

## ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

DATE: Wednesday, September 27, 2023

TIME: 7:00 p.m. to 9:00 p.m.

PLACE: Council Committee Room, Coquitlam City Hall

### CALL TO ORDER

### ADOPTION OF MINUTES

- 1. Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, June 28, 2023**

*Recommendation:*

That the Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, June 28, 2023 be approved.

### NEW BUSINESS

- 2. Climate Action Plan Engagement (Presentation by the Environmental Sustainability Manager and Sustainability Programs Specialist)**  
7:05 – 7:35 p.m. (30 minutes)
- 3. Business Improvement Areas Update (Presentation by the Acting Manager Economic Development and Business Growth Manager)**  
7:35 – 8:05 p.m. (30 minutes)
- 4. Economic Development Strategy Update (Presentation by the Acting Manager Economic Development and Business Growth Manager)**  
8:05 – 8:25 p.m. (20 minutes)
- 5. Committee Members' Roundtable / Emerging Issues (Standing Agenda Item)**  
8:25 – 9:00 p.m. (25 minutes)

### OTHER BUSINESS

**NEXT MEETING DATE – Wednesday, November 29, 2023**

### ADJOURNMENT



**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE**  
**Wednesday, June 28, 2023**

A Regular Meeting of the Economic Development Advisory Committee convened on Wednesday, June 28, 2023 at 7:00 p.m. in the Council Committee Room, City Hall, 3000 Guildford Way, Coquitlam, BC, with the following persons present:

COMMITTEE MEMBERS: Councillor Steve Kim, Vice Chair  
Mohammad Darwish, Citizen Representative (arrived at 7:01 p.m.)  
Marion Lochhead, Citizen Representative  
Rohith Manhas, Citizen Representative  
Elizabeth Mayorga, Citizen Representative  
Matthew Sebastiani, Citizen Representative  
John Toor, Citizen Representative  
Vanessa Wideski, Citizen Representative  
Catherine Williams, Douglas College-Coquitlam Campus  
Kathryn Millar, Tri-Cities Chamber of Commerce

REGRETS: Councillor Trish Mandewo, Chair  
Zorica Andjelic, Citizen Representative  
Emma Friess, Citizen Representative  
JJ Lee, Citizen Representative  
Deryck Persaud, Citizen Representative

STAFF: Eric Kalnins, Acting Manager Economic Development  
Graham Stuart, Director Corporate Planning  
Edward Tain, Business Growth Manager  
Mark Thompson, Project Manager – Corporate Planning  
Caley Amundsen, Committee Clerk

**CALL TO ORDER**

The Chair provided an Indigenous territorial acknowledgment.

**ADOPTION OF MINUTES****1. Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, March 29, 2023**

The Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, March 29, 2023 were approved.

Mohammad Darwish arrived to the meeting at this time (7:01 p.m.).

**NEW BUSINESS****2. Introduction of Business Growth Manager**

The Acting Manager Economic Development introduced the new Business Growth Manager to the Committee.

**3. 2024 – 2027 Strategic Plan Renewal: Opportunity for Input**

The Director Corporate Planning and the Project Manager – Corporate Planning provided the Committee with an on-screen presentation entitled “2024 – 2027 Strategic Plan Renewal” that covered the following topics:

- Overview of the City’s Strategic Plan (hereon “The Plan”)
- Key objectives, timeline and engagement opportunities for the Plan’s renewal process
- Synergy between the Plan and other City corporate plans
- The Plan’s core components and components that will be updated in 2024 and 2028
- Key themes identified by the annual Business Plan and online Ipsos Community Satisfaction Survey
- How the Committee’s feedback will be reported to Council and used to develop actionable items

Discussion ensued relative to the following:

- In regards to the *Safe and Complete Neighbourhoods* theme, including RCMP foot patrols and informal engagement, reduced crime rates, public safety incident awareness, safe road design, more mixed-use housing, walkable neighbourhoods, multi-modal transportation options, sidewalk maintenance, and more electric vehicle (EV) charging infrastructure
- In regards to the *Local Economy and Local Jobs* theme, including leveraging park space and recreation for economic opportunity, attracting anchor companies, incentivizing development of employment and commercial space, empowering small businesses, preventing displacement of jobs and creating more office space through mixed-use zoning, densification of industrial zones, creating business clusters for technology companies, ensuring housing is available for local post-secondary graduates, encouraging rental development densification, matching labour force with demand, and collaboration with kʷikwəłəm

