

RIDGE BUSINESS BUZZ

Department of Economic Development



Fall Edition - October 28, 2020

Message from Wendy Dupley, Director, Economic Development, City of Maple Ridge

This October, I had the honour as the in-coming president of the Economic Development Association of Canada (EDAC), of speaking at the association's first-ever virtual annual conference entitled "Rebound. Rebuild. Recover." The theme of the conference this year was about the variety of strategies economic developers are using to help businesses and communities navigate the on-going challenges presented by the COVID-19 pandemic. Topics ranged from how the increasing use of artificial intelligence and big data are transforming our economy to strategies for revitalizing main street businesses and attracting new businesses to the community.

We are truly blessed in Canada to have an amazing network of world-class economic development professionals who are willing to share their knowledge and expertise. Like many of the participants, I was inspired by the many examples I heard of communities coming together in the face of adversity. Throughout the conference, speakers from North America, Europe and Australia touched on the recurring themes of collaboration, determination and optimism that are critical for our communities to rebound, rebuild and recover from the effects of the pandemic.

Remaining optimistic in spite of the challenges we face may seem like a "Pollyanna-esque" response as many of us personally know businesses and individuals who are struggling in the current climate. But it has been my experience that successful entrepreneurs are eternal optimists, seeing the opportunity where others see the impossible. We've all seen countless examples of innovative businesses and individuals who are succeeding by offering new products and services, adopting new technologies, and changing their business models to meet the challenges of today. To steal a phrase, it is their "audacity of hope" that better days are ahead that has allowed them to continue to move forward. Let's be inspired by the audacity of these optimists.

Sincerely,

Wendy

City of Maple Ridge's Director of Economic Development has been named President of the Economic Developers Association of Canada



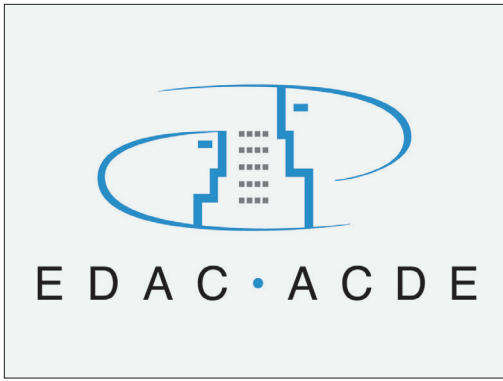
Wendy Dupley, Director of Economic Development for the City of Maple Ridge, has been selected by her peers from across the country to lead the Economic Developers Association of Canada (EDAC).

"I'm incredibly humbled by this appointment, and am looking forward to advancing the economic development profession in Canada," said Dupley, who will continue serving as Director of Economic Development for Maple Ridge.

Mayor Mike Morden said he is supportive of Dupley's new role overseeing a board of 22 members from across Canada. "We know she'll do a wonderful job representing the City on the national stage," he said. "It's a governance and policy board that sets the overarching strategic direction for the association," Dupley said.

"I get to work with experts and professionals stretching from coast-to-coast-to-coast across this country, which is an amazing opportunity in itself."

Dupley added the position she is in will be great for chatting up the good name of her home city. "Even though I'm talking on behalf of EDAC at these levels – everybody wants to know where you're from, and where your home base is – so it's



good opportunity to fly the Maple Ridge flag as well.

The organization also extends its ties across the globe, Dupley pointed out, mentioning she had an opportunity to speak at the Economic Development Australia conference a few years ago.

"To be able to bring – not just the national perspective – but the international perspective to my work here in the City of Maple Ridge, has to be of benefit to our community," she said.

The EDAC is Canada's national organization of economic developers. Its mission is to deliver a comprehensive program of professional development, networking opportunities with a national perspective, and tools to accelerate economic development in Canada. *THE NEWS, Maple Ridge*



Maple Ridge to co-host Intelligent Community Forum: 2021 Smart21 Conference

The City of Maple Ridge and the Township of Langley will serve as co-hosts of the **February 2021 ICF Smart21 Conference: From Surviving to Thriving using the ICF Method**. The Smart21 Communities announcement will take place as part of a 2.5-day virtual conference from February 21-23, 2021.

"Understanding how to leverage technology to improve quality of life is an important part of the toolkit for a successful organization and community. This program recognizes that social, environmental and economic challenges are intertwined; this is essential knowledge as we deal with the impacts of COVID-19. The City of Maple Ridge is proud to be part of this partnership to ensure our businesses, communities and local governments can work together, adapt and grow as new opportunities emerge in the regional and global economy," said Maple Ridge Mayor Mike Morden. Registration is now open [here](#).

Community Leaders Forum postponed

The Community Leaders Forum, originally scheduled for October 14, has been delayed and is being tentatively rescheduled to a date in December. The forum will feature a panel discussion with Mayor Morden, MP Marc Dalton and our two local MLAs. The event will be moderated by University of Waterloo, Entrepreneurs-in-residence, Brock Dickinson. This year, the Community Leaders Forum will focus on how the various levels of government can work with business and community leaders in response to the COVID-19 situation. Updates on how to attend this event will be posted on the City website as soon as they become available.

