



OFFICE OF THE MAYOR

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April 27, 2023

Northern Development Initiative Trust
301 – 1268 Fifth Avenue
Prince George, BC V2L 3L2

RE: Support for Northern BC Tourism Association grant application to the Northern Healthy Communities Program

To Whom It May Concern:

On behalf of Prince George City Council, I am writing to express support for the Northern BC Tourism Association's (NBCTA) grant application to the Northern Healthy Communities Program for the Northern BC Tourism Resiliency Program.

The Tourism Resiliency Program has helped numerous organizations across the region through one of the most difficult times in recent history for the tourism sector and the support is still needed. Supporting the business community is vital to the success of our communities. This program provides one on one support for tourism and tourism-related organizations in the areas and assists them in navigating the supports that are available to them. This program is vital to supporting jobs in our communities that serve visitors as well as residents.

Through this program we've seen tourism and tourism-related businesses receive expert support in areas such as marketing, communications, business development, financial, digital support and much more. The program has offered informational webinars, visitor insight data, and other resources that were needed by the tourism sector. The tourism sector was the first hit, hardest hit, and will take the longest to recover.

This comes at a time when resource development activities are heightened in the region - putting additional pressure on these operations to meet their human resource needs and the demands of the increased need for workers in communities.

The City of Prince George is proud to continue to offer its support to the Northern BC Tourism Association and hopes that its application receives favorable consideration.

Sincerely,

Mayor Simon Yu
City of Prince George