promote the Fair.

All aspects of the physical organization of the event, arena, booths, signage, etc. should be coordinated by the Parks & Recreation Department; it is therefore recommended that the full-time event organizer be a staff member of that department.

Other departments like Planning, Engineering, etc. may assist, as secondary players in the organization of this event.

75% of the 1990 Home & Trade Fair exhibitors did not participate in the 1991 Trade Fair. Unless the organization of the Fair is "professionalized" in a manner as suggested above, it can be anticipated that 75% of the 1991 exhibitors will not show up for the 1992 Fair, despite improvements in the Fair this last year. Soon we'll have a year of total failure of the Fair.

## II. Booth Sales

#### Targeted groups:

Port Coquitlam Business Licence list.
Past exhibitors.
Map\_a Ridge Chamber of Commerce Membership List.
Chamber of Commerce Tri-City Area Membership List.

#### Recommendation for next year:

Have a representative visit chamber meetings.

Promote Trade Fair to target groups, get more participation.

More manpower to visit potential exhibitors.

Target large exhibitors (i.e. B.C. Hydro Power Smart) - go after them early.

Have a representative visit the Mission and Maple Ridge Trade Fairs (to distribute registration forms).

#### III. Arena

#### (a) Exhibit Hall "A"

54 general booths (8 feet x 10 feet). 6 food services. Entertainment area.

#### Differences from last year:

Ceiling treatment.
Expanded food service.
More tables.
More draping.

## Recommendation for next year:

More draping.
Increased lighting.
If required, an additional 10-16 booths can be accommodated.

#### (b) Exhibit Hall "B":

Exhibit Hall "B" was modified (62 booths). Antique Car Display.

#### Differences from last year:

Exhibit Hall "B" was not as busy this year.

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## Recommendations for next year:

Add a beer garden for specialized beer and wine. One food service.

Create banner treatment for the ceiling.

Silver/royal blue drapes.

If required, up to 90 booths can be accommodated.

Hallway from Exhibit Hall "A" to Exhibit Hall "B": Full drapes along the sides. More signage. Pictures of the city/past exhibits used as a feature.

## IV. Safety

## Recommendations for next year:

Ramps into the arena must be carpeted. Safety rails must be provided.

## V. Entrances

Entrance through the lobby.

## Differences from last year:

Heritage Society in the lobby. More signage

## Recommendations for next year:

Still more signage.
Two entrances - Exhibit Hall "A"/Exhibit Hall "B".
Consider closing the lobby.

## VI. Security

Two people on security all night long. During the opening ceremonies in Exhibit Hall "B".

## Difference from last year: Added security

## Recommendations for next year:

Security person on entrance door to two exhibit halls
Two people in each exhibit hall at closing time Friday and Saturday

## VII. Signage

Signs at entrances to the City Banner on underpass Signs on City property Banner on Rec Centre Signs on cars in Antique Car Parade

Review & Analysis 6

#### Recommendations for next year:

Still more signage (directing people to Rec Centre)

## VIII. Master of Ceremonies

Master of Ceremonies (announced entertainment times, draws; troubleshooter)

## Differences from last year:

No Master of Ceremonies

#### Recommendations for next year:

Use Master of Ceremonies for draws, to bring people to special events

## IX. Entertainment

Antique car parade - Friday at 5:00 p.m.

Friday 5:00 p.m. Opening Ceremonies 7:30 p.m. Chiasson Dance Centre

Saturday 11:30 a.m. Paul's Cooking demo 4:30 p.m. Chiasson Dance Centre

Sunday 1:30 p.m. Town and Country Squaredancers 1:45 p.m. Rupert the Clown and His Magic Hat

## Differences from last year:

More entertainment Scheduled draws No fashion show

## Recommendations for next year:

Consider a gimmick different from this year's antique cars Beer garden for Exhibit Hall B Food service for Exhibit Hall B Additional entertainment

## X. Parking Lot

Fire Department ladder truck and Ronald McDonald House

#### Differences from last year:

The Fire Dept. ladder truck and Ronald McDonald House were not on exhibit

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## Recomendations for next year:

Use the Fire Dept. ladder truck and Ronald McDonald House again Ensure that there is some visible activity in parking area

## XI. Advertising

Pacific Press - Province & Sun classified
Tri-City News
Coquitlam Now
Star FM Radio (last week prior to Fair)
CKST 800
Tourism B.C. (59 radio stations including CKNW)
Easy Living Magazine

## Differences from last year:

More advertising in the News (Surrey/Burnaby/New Westminster areas)

## Recommendations for next year:

Easy Living Magazine - meeting early to discuss having them do a section on the Home and Trade Fair.
Radio advertising (start 4 weeks prior to Fair to increase booth sales). Use Star FM only.
Use a community group to distribute posters.
Use the postal walks to distribute flyers.
School children colouring contest.

