



Arts, Culture and Economic Development Advisory Committee Meeting Agenda

Thursday, October 10, 2024, 9:30 a.m.

Open to public attendance in Committee Room G

Lower Level, City Hall

Committee members may attend electronically

We recognize and respect that New Westminster is on the unceded and unsurrendered land of the Halkomelem speaking peoples. We acknowledge that colonialism has made invisible their histories and connections to the land. As a City, we are learning and building relationships with the people whose lands we are on.

Pages

1. **CALL TO ORDER AND LAND ACKNOWLEDGEMENT**
The Chair will open the meeting and provide a land acknowledgement.
2. **INTRODUCTIONS**
3. **CHANGES TO THE AGENDA**
Additions or deletion of items.
4. **REPORTS AND PRESENTATIONS**
Staff and guest reports and presentations for information, discussion, and/or action
 - 4.1 **Film Office - Overview and Update of Activities** 3
Jen Arbo, Supervisor Community Partnerships

Trevor Cave, Film Coordinator
 - 4.2 **Anvil Centre Local Business Promotion** 15
Councillor Ruby Campbell
5. **STAFF UPDATES (No Report)**
Regular and ongoing reports from staff or members for information and discussion.
 - 5.1 **Arts Council Strategy Plan Update**
Councillor Ruby Campbell
 - 5.2 **New West Chamber Forum - November 20, 2024**
Councillor Ruby Campbell
 - 5.3 **Art Services Update**

Todd Ayotte, Manager, Community Arts & Theatre

6. **NEW BUSINESS**

Items added to the agenda at the beginning of the meeting.

7. **END OF MEETING**

8. **UPCOMING MEETINGS**

Remaining scheduled meetings for 2024, which take place at 9:30 a.m. unless otherwise noted:

December 12, 2024



FILM OFFICE UPDATE



NEW WESTMINSTER

Overview

The City of New Westminster's Film office has supported film activity for many years, with a particular emphasis in the past 10 years. The Film Office generates significant revenue for the City, and operates on a cost recovery model to ensure the cost of staff time and facility use is covered.



INTRODUCTION

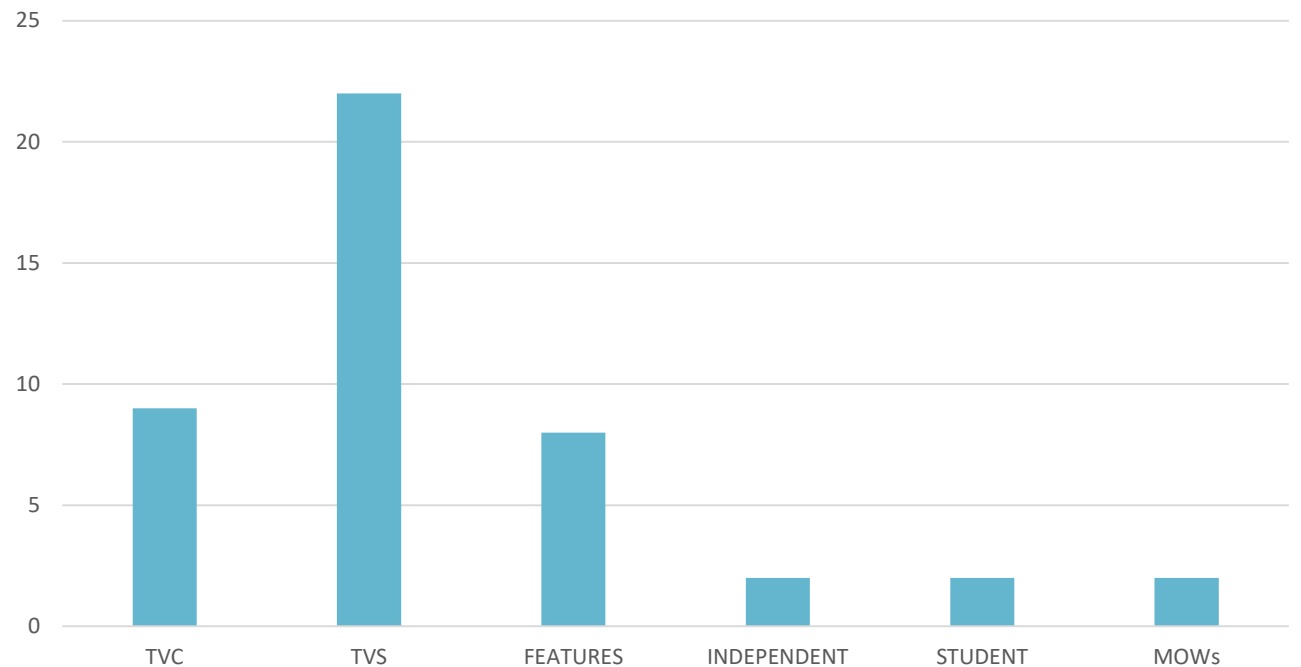
- Filming in BC
- Chameleon City: [Vancouver is Hollywood's Chameleon](#)
- Film Office: Engineering → Part time in Parks and Recreation → Full time since 2021
- 2024: Film Office has transitioned to Community Services, in the Community Partnerships function of the Economic Development division