- In regards to the *Healthy Community and Active Citizens* theme, including investments in children’s recreation, implementing a safe walk program, integrating seniors’ care with other community activities and needs such as childcare, community celebrations through festivals and events, creating more outdoor spaces and amenities to match population growth, promoting electric mobility (e-mobility) options, making better use of underused parking lots and undeveloped spaces, providing shelter space for vulnerable people during extreme weather events, partnering with community organizations to promote existing programs and services, and providing community hubs for non-profits
- In regards to the *Sustainable Services, Environment and Infrastructure* theme, including more hospitals and community health clinics, collaborating with Douglas College in terms of healthcare planning, providing tax incentives for developers to create office spaces for General Practitioners (GPs), attracting more GPs, and repurposing existing office space for other temporary uses
- In regards to the *Excellence in City Governance* theme, including transparency in City budgeting, diversification of City revenues and investments, diversification of external communication mediums, providing confidence for businesses and developers, streamlining and expediting developer application permit review process, encouraging public engagement at Council Meetings and Public Hearings, providing equitable and accessible city spaces and community engagement technologies

Discussion continued relative to the following:

- The percentage of people who live and also work in Coquitlam
- The desire to work with the Province to unlock recreational opportunities in Pinecone Burke Provincial Park
- The possibility of creating a medical space at Douglas College
- The development process for creating new office space and applicable legislation
- The importance of managing expectations around temporary use permits (TUPs) and redevelopments
- The logistical challenges of providing more healthcare spaces and services in Coquitlam
- The possibility of implementing a reservation system for residents who wish to speak at Council Meetings and the question periods’ limitations
- The desire to use existing technologies such as WordClouds to encourage community feedback and engagement

#### **4. Tourism and Visitor Economy Update**

The Acting Manager Economic Development provided the Committee with an on-screen presentation entitled “The Visitor Economy and Tourism” that covered the following topics:

- Coquitlam’s visitor economy and tourism sector
- The visitor economy in BC
- Breakdown of BC tourism sector employment
- Metro Vancouver hotel occupancy and inventory data
- Projected tourism economy revenue scenarios

- The labour shortage affecting all sectors of BC’s visitor economy
- Opportunities to grow local tourism, including events, Pinecone Burke Provincial Park, and a west coast trail from Burke Mountain to Skwxwú7mesh
- The necessity of mixed-use city and development spaces
- The necessity of community lounge and social gathering spaces
- The necessity of Council support for attracting events and festivals to Coquitlam
- Coquitlam public art and place-making
- 2015 – 2020 Coquitlam Tourism Strategy, its vision and key areas of focus
- Challenges of funding tourism initiatives within the municipal environment structure
- Tourism Coquitlam branding, marketing and tourism partnerships
- Tourism economy campaign metrics and key performance indicators

Discussion ensued relative to Airbnb’s role in the tourism sector.

The meeting was recessed due to a fire alarm evacuation at this time (8:31 p.m.).

**5. Business Improvement Areas Update**

Due to a fire alarm evacuation, this item was deferred to the next meeting.

**6. Economic Development Strategy Update**

Due to a fire alarm evacuation, this item was deferred to the next meeting.

**7. Committee Members’ Roundtable / Emerging Issues**

Due to a fire alarm evacuation, this item was deferred to the next meeting.

**OTHER BUSINESS**

**NEXT MEETING DATE – Wednesday, September 27, 2023**

**ADJOURNMENT**

The meeting adjourned at 8:33 p.m.

