





“BACK IN 2014 it seemed like a quirky twist of fate when two breweries opened on the same street in a supposedly sleepy suburb. When a third brewery joined the original duo on Murray Street, folks began to take notice. Now with four unique operations on “Brewers Row,” beer lovers agree that Port Moody is anything but sleepy—it’s a destination.”

– BC ALE TRAIL



2015 - 2018 COUNCIL STRATEGIC PLAN

Economic Development
Deepen the City's economic diversity through enriched economic development efforts in new areas

"Support the retention and creation of new micro-breweries"



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2015





2016





2016 : BREWERS ROW






THE CITY'S ROLE

- Building staff worked closely with breweries on building code compliance
- 2015:** passed new bylaw authorizing food trucks
- Outdoor patio seating - issued temporary permits for summer season
- Amended M1 Industrial Occupancy to allow operation outside of building
- 2017:** amended bylaw to allow year-round food truck parking
- Permanent amendment to zoning to allow year round patios

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BC ALE TRAIL MARKETING

- Council approved funding
- City staff collaborated with local breweries and BC Ale Trail
- The Port Moody Ale Trail walking tour page was the top billed Ale Trail page on the BC Ale Trail website
- Port Moody Brewers Row blog post enjoyed the most social media engagement of the campaign
- Extensive media coverage (LA Times)
- Award winning brews

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