## XII. Public Address System

Mobile microphone was used.

## Difference from last year:

Mobile unit was used, transmitted into both arenas

## Recommendations for next year:

System cut out in Exhibit Hall B, get a different system

## XIII. Background Music

## Recommendation for next year:

Background music be used, especially in the food centre area.

## XIV. Trophies

4 categories were recognized:

#### Trophy & keeper plaque:

#### Ribbons:

Best Overall Booth
Best commercial booth
Best service booth
Most unique booth

Honourable mention Honourable mention Honourable mention

#### XV. Draws

Master of Ceremonies announced draws throughout the Fair

#### Difference from last year:

Draws were not announced.

#### Recommendations for next year:

Continue use of M/C for announcements

## XVI. Hours of Operation

Friday: 6:30 p.m. to 9:00 p.m. Saturday 10:00 a.m. to 6:00 p.m. Sunday 10:00 a.m. to 6:00 p.m.

#### Differences from last year:

none

#### Recommendations for next year:

Friday: 6:30 p.m. to 9:00 p.m. Saturday: 10:00 a.m. to 9:00 p.m. Sunday: 10:00 a.m. to 5 p.m.

ID482/1-10

## GUIDELINES FOR THE

ORGANIZATION OF THE

PORT COQUITLAM HOME AND TRADE FAIR

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## I. Analysis of Previous Year's Fair

The Economic Development Committee, charged with the organization of the Home and Trade Fair, should meet in June to discuss the previous year's Fair. An overall assessment of successes and failures should be recorded including a detailed analysis of cost and expenditures.

## II. Budget

A detailed budget based on previous year's actual budget to be drawn. Should this budget exceed the amounts included in the Municipal Budget for the year, then any discrepancy should be reported to Council immediately.

## III. Dates and Calendar

The following timelines are recommended:

#### June/July

final windup and analysis of previous year's Fair

#### September/October

- Economic Development Committee must discuss and make decisions on timelines for next year's Fair, come up with a vision for the event, determine the type of organization that would be used for Fair organization.
- Depending upon opportunities presented, the Committee should decide every year whether the Fair will be run by a combination of staff and volunteers, by paid staff only (more expensive but easier to administer) or determine whether or not senior government assistance is available.
- Initial letters to potential next year's exhibitors and targeting of desired exhibitors must commence.

#### December

- The Economic Development Committee must make a decision on a "Trade Fair Organizing Committee", establish a break-up of workload among the members and set a meeting schedule up to the date determined for the Trade Fair.

Starting January until the date of the Trade Fair, weekly meetings of the organizing committee are recommended.

## IV. Organizing Committee

The Economic Development Committee must make a decision on number of persons and structure of the organizing committee. It is strongly recommended that the organizing committee be coordinated by a paid staff member. Should volunteers be involved, they must be invited to participate from the initial stages of the Fair. Committment to the project is then established.

## V. Advertising

The organizing committee's first priority must be to decide on advertising.

Media advertising may be obtained at lower cost when planned in advance and coordinated with other senior levels of government (Tourism B.C., Ministry of Economic Development).

Printing of forms, letterhead, posters and advertising flyers must be decided early in the process and direct advertising (letters of invitation) also require priority.

## VI. Facility

Booking of the facilities required for the Home and Trade Fair must take place as soon as a date for the Fair is decided. Availability of the facilities may influence the date of the Fair.

## VII. Signage

Much of the signage used for the Trade Fairs can be reused in subsequent years. A tally of existing signage must be made and early decisions on additional signage/replacement is required.

Off-site signs may require authorization from Council and/or "booking" the use of a particular location for the necessary dates. These locations are administered by the Parks and Recreation Department.

## VIII. Opening Ceremonies

Opening ceremonies involve the determination of the location for the ceremonies, organizing of the catering, and organization of a guest list and issuance of the appropriate invitations.

The opening ceremonies on their own are a complex organizational challenge and at least one person must be given full responsibility for it.

JUN 2 7 1991

Home & Trade Fair

## IX. Follow-up

Immediately after completion of the Fair, and to assure future success and repeated cooperation, the organizing committee must issue:

- Thank-you letters to exhibitors and judges
- Best Booth Contest winners advertised in newspapers
- Letters and questionnaires to exhibitors
- Letters of appreciation to entertainers
- Letters of appreciation to local support people, catering, rental, etc.