**MINUTES CERTIFIED CORRECT:**

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Steve Kim, Vice Chair

\_\_\_\_\_  
Caley Amundsen, Committee Clerk



Economic Development Advisory Committee - September 2023

# Climate Action Plan Project Update and Discussion

<https://www.coquitlam.ca/387/Climate-Action>

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## Agenda

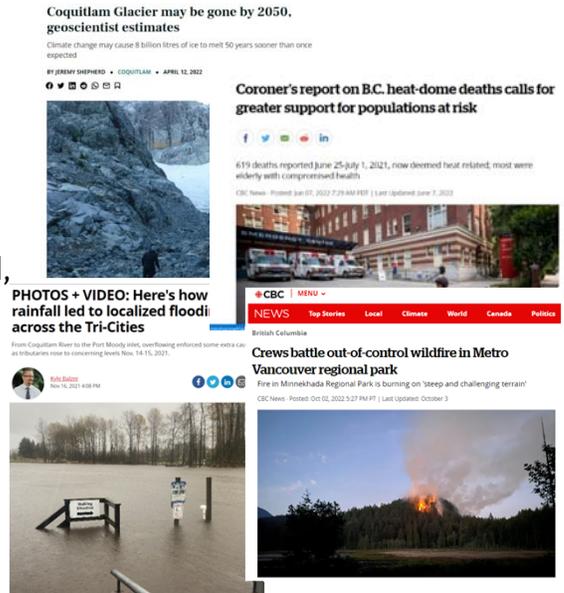
- Background
- Coquitlam's emissions
- Priority Areas
- Discussion
- Next Steps



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# Why Coquitlam needs a Climate Action Plan

- Preparing for local climate impacts
- Rapid growth and development
- Evolving climate policy at regional, provincial, and federal levels
- Funding Opportunities
- Updated GHG targets



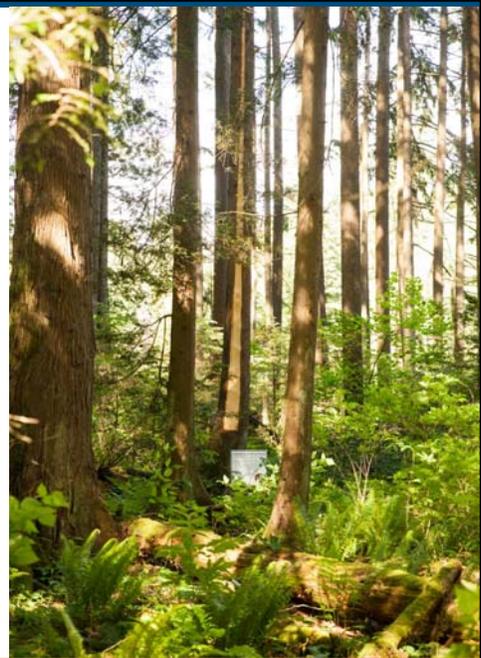
# Environmental Sustainability Plan



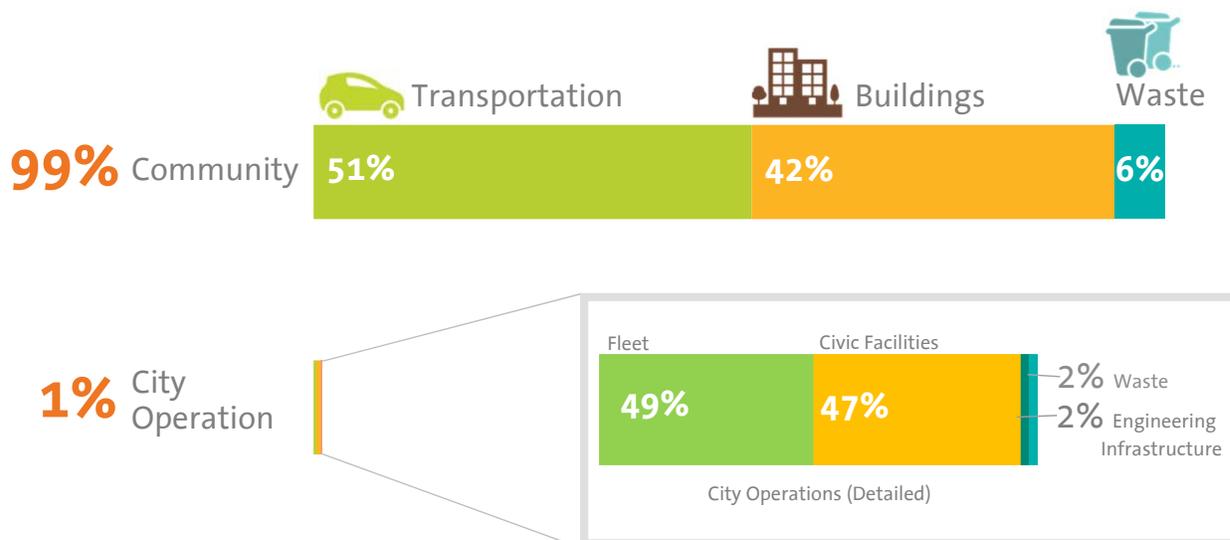
**Action 1:** Develop and implement a new Climate Action Plan that incorporates emerging best practice approaches and innovative technology, and prioritizes actions to achieve the City's community and corporate climate change targets

