



PO Box 1779
Prince George, BC, V2L4V7
250.562.1612 | 1.866.562.1612

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

November 8, 2022

Re: NDIT Marketing Initiatives program Resolution of Support

Dear Mayor and Council,

The Exploration Place (Fraser-Fort George Museum Society) is applying for funding from NDIT for a marketing initiative in collaboration with the Tumbler Ridge Museum and a collection of Alberta dinosaur attractions.

We have been approached by Grande Prairie's Phillip J Currie Museum to be part of the #DinoTrail campaign. Partnering as a collective of natural history attractions, #DinoTrail creates opportunities for museums and attractions across Northern BC and Alberta to band together to encourage travel and connections with a physical "trail" linking the different venues and three destinations. This will help grow the footprint of The Exploration Place and Tumbler Ridge Museum to see Edmonton and Calgary travellers into Northern BC this summer.

The Exploration Place is applying under the NDIT Marketing Initiatives program for a grant of up to \$9,990.00. Funds would be paid through the Prince George Regional Development Account.

Resolution wording:

THAT, the City of Prince George SUPPORTS the application to Northern Development Initiative Trust's Marketing Initiatives program from the Fraser-Fort George Museum Society for a grant of up to \$9,990.00 for the #DinoTrail Cultural Site Marketing Initiative project to be paid from the Prince George Regional Development Account.

With appreciation,

Robyn Curtis, VP – Development & Partnerships
The Exploration Place | 250.981.5915 | robyn.curtis@theexplorationplace.com