## X. Analysis of This Year's Fair

Similar to I. above, the process is begun all over again.

## 1991 HOME AND TRADE FAIR QUESTIONNAIRE ANALYSIS:

| ons        | es were received from 24 exhibitors: 20% response  |
|------------|--|
|            | o you like the dates of May 24, 25, 26?  |
| 2          | . Did you find that the information provided to participants was adequate?                         |
| Ď          | o you have any concerns regarding the set-up time for the booths?                                  |
| D          | o you think that the advertising was adequate for the Home and Trade Fair?                         |
| W<br>yc    | hat are your major concerns regarding the Trade Fair? What changes would bu like to see next year? |
|            |  |
| Do         | you like the opening/closing hours?  |
| Di         | d you enjoy the opening ceremony? What changes would you make?                                     |
| <b>C</b> o | omments:   |
|            |  |
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ID444/38

THE CORPORATION OF THE CITY OF PORT COQUITLAM

#### MEMORANDUM

TO: Economic Development Committee

DATE: June 13, 1991

FROM: Car

Carlos Felip

Director of Planning

RE:

U.I. Job Creation Program 1992 Home and Trade Fair

#### RECOMMENDATION:

That the City of Port Coquitlam apply to the Unemployment Insurance Job Creation Program for 3 people to work for the Home & Trade Fair for a period of five months commencing in January, 1992 to look after booth sales and marketing programs.

#### BACKGROUND:

The Unemployment Insurance Job Creation Program is designed to provide opportunities for unemployed workers receiving UI benefits. The program provides for workers to maintain and utilize their skills and receive enhanced benefits while they are working. The project must employ a minimum of 3 people and operate for a minimum of 6 weeks. Sponsoring organizations are eligible to receive operating costs.

#### PROJECT TASKS:

#### Contacts:

Making calls and inquiries to targeted exhibitors (i.e. B.C. Hydro Power Smart Program);

The benefits for the Home & Trade Fair would be positive: the manpower through the UI Program would be able to target the larger exhibitors which help in drawing in other exhibitors and bring in a wider range of public attendance.

#### Booth Sales:

This would involve taking a list of contacts and approaching potential exhibitors with a package marketing the Home & Trade Fair. Making personal contact and building a repoire with the community and surrounding area is necessary to build up a good list of exhibitors.

#### Marketing:

It is necessary to start a marketing program early - through community advertising; involving school children in colouring contests; creating special events during the Trade Fair involving the community.

Economic Development Exhibits:

To prepare a professional economic development display is very labour intensive, having extra help during the months prior to the Trade Fair will enable the Planning Department to focus on preparing the exhibit.

#### Marketing Package:

An exhibitors' marketing package including attendance statistics; number and type of exhibitors and information for future contacts. Exhibitors, especially the larger ones, need to know who their market will be before they commit themselves, having a package will help to market the Trade Fair more effectively.

#### REQUIREMENTS FOR THE ADDED PEOPLE:

Office space will have to be provided, however there are no salary costs to the City, and the City (Home & Trade Fair Project), as a sponsoring organization, could be eligible for \$125.00 per work week (per person) to offset operating expenses.

#### APPLICATION TO THE PROGRAM:

The Unemployment Insurance Job Creation Program Applications are received on a first-come first-serve basis and an application should be submitted as soon as possible.