## Climate Action Plan Scope

- **Replace** the 2012 Community Greenhouse Gas Reduction Strategy with **detailed pathways** for working towards our new GHG targets
- Use a **Low Carbon Resilience** lens to **advance** mitigation and adaptation objectives and identify co-benefits
- **Develop** clear and measurable actions with a focus on **affordability**
- **Outline** costs, benefits and trade-offs
- **Identify** funding sources to support plan implementation
- **Engage** broadly and incorporate **Reconciliation** and **Equity, Diversity, and Inclusion**



## Coquitlam's Carbon Pollution



## Priority Areas



How we build



How we consume



How we move



How we steward



How we build

### Where we want to go:

- All new and existing homes and buildings are comfortable, healthy, efficient, and affordably powered by low-carbon energy sources.
- Buildings are built and renovated using low-carbon materials and processes.



## How we build

### How this shows up in your life

- Access to low carbon heating and cooling
- Financial and technical support for building retrofits
- Industry training and support for zero-carbon buildings
- Making it easier to use low-carbon materials to build and renovate



## How we move

### Where we want to go:

- Trips around the city are increasingly taken along networks of safe and accessible sidewalks, bike paths, other micro-mobility lanes, and public transit.
- Cleaner air and a quieter city as we reduce carbon pollution from personal and delivery vehicles.



## How we move

### How this shows up in your life

- Complete communities
- Safe routes that are designated for walking and rolling
- Reduce parking requirements
- Transition to electric vehicles
- Access to charging stations
- Access to vehicle sharing programs
- Remote work



## How we consume

### Where we want to go

- Goods and materials are produced and reused in a circular manner that reduces and avoids waste, and diverts waste from landfills.
- Food waste is minimized and local food system initiatives are supported.



## How we consume

### How this show up in your life

- Reduce food waste and increasing diversion
- Support the local food economy
- Reduce purchase and use of single-use items
- Reuse and recycle construction and demolition materials
- Proper disposal of household items



## How we steward

### Where we want to go

- Natural assets and ecosystems are protected, restored and enhanced.
- Natural spaces for everyone to enjoy that also increase biodiversity, carbon storage, and contribute to healthy air and water.



## How we steward

### How this shows up in your life

- Neighbourhood access to treed spaces
- Tree-planting
- Conserve natural areas and parks
- Protecting, restoring and enhancing ecosystems
- Nature-based solutions and green infrastructure

## Discussion

## Next Steps

- **Community Engagement**
  - Survey
  - Pop-up events
  - Online information session
  - Conversations with key groups
- **Staff workshops and scenario modelling**
- **Drafting the plan**



# Thank you!



**Business Improvement Areas  
(BIAs): Support for Local  
Entrepreneurship**

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**Presentation Objectives**

- 1. BIA Potential + Opportunities
- 2. Coquitlam Context
- 3. Next Steps



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# Business Improvement Areas

- Business district success require strategic focus + nurturing conditions
- BIAs support local competitiveness + business vitality
- BIA serve a catchment area of Class 5 / 6 properties
- BIA versus a Chambers of Commerce



Austin Heights Catchment Area

Coquitlam

# Business Improvement Areas

2001 Coquitlam Charter 1987 Class 24

**COMMUNITY CHARTER**

**CHAPTER 24**

Adopted by W.C. 2001

**Contents**

**Section 1**

**Part 1 - Purpose and Objectives**

**Part 2 - Administration**

**Part 3 - Powers and Functions**

**Part 4 - Finance**

**Part 5 - Planning and Other Matters**

Community Charter

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**ATTACHMENT 1**

**City of Coquitlam**

**BY-LAW NO. 1514, 2017**

A By-law to create a Business Improvement Area along the Austin Heights corridor.

