

October 11, 2022

Mayor and Council
City of Prince George
1100 Patricia Boulevard
Prince George, BC V2L 3V9

Subject: City of Prince George resolution in support of the Northern Development Initiative Trust funding request (Caledonia Nordic Ski Club – Marketing and Promotion for 2023 Nordiq Canada Selection Trials/Nordiq Cup)

Dear Mayor and Council,

The Caledonia Nordic Ski Club is formally requesting a resolution from Prince George City Council in support of our funding request to *the NDI Marketing Initiatives Account* for \$20,000 (to be submitted by Oct 31, 2022). In July 2022, we were delighted to have been awarded the very prestigious 2023 Nordic Canada Selection Trials/Nordiq Cup. This competition will attract the country's top Junior/U23 Nordic skiing athletes to Prince George to compete for coveted spots to represent Canada at the World Junior/U23 Nordic Championships. This funding is critical to market and promote this very exciting world-class event to attract Nordic skiing enthusiasts from across the region, the province and the rest of Canada (and has also attracted other International teams to participate). This also helps continue to building momentum and awareness toward future world-class events (soon to be announced).

The following is the resolution that we're asking City Council to approve:

THAT, the City of Prince George supports the application to Northern Development Initiative Trust from the Caledonia Nordic Ski Club for a grant of up to \$20,000 to support marketing of the 2023 Nordiq Canada Selection Trials/Nordiq Cup from the NDI Marketing Initiative Account.

I certainly welcome any questions or comments you may have, and look forward to your response. Thank you!

Warmest regards,



Kevin Pettersen

Director of Competitions, Caledonia Nordic Ski Club

Email: Redacted

Phone