What's Filming Here?

The Film Office works with *all* types of commercial productions ranging from; feature films, television series & commercials, both student and independent films, music videos and photo shoots. The majority of the permits issued are for Television Series and Commercials.

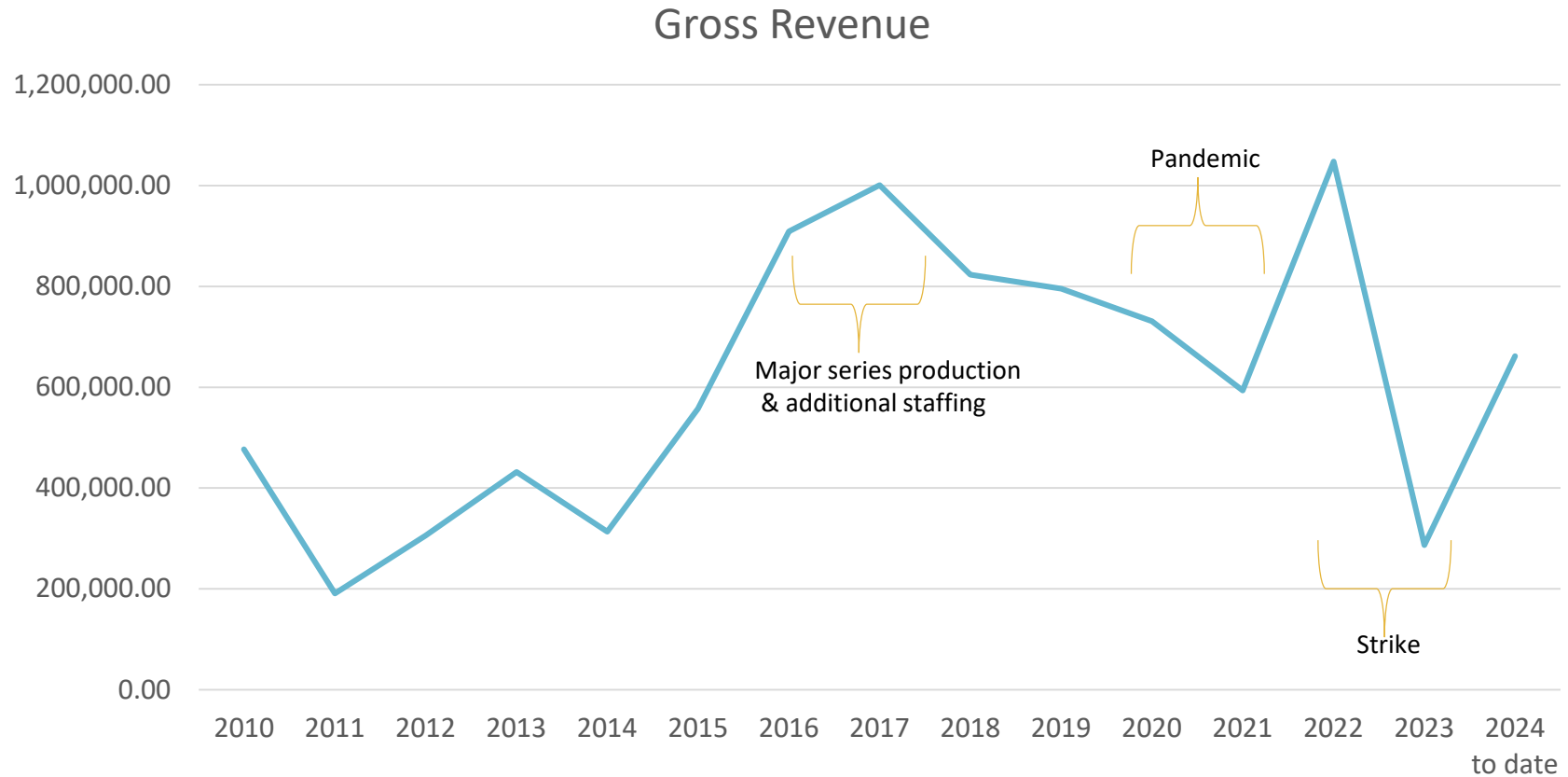


FILM TYPES 2024 (to October 1 2024)



The Economics of Film in New Westminster

Film brings revenue to the City, provides jobs and rental fees to residents, and has economic benefits for local businesses.



Challenges and Opportunities

These are the current challenges and opportunities the Film Office faces:

REGIONAL APPROACH

Each municipality regulates their own jurisdiction however, production is regional

PARKING AND DENSITY

Balancing neighbourhood needs versus the reality of what productions need

PRODUCTION EXPECTATIONS

Tight timelines, non-typical working hours, stunts, alterations and road closures – production is BIG now.

STAFF CAPACITY

One film coordinator with specialized expertise and complex systems

RECENT PRODUCTIONS













Thank you!



MEMORANDUM

Community Services – Anvil Centre

To: Arts, Culture and Economic Development
Advisory Committee **Date:** October 10, 2024

From: Vali Marling
General Manager, Anvil Centre **File:** EDMS Document #2578619

Subject: Anvil Centre Local Business Promotion

Over the past 10 years, Anvil Centre staff have worked to ensure that local businesses benefit from activities in the venue, particularly from Conference & Event Services. Below is an overview of current activities undertaken by Anvil staff to promote awareness and visits to local business during venue bookings.

Current Activities:

Conference & Event Services brings 60,000+ delegates to Anvil Centre and the City of New Westminister annually..

Many event organizers are not familiar with the city and as part of the sales cycle to secure potential conferences and meetings at Anvil Centre and in New Westminister, every effort is made to highlight and promote all that is great in our city. Promotion is focused on the diverse cuisine, restaurants, pubs and eateries around the area. Numerous and repeat executive meetings chose to step out to have their lunch.

