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**Present:**

Mayor McCallum – Chair  
Councillor Patton  
M. Heeney, SCDC

**Regrets:**

Councillor Nagra

**Staff Present:**

D. Jones, General Manager, Investment &  
Intergovernmental Relations  
S. Simpson, Director, Information Technology  
S. Wu, Manager, Economic Development  
L. Anderson, Legislative Services

**Guests:**

J. Gosal, Surrey Board of Trade  
E. Model, Downtown Surrey BIA

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**A. INTRODUCTIONS**

A roundtable of introductions was made.

The Chair noted the evolution of Surrey becoming a cosmopolitan hub where people can live, work and play. It is an exciting time for Surrey; with so much already happening in the City, accelerated growth attracting businesses, residents and visitors is well underway.

**B. DELEGATIONS****C. OUTSTANDING BUSINESS****D. NEW BUSINESS****1. Terms of Reference**

The Draft Terms of Reference was reviewed, noting that the number of meetings will likely increase to address future growth and opportunities for the City.

It was

Moved by Councillor Patton  
Seconded by Mayor McCallum  
That the Investment & Innovation Impact

Committee adopt the Terms of Reference, as presented.

Carried

**2. Surrey Economic Update**

Stephen Wu, Manager, Economic Development, provided an update on Surrey's economic and strategic initiatives. A brief PowerPoint presentation was given, outlining Surrey's metropolitan transformation as the region's second metropolitan centre.

Comments were as follows:

- Surrey's economic development is governed by four economic strategy priorities:
  - Attracting investment to transform Surrey;
  - Growing Surrey's innovation economy;
  - Building distinct and competitive business communities; and
  - Creating jobs and developing our workforce.

The emphasis is to grow business, increase the business tax base and achieve one job per Surrey resident (currently .67 per resident).

- 2019 resulted in 2,500 new businesses locating to Surrey and a record year for building permit values at \$2.3 billion.
- As a result of the City's Economic Development programs, over 1,600 additional jobs were created in Surrey during the last five years and 100+ new tech companies moved into Surrey in last four years.
- Surrey City Centre is strategic and remains one of the key areas for building awareness and attracting investment from the Cascadia Innovation Corridor; applying key messaging through multiple channels to increase the collective impact of marketing efforts from Surrey City Centre stakeholders.
- Universities have made significant investments - SFU Surrey is home to B.C.'s first Quantum Computing Institute, driving a lot of activity in Surrey.
- The City is working with government, industry and academia to bring more investment dollars into supporting Surrey innovation economy initiatives.
- NGen (Next Generation Manufacturing Canada), a manufacturing supercluster collaboration that matches manufacturing companies with new technologies, was in Surrey recently to support locally and grow their businesses. With a very strict criteria set by the federal government, NGen have \$230 million in private and public funding to invest; connections were made with three or four Surrey based companies to receive approximately \$0.5 million each from this funding.
- Surrey is mostly manufacturing and bio tech. When NGen were looking nationally they identified Surrey as a place where they could get companies off the ground; within all of Metro Vancouver only Surrey was selected.
- The City continues to see companies looking to grow and set up close to universities for the academic prowess/talent and research capability; built on, as many companies cluster around City Centre.
- The Economic Development team target roughly 165 businesses on an annual basis to establish trends and feedback on any gaps and challenges they face; in 2019, accessing new markets and exporting was priority.
- There are many local businesses eligible for federal funding to foster a relationship/partnership to work with local universities (SFU and KPU) to identify labour market gaps and develop programs/initiatives to address them.
- Business expansion is somewhat hindered by the lack of talent to support growth. Many roundtables were hosted to look at how the City, together with

local universities, can provide recruitment assistance, training and support in attracting the talent needed for these businesses.

- Notably, businesses that have been bought by larger companies are receiving more investment to expand their business locally and build out from that.
- The City is in the process of working with SFU and KPU to further market studies in particular niche areas where future industries that have the ability to expand may grow in Surrey.

### 3. City Centre Branding and Promotion Campaign

Stephen Wu, Manager, Economic Development, reviewed the Surrey City Centre branding and promotion campaign. A PowerPoint presentation was provided, and comments were as follows:

- There are many stakeholders promoting Surrey City Centre to regional, national, and even international audiences, generating a lot of excitement, energy and opportunities, but branding has not been consistent.
- In terms of naming the area, there have been several, resulting in some confusion for people outside of Surrey (e.g. Central City, University District, Downtown Surrey, Surrey Central, Surrey City Centre, etc.).
- After consultation with a number of private sectors, the name Surrey City Centre was identified as the name that consolidates the area and its hub of activity.
- Similarly, messaging about Surrey City Centre has varied with different people choosing different key messages for their projects and initiatives. While it's important that these companies have the flexibility to speak the message that resonates the most to their audience, it's also important to ensure that the messages are painting a consistent story about the growth, innovation, and excitement that is happening in Surrey City Centre.
- A group of over 10 Surrey City Centre stakeholders were brought together to discover the key messages they were using in speaking about the area and then workshopped through a brand DNA that consolidates the main strengths of the area (e.g. opportunity, diverse, growing, accessible, strategic, future, affordability ...) to attract business and talent to Surrey:

*WE ARE...*

*Canada's City Centre of the Future*

*WE BELIEVE...*

*You can shape your best future here*

*WE WILL...*

*Create a dynamic, thriving urban community to live, work, play and stay in*

*IN ORDER TO...*

*Help you fulfill your potential and realize your hopes and aspirations*

*BY BEING...*

*Bold, innovative, youthful, inclusive, inspiring, accessible (best value)*

- The brand DNA has the potential to evolve over time, but it provides a strong foundation to harmonize the messaging for Surrey City Centre, while still giving flexibility for each stakeholder to associate their own messaging. The

result is an identity that will help amplify Surrey City Centre's story of being an investment-ready and opportunity-rich City Centre.

- Building off this DNA, and to attract those who want to be a part of leading and building a future in Surrey, a series of campaigns to build awareness for Surrey City Centre in the Cascadia market is underway - looking for that outlier who will be a visionary and push them on to a landing page to connect.
- The campaign will focus on tech and professional services companies to build off Surrey's tech ecosystem with boldness, using messaging, graphics and outside the box marketing applications to attract the attention of those that think differently: the CEOs that are always looking for the next opportunity to get in at the ground level; the visionaries that can envision their future in Surrey; the big thinkers that can imagine the possibilities; and to those "who make the first move" to make Surrey their next move.
- Moving forward, will continue to follow this design thinking; maybe a calling card format for economic development to push out there.

The Committee expressed their appreciation for the presentation and the efforts made in developing the Surrey City Centre DNA for a consistent and continued promotion of the area. Additional comments were as follows:

- The presentation is very realistic and will likely happen fast - everything moves at lightning speed right now.
- The companies that move to Surrey are big companies and, like in many cities, are challenged in growth primarily due to the inability to source and retain talented employees; it's the number one challenge for big corporations.
- Large companies that are looking to meet the workforce challenge to retain and protect their workers are now looking to BC or the west coast because they recognize that lifestyle is important to the new generation of very bright people that are coming up through the system; hard and smart workers that are mobile and willing to travel to work with companies that are good to them, offering a west coast lifestyle, out of a winter that is getting longer.
- Surrey needs to continue to be bold, innovative, inclusive and accessible. The goal of being Canada's City Centre of the future is possible; many big city Mayors across the country are recognizing Surrey's potential.
- The idea that one's best future can be shaped here in Surrey also gives students a sense it is something they can work towards; it is a deeper concept that has a psychology to it.

## **E. INFORMATION ITEMS**

**F. OTHER BUSINESS****1. Future Agenda Topics**

A brief discussion of future agenda topics ensued. It was requested that an overview of the academic and vocational programs/niches offered at Surrey's universities and colleges be provided.

**2. Roundtable Discussion**

There was no discussion.

**G. NEXT MEETING**

The next meeting of the Investment & Innovation Impact Committee is at the call of the Chair. The Chair noted it would be beneficial to have monthly meetings.

**H. MOTION TO HOLD A MEETING IN A CLOSED SESSION**

It was Moved by Councillor Patton  
Seconded by Mayor McCallum  
That the Investment & Innovation Impact  
Committee close the meeting to the public pursuant to Section 90 (1) (j) and (k), and  
Section 90 (2) (b) of the *Community Charter*, which states:

- “(90) (1) A part of a council meeting may be closed to the public if the subject matter being considered relates to or is one or more of the following:
- (j) information that is prohibited, or information that if it were presented in a document would be prohibited, from disclosure under section 21 of the Freedom of Information and Protection of Privacy Act; and
  - (k) negotiations and related discussions respecting the proposed provision of a municipal service that are at their preliminary stages and that, in the view of the council, could reasonably be expected to harm the interests of the municipality if they were held in public.
- (2) A part of a council meeting must be closed to the public if the subject matter being considered relates to one or more of the following:
- (b) the consideration of information received and held in confidence relating to negotiations between the municipality and a provincial government or the federal government or both, or between a provincial government or the federal government or both and a third party.”

Carried

**I. ADJOURNMENT**

It was

Moved by Councillor Patton  
Seconded by Mayor McCallum  
That the Investment & Innovation Impact

Committee adjourn.

Carried

The Investment & Innovation Impact Committee adjourned at 1:46 p.m.

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Jennifer Ficocelli, City Clerk

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Mayor McCallum, Chair  
Investment & Innovation Impact Committee