



**2026 Business Planning
Departmental Presentations**

Economic Development

PRESENTED BY:

Walter Oleschak

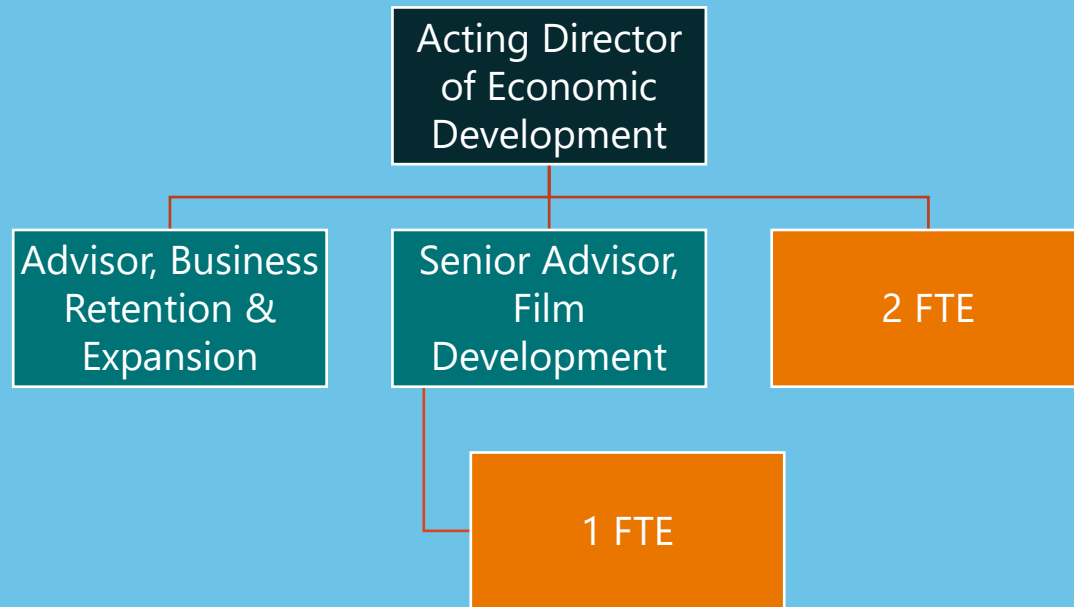
Acting Chief Operating Officer, Acting Director Economic Development

Overview

Economic Development has five main service areas:

- Investment Attraction
- Business Retention & Expansion
- Film Development, Promotion, & Permitting
- Tourism
- Partnership with external companies and organizations

Staff Complement



Achievements

Tourism

- Bikes & Bites cycling and food event (61 attendees, approx. 80% visitors)
- Fields of Flavours farm-to-table event (412 attendees, approx. 60% visitors)
- Distribution of tourism brochures across main traveller routes including ferries and the airport

Film Development

- Attracted largest production in world to "stage in MR"
- Featured in BC Business magazine as a "Star Municipality is Born"
- Nominated for EDAC Award for film kiosk and Film Maple Ridge project
- Launch of "Find a Location"

Film Operations

- Film revenue increased 30%
- 200 use-days at Waterfront Lot
- Film kiosk utilization saved over 234 tonnes of GHGs
- Updated Fees and Charges Bylaw charging equitable rates

Strategy Development

- Completion of Investment Attraction, Business Retention & Expansion, and Major Events Development & Attraction strategies and implementation plans

Tariff Response

- Taskforce established with Chamber of Commerce and Downtown Maple Ridge BIA
- Curated resources for businesses and residents

Achievements

Celebrating Women in Business

3rd annual collaboration with the Ridge Meadows Chamber of Commerce to honour the achievements of women in business

Campaigns

- Film Fridays
- Tourism Tuesdays
- Choose Maple Ridge
- 7 Days of Small Business
- Dine Out Vancouver

Innovation Challenge

5th annual Innovation Challenge showcasing innovation in the business community culminating in a celebratory event with the announcement of the winners

Home Show 2025

A collaboration of departments across the organization, focusing on the projects of interest to the community

7 Days of Small Business

One week of programming celebrating local entrepreneurs and the small businesses they run and recognizing the impact they have on the local economy. Collaboration with Business Licensing and Communications

Continuous Improvements

Digital office

- We are almost exclusively digital with our record and file management
- 82% average monthly reduction in printing from February 1 to July 31, 2025

Film Procedures & Tools

- Created and published online how-to guides for streamlining City film processes
- Created online "Find a Location" tool to support productions in fulfilling location needs

Events

- Online event registration & ticket sales
- Tracking of sales and attendance
- Live event check-in via mobile devices

Film Keys

- Installed lockbox outside Economic Development office to allow for all-hours collection/drop-off of keys for film productions

Key Challenges

- Shortage of commercial land
- Small team – limited cross-functional coverage
- Workspace – space constraints, functionality of space
- Profile – ensure that other departments are aware of EcDev, its role, and when and how to engage