Staff work closely with clients to provide detailed information for local options before delegates arrive for their event. On event days, Information Kiosk staff and Tourism New West (TNW) staff provide recommendations for places to go. They are a trusted source that many delegates and visitors to the centre rely on for information from places to eat, shopping and visiting attractions. Many delegates will access local restaurants after their event day ends.

Referral programs have been established, such as with The Boathouse or through collaboration with TNW to set-up dining vouchers for delegates.



Some event inquiries that Anvil Centre is not able to accommodate due to space availability are provided with alternatives at local establishments. i.e. wedding ceremonies and receptions, Christmas lunches, children’s birthdays, meetings, etc.

A working relationship with a local Craft Brewer has been established, and they are the preferred sponsor for large conference receptions. Local craft beers and wines are established bar items.

Conference and convention centres bring people into a community that normally would not make the trip to the area. Building tourism is a key mandate. Many delegates return to New Westminister to explore local shows, cultural experiences and other tourism activities more than once, creating a multiplied economic impact beyond just the initial visit to the City.

Capacity for larger events that number 100+ delegates can be a challenge in local restaurants. Clients often want their delegates in the same location for the duration of the event. For these events, local restaurants and pubs are promoted for after hours.

Annually, 4400+ restaurant/pub visits are generated from Anvil Centre Conference delegates who are accessing local restaurants. This number does not include the casual groups that go to a restaurant or pub after the conference day is over. Specific examples include a trade show in spring at Anvil Centre where 1,200+ meals are booked in local downtown restaurants as part of the event. During consumer shows, we purposely do not serve food so that consumers will go to the local coffee shops, pubs and restaurants.

As Anvil Centre celebrates our 10th Anniversary, we look forward to continued engagement and support of the local restaurants and business. We are always working to develop new ideas and ways to support our community.

If you have any questions, please do not hesitate to contact me:

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