**WHEREAS:**

A. The City of Coquitlam may establish a local area service in relation to a Business Improvement Area;

B. It is the intention of the City of Coquitlam to establish a local area service in relation to a Business Improvement Area in Austin Heights pursuant to Section 24(1) of the Community Charter (S.C. 1987, c.24);

**Now Enacting,** the Council of the City of Coquitlam, in open meeting lawfully assembled, THATS ENACTED:

**1. Name of By-law**

This By-law shall be cited as the "Austin Heights Business Improvement Area By-law No. 1514, 2017".

**2. Definition**

In this By-law, the following words have the following meanings:

"Association" means the Austin Heights Business Improvement Association, or any other name that the members of the Association may approve;

"Austin Heights Business Improvement Area" or "Business Improvement Area" means the area of the City designated by Section 1 of this By-law;

"Business Improvement District" means:

a. the encouragement of business in the Business Improvement Area in order to complement and support the general business area;

b. the strengthening of businesses in the Business Improvement Area by undertaking promotional and other marketing, strategic and merchandising techniques to promote existing business; and

c. the improvement, maintenance, administration and security of the Business Improvement Area to attract customers and improve community amenities.

Municipal Bylaw

**STRATFORDIA BUSINESS IMPROVEMENT ASSOCIATION**

**CONSTITUTION**

**1. The name of the Society is STRATFORDIA BUSINESS IMPROVEMENT ASSOCIATION.**

**2. The purposes of the Society are:**

a) to identify, encourage and promote business in the Stratfordia Business Improvement Association Area;

b) to make studies of, and address any project, plan, or improvement designed to benefit the Stratfordia Business Improvement Association Area;

c) to cooperate with, and any person, body, group or association in projects designed to benefit the Stratfordia Business Improvement Association Area;

d) to encourage, support and facilitate entertainment, sports and cultural activities within the Stratfordia Business Improvement Association Area to the purpose of fostering the economic and commercial welfare of the Area;

e) to cooperate with other Business Improvement Area associations, in practice and carry out the purposes of the Society in matters of common interest and concern;

f) to promote matters of common concern and interest to business and property owners in the Stratfordia Business Improvement Association Area and to the general business and property owners in the neighbourhood and to carry out the purposes of the Society;

g) to take measures to carry out the purposes of the Society.

BIA Constitution

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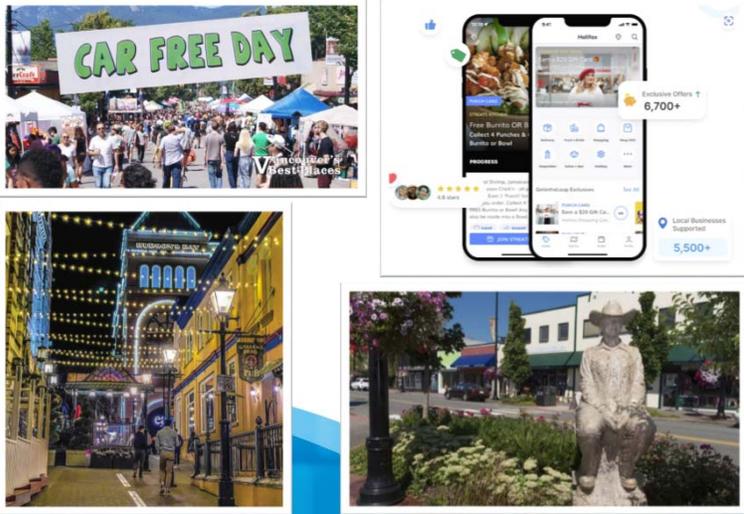
# Business Promotion Scheme

- Beautification Projects
- Conserving Heritage Properties
- Graffiti Removal
- Carrying out local studies and reports
- Encouraging business



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# Business Improvement Areas



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## Business Improvement Areas

### Board of Directors

- Annual Budget
- AGM / EGM

### Renewal

- Bylaw
- Council Initiative
- Petition



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## Business Improvement Areas

- Collaboration
  - Local business intelligence gathering
  - Capacity-building programing
  - Celebrating local businesses
- Establishing additional BIAs:
  - North Road, City Centre, United Boulevard, Maillardville, etc.