BUSINESS



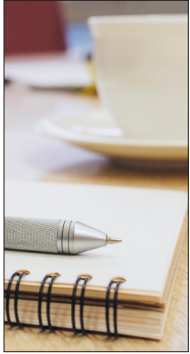
Extension of Expedited Patio Program

On October 13, Council approved the introduction of a patio winterization program and the extension of the City's expedited patio permitting process until October 31, 2021. This decision follows the provincial Liquor and Cannabis Regulation Branch's extension of Temporary Expanded Service Areas for patios until October 31, 2021.

"Restaurants, cafes and craft breweries are significant contributors to the local economy and play a crucial role in creating a dynamic, vibrant social environment for residents and visitors alike in Maple Ridge," said Wendy Dupley, Director Economic Development. "Expediting the permitting process for outdoor patio spaces and allowing them to have these patios in place until October 2021 with an option to be winterized will help these business offset some of the seating capacity they've lost to comply with COVID-19 operating restrictions."

Winterizing a patio can include adding covers, lighting and space heating but will be required to meet Provincial health and safety standards.

The City will not charge permit fees on patio winterization applications and will continue to waive all permit fees on applications for new temporary outdoor patios program. Thus far, the City has approved all applications received using the expedited permitting process. Any existing businesses who have their temporary patios in place can now apply directly to the Liquor and Cannabis Regulation Branch to have their permit extended.



Application Process for Provincial Small and Medium-Sized Business Recovery Grant Program Now Open

The Small and Medium-Sized Business Recovery Grant Program will invest up to \$300 million in targeted financial support for some of the hardest hit businesses that employ between two and 149 BC residents and have experienced declines in revenue since March 10, 2020.

Grants of \$10,000 to \$30,000 are available. An additional \$5,000 to \$10,000 grant is available to eligible tourism-related businesses that have been hit especially hard by COVID-19.

The program runs until March 31st, 2021 or until the funds are fully allocated, whichever comes first. Learn more [here](#).

FILM



Film production booming in Maple Ridge since early July

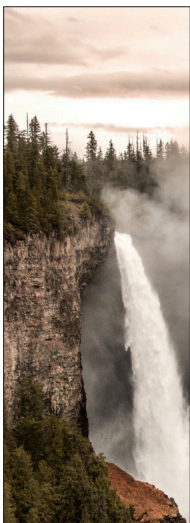
Film production booming in Maple Ridge since early July.

If you think there has been a lot of filming going on in Maple Ridge recently, you're correct according to Marg Johnson, Film Liaison for the City of Maple Ridge. "With productions trying to make up for lost time in the spring, this summer was one of the busiest we've experienced, and the outlook is for a very busy fall as well."

Johnson notes that along with the many 'Movies of the Week' that have filmed here, the Disney T.V. series "Gabby Duran and the Unsittables" has been filming in a number of locations throughout the area. As well, David E. Kelly's new TV series "Big Sky" filmed at a private residence in the summer and is planning to return next month to film at some additional locations. This series will be airing on CTV starting Nov. 17.

Of course it wouldn't be summer without the Hallmark Christmas movies shooting around town. Johnson says that between July and October, nine Christmas productions were filmed in Maple Ridge and will start airing on the Hallmark Channel in early November. Some of the titles to look for are "A Christmas Tree Grows in Brooklyn", "The Christmas Doctor" and "Christmas in Nashville". Johnson notes that the latter production "did a fantastic job of transforming the downtown core and Memorial Peace Park into a beautiful winter wonderland complete with decorations and lights in the middle of July!"

TOURISM



BC Regional Tourism Secretariat Releases Latest COVID-19 Tourism Impact Report

The British Columbia Regional Tourism Secretariat, British Columbia Hotel Association and the British Columbia Destination Marketing Organizations Association released a report on the impact that COVID-19 is having on tourism businesses, particularly those outside of Greater Vancouver and Whistler regions.

Among their key findings are:

- The number of firms reporting business as usual is approximately equal to the number of firms reporting that they are closed
- 26% of firms are operating with business as usual, which is lower than the 31% national average for hospitality firms
- Nearly 2 out of 5 firms report that they will need additional funding outside of already available programs to get through the next 6 months
- 68% of hotel / resort firms need additional funding to survive the next 6 months
- 14% of seasonal firms expect to be unable to pay their fixed costs in the next 6 months

Download the full report [here](#)

Number of job postings increase in Maple Ridge



According to new data released by Vicinity Job Postings, Maple Ridge saw its highest level of increases in job postings so far in 2020. According to their newly released reports "Hiring Demand Summary for Maple Ridge and North Fraser Region Q3 2020: July-September", Maple Ridge saw a 19.5% increase in the total number of job postings from the second to third quarter of 2020. Approximately 55% of these postings were for full-time positions with the largest increases compared to the same quarter in 2019 being in Construction Trades (+ 300%), Food Service Supervisors (+ 183.3%), and Home Child Care Providers (+ 150%) positions.

Overall, job posting levels in Maple Ridge are only 12.7% below last year's peak hiring demand that occurred in the third quarter of 2019.

In contrast, Indeed Hiring Lab Canada reported that as of October 16, total job postings nationally on its site are 15% below 2019 levels.

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