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

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| Immigration Canada Immigration Canada  |  |
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|   |  |                           |                                     |   | ••••••••••••••••••••••••••••••••••••••• |                                  | •          | ••••••••                             |   |
| TOTALS-TOTAUX   | 38                                       |                           | 39                                  | <u>-</u>                                |   |                                  | 40   | 41                                   |   |
| •   |  | L                         |                                     |   |   | L                                |  | .,                                   | 42  |
| WORKER'S COMPENSATION   | BOARD - INDE                             | EMNITĖ (                  | 'ACCIDEI                            | VT DU TRAVA                             | 11                                      |                                  | W C R COSTS                                      | SPONSON                              | ON OR CONTRIBUTION                                      |
| A SCT. NO.  | TOTAL WAG<br>SALAIRE TOT                 | FC                        | 44 VACA                             | TION PAY<br>DE VACANCES                 | 45 W.C.B                                | RATE                             | **   | CONTAINUTE<br>DUPAUMOTE              | UN OU CONTRIBUTION                                      |
|   |  | +                         |                                     |   | X PRESTA                                | TION 34                          | !  | 4,                                   | 48<br>=   |
| OTHER COSTS - AUTRES FRA  | ıs                                       |                           |                                     |   | ·                                       |                                  |  |                                      |   |
|   |  |                           |                                     |   |   |                                  | •  |                                      |   |
|   |  |                           |                                     |   |   |                                  |  |                                      |   |
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|   |  | ·                         |                                     |   |   |                                  |  |                                      |   |
|   |  |                           |                                     |   |   |                                  | OTHER COSTS<br>AUTRES COSTS                      | SPONSOR<br>SHUBITION<br>CONTRIBUTION | DU  |
| AL  |  |                           |                                     |   |   | 49                               | 50   | PROMOTEUR                            | 1,4   |
|   |  |                           | ·                                   | ·····                                   |   |                                  | i  |                                      |   |
|   |  |                           |                                     |   |   | GA<br>COI                        | OSS PROJECT TO<br>COSTS CO<br>UT TOTAL DU CON    | TAL SPONSON<br>ONTRIBUTION           | ** * * * ***  |
|   |  |                           |                                     | TOTALS - TO                             | TAIIV                                   | 52                               | PROJET   | TR. TOTALE DE                        | , in the  |
|   | •  |                           |                                     |   | AUX                                     |                                  |  |                                      | 1   |
| NEFITS (DEPT 89) (BOX 42)<br>4770NS D'A,-C (CTÉDIT 89) (CASE 42)  | 55                                       |                           | 7                                   |   |   |                                  |  |                                      |   |
| 4 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 -   | <u> </u>                                 |                           |                                     | •                                       | , , ,                                   | .I.C. CONTRIBUT<br>ONTRIBUTION D | ION (DEPT 36) (BOX 48<br>D'EIC (CREDIT 36) (CASE | + 51}<br>48 + 51)                    |   |
| E OF SPONSOR CONTRIBUTIONS  |  |                           |                                     |   |   |                                  |  | - (                                  |   |
| E OF SPONSOR CONTRIBUTIONS - SOU  | TCE DES CONTRIB                          | UTIONS DU                 | PROMOTEU                            | n                                       |   |                                  |  |                                      | ~~) VI<br>• ~-av/                                       |
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| MOST EQUALTOTAL SPONSOR CONTR<br>DONT ÉTRE ÉGAL À LA CONTRIBUTION   | TOTALE DU PROA                           | 10 TEUR (CA               | 158 53)                             |   |   |                                  |  |                                      | ,   |
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| RE (PLEASE PRINT)<br>I (EN LETTRES MOULEES)   | <del></del>                              | POSITION .                | -                                   | - 3er ( P)                              | TOUR CA PER                             | ODE. (AVANT D                    | E SIGNER, VEUILLEZ CO                            | ONSULTER LE GI                       | JIDE À L'INTENTION                                      |
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| ***************************************   | · · · · · · · · · · · · · · · · · · ·    | •••••••                   | ********                            | ••••                                    |   | ••••••                           | •          |                                      |   |
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# THE CORPORATION OF THE CITY OF PORT COQUITLAM

CITY HALL 2580 SHAUGHNESSY STREET PORT COQUITLAM, B.C.

TELEPHONE: 941-5411

In Account With .

Ref. No. 31114009001

at. June 25,1991

TO

Port Coquitlam Home & Trade Fair c/o Port Coquitlam Planning Department

| 1991 | Please credit account #3 9402398761 in the amount of \$6,400.00  To cover the rental of arena #1 & 2 all day May 23, 24, 25 & 26, 1991  8 days @ \$800.00 per day | \$6,400.00 | \$6,400,00   |
|------|---|------------|--------------|
|      | Approved by:  |            | \$07400.08   |
|      | In order to avoid charging G.S.T., please treat as an internal memo   |            |              |
|      |   |            |              |
|      |   |            | JUN 2 7 1991 |

CITY OF PORT COQUITLAM FIRE DEPARTMENT

## **MEMO**

June 7, 1991

TO: Carlos Felip

Director of Planning

FROM: Jon Baillie

Fire Chief

RE: Actual cost of Trade Fair

The actual cost to the Department for staffing our display; Fire Safety House; and the Aerial Platform during the 1991 Trade Fair was \$3,666.53. This figure does not include the registration or booth rental cost.

signed,

Jon Baillie Fire Chief

Port Coquitlam Fire Department

JB/sa

cc - Donna Vyse, Planning Dept.

| CITY OF PORT COQUITIAN PLANNING BEPT. |     |       |      |  |
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