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## North Road BIA

### Establishment Checklist:

- Local Champion Identified: Vanessa Wideski
- Proposed Catchment Area Defined
- Membership Engagement Initiated:
  - Business Walk
  - Business Meet & Greet



### Next Steps:

- Establish Board of Directors
- Draft Business Plan
- Present to Council

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## Next Steps

- Support AHBIA in their efforts to beautify + distinguish their area with gateway features
- Coordinate City efforts + work with Streetscape Enhancement Program (EPW)
- Integrate this work with Economic Development Strategy



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# ACCOMPLISHMENTS



**GRAFFITI REMOVAL**



**STREET BANNERS**



**HOLIDAY LIGHTS**



# ACCOMPLISHMENTS



**TREES IN THE MEDIAN**



**COOL WHITE LIGHTS**



**COMMUNITY VENTURES**



# ACCOMPLISHMENTS



DAISY DAY



SECURITY



# RECENT INITIATIVES & PARTNERSHIPS







**RECENT INITIATIVE  
& PARTNERSHIP:  
CIGARETTE BUTT  
RECYCLING RECEPTACLE**



# RECENT INITIATIVE & PARTNERSHIP: TRILocal COLLECTIVE



# RECENT INITIATIVE & PARTNERSHIP: BIKE RACKS, BIKE TO SHOP, & HUB CYCLING AWARD



# RECENT INITIATIVE & PARTNERSHIP: AUSTIN HEIGHTS POP-UP PARKLET



# RECENT INITIATIVE & PARTNERSHIP: BIABC & IDA PACIFIC NORTHWEST ANNUAL CONFERENCE

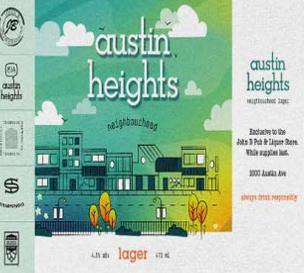


# RECENT INITIATIVE & PARTNERSHIP: AUSTIN HEIGHTS NEIGHBOURHOOD LAGER

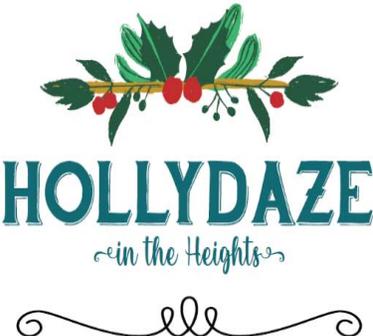


## AUSTIN HEIGHTS CREATES SIGNATURE NEIGHBOURHOOD BEER

Austin Heights BIA partnered with Celsius Brewing and John Pab to announce the Austin Heights Neighbourhood Lager. Get a taste of the Austin Heights neighbourhood... Austin Heights Neighbourhood Lager is brewed to represent the heart of the neighbourhood... Austin Heights Neighbourhood Lager is brewed to represent the heart of the neighbourhood... Austin Heights Neighbourhood Lager is brewed to represent the heart of the neighbourhood...



# RECENT EVENT:





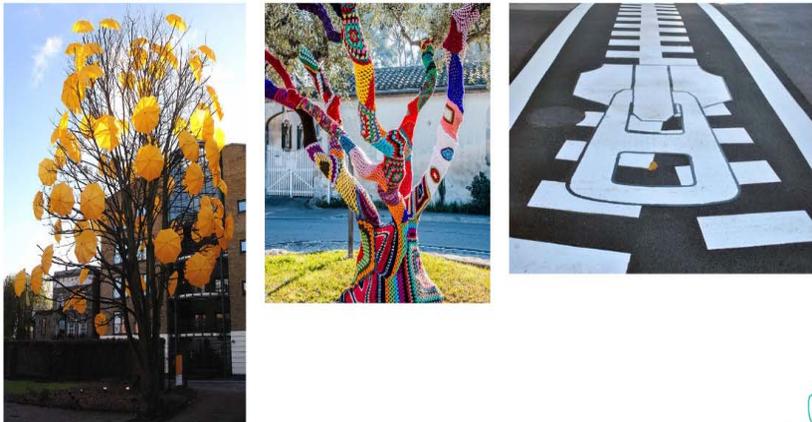
**FUTURE INITIATIVE:  
LIGHTS IN THE HEIGHTS PARADE**



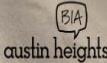
**FUTURE INITIATIVE:  
STREET SIGN BLADES**



# FUTURE INITIATIVE: PUBLIC ART INSTALLATIONS



# FUTURE INITIATIVE: GATEWAY SIGNS





## Proposed Budget

Year	Budget
2023/2024	\$268,809
2024/2025	\$301,066
2025/2026	\$331,173
2026/2027	\$357,666
2027/2028	\$386,280



## Questions?

**Eric Kalnins**

Acting Manager, Economic  
Development

[ekalnins@coquitlam.ca](mailto:ekalnins@coquitlam.ca)

**Edward Tain**

Business Growth Manager

[etain@Coquitlam.ca](mailto:etain@Coquitlam.ca)

The logo for Coquitlam, featuring a blue wave graphic above the word "Coquitlam" in a white sans-serif font.

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### Economic Development Update



## Presentation Objectives

- 1. EDS Priorities
- 2. EDS Competitive Study
- 3. Marketing Materials
- 4. Business Visitation Program



## EDS – Key Action Items

1. Develop an Economic Development Competitiveness Study
2. Creating new Business Promotional Marketing Materials
3. Working with partners to attract and accommodate major employers and institutions
4. Supporting the establishment of new BIAs
5. Establish Direct Business Outreach Program and Services



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## EDS – Competitive Study (2024)

- Review Coquitlam’s Tax Policy to ensure competitiveness of the business property tax structure;
- Review of OCP policies, zoning by-laws related to minimum commercial space requirements in mixed-use developments to ensure regulations are appropriate for attracting and accommodating employment uses;
- Explore density incentives related to the provision of employment spaces; and
- Identify other policy options or incentives appropriate to attract preferred forms of investment within the community.

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# Business Promotional Marketing Materials

- Branding
- Microsite for Economic Development
- Sales Materials
- Welcome to Coquitlam



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# Business Visitation Programs

- Pulse on the local business community
- Connecting local needs with regional innovation ecosystem partners
- Access to a City Staff Liaison
- Local Economic Program Development Opportunities
- Celebrating local innovation and successes



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# Program Logistics

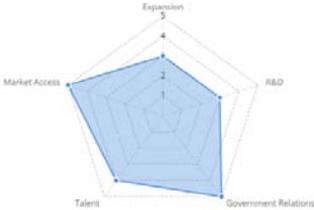


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Business Growth & Expansion	
Current Site	2 Facilities (Coquitlam & POCO) Coquitlam - 43,000 SF; PoCo - 45,000 SF
Site Selection	Acquired 86 Brigantine Drive, Coquitlam, BC, V3K 6Z6 - 50,000 SF
Timeline	Expected Occupancy - Aug 14, 2023
Research & Development	
Research Areas	Automation Production Lines (Kimchi)
Grants Awarded	\$X00,000
Critical Research Factor	Difficulty finding production line workers
Government Relations – TOP PRIORITY	
Municipal	Signage Permit Status Check Attend grand opening of new site
Federal	No Issues
Transportation	Supply Chain Disruption – Cost of Shipping Freight via Port
Talent	
Employee #	50 in Coquitlam
New Staff in 12 months	20 staff in sales, marketing, administration and warehousing
Talent Access	Online (Indeed); Immigration Services (WorkBC)
Market Access	
Market Reach	Canada
Key Industries	Food and Beverage, Houseware & Home Appliances
Strategic Clients	Vendors: Assi, CJ Entus, Winia, Crown Clients: Costco, GFS, Sobseys, Loblaws, T&T



<p><b>Business Expansion</b> ★★★★☆</p> <p><b>Research and Development</b> ★★★★☆</p> <p><b>Government Relations</b> ★★★★★</p> <p><b>Talent</b> ★★★★☆</p> <p><b>Market Access</b> ★★★★★</p>	<p><b>Retention</b> – Non-urgent expansion, moderate job create, market familiarity, 12 – 24 months</p> <p><b>Early Majority</b> – History of grant funding, consider grants to be low value, R&amp;D on existing operations</p> <p><b>Ambassador</b> – Providing government/institutional partners with: industry feedback, letter of referral, celebrating milestones, sponsorship</p> <p><b>Exponential</b> – Less than 12 months; Upskilling or acquiring highly-skilled talent; 50%+ increase</p> <p><b>Mature Growth</b> – Seeking continued growth in international markets – Seeking to be market leader</p>
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Business Growth & Expansion	
Current Site	3,500 SF Facility; 2,000 SF production; 1,500 SF retail not including patio
Site Selection	Renovating 2nd floor kitchen to mezzanine and patio extension
Timeline	6 months

Research & Development	
Research Areas	Brewing: New brews tested every month - implement new 100L small batch pilot system.
Grants Awarded	None (improvements completed through equity)
Additional Research Interests	Interest in automating processes and collaboration with local robotics company

Government Relations – TOP PRIORITY	
Municipal	Requiring permit support for upcoming renovations Seeking partnership with City events
Federal	No Issues
Transportation	No Issues

Talent	
Employee #	18
New Staff in 12 months	4 – 5 kitchen staff
Talent Access	Online Channels

Market Access	
Market Reach	BC
Key Industries	Municipalities, Retail Storefronts, Local Sports Teams
Strategic Clients	BC Liquor




<b>Business Expansion</b> ★★★★★	<b>Retention</b> – Non-urgent expansion, moderate job create, market familiarity, 12 – 24 months
<b>Research and Development</b> ★★☆☆☆	<b>Late Majority</b> – Interest in grants but no history of grant funding, R&D on existing operations
<b>Government Relations</b> ★★★★★	<b>Ambassador</b> – Providing government/institutional partners with: industry feedback, letter of referral, celebrating milestones, sponsorship
<b>Talent</b> ★★★★★	<b>Incremental</b> – Long-term growth of existing talent base dependent on market trends
<b>Market Access</b> ★★★★★	<b>Early Growth</b> – Seeking growth support in Provincial/International markets or new industries

## Local Talent Highlight

**20% Increase**  
in talent demands over next 12 months

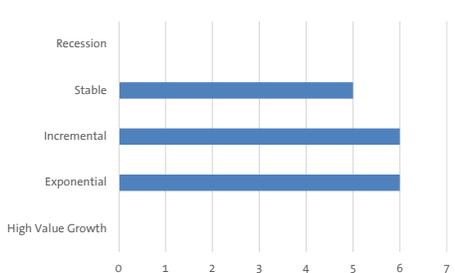
**University Recruitment**








Talent Growth Status





# Local Talent Highlight

## Specialized Skill Demand

brewmasters  
 robotics designer  
 photogrammetry mapping  
 advanced chemical manufacturing  
 cobots  
 electrical engineers

## Jobs Available Today

millwrights control  
 software engineers  
 quality assurance hardware engineers  
 sales gis specialists  
 administration staff machinists  
 production line technologists



# Programming Opportunities

Talent



- Campus Familiarization Tours
- Capabilities Database with Up-Skilling Workshop
- Automation 101 Series
- PNP Workshop – Senior Talent Acquisition

R&D



- Business Innovation Spotlight / Showcase
- Explore concepts of Cobot Centre of Excellence, Foods Hubs, Rapid Prototyping Maker Space
- Grant Writing Workshops

Market



- Establishing an investment focused microsite that showcases local industry and attracts complementary value chain businesses for strategic sectors
- Actively seek to host industry-led events and conventions within strategic sectors
- Export-support Workshop: Trade commissioner access, funding access, regulatory support



## Questions?

**Eric Kalnins**

Acting Manager, Economic  
Development

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