



November 24, 2023

RE: Request for council resolution for Tourism Prince George’s NDIT application

Dear Mayor and Council,

I am writing to you today to request a resolution at the next regular council meeting:

That the City of Prince George SUPPORTS the Northern Development Initiative Trust (NDIT) grant application from the Tourism Prince George Society in the amount of up to \$300,000 to support development of the Visitor Experience Projects from the NDIT Regional Development Account.

The grant through NDIT Regional Development Account under the Economic Infrastructure program would allow Tourism Prince George to create new visitor experiences in downtown Prince George, as part of the move to its new location at the Prince George Civic and Conference Centre Rotunda. The anticipated projects, like an accessible and portable market would not only showcase local and regional vendors, it would also provide new economic opportunities for local vendors, home-based businesses and small businesses.

The Visitor Experience Projects Tourism Prince George has planned will increase money spent in Prince George, encourage visitors to stay longer, and stimulate our local economy. With the location being attached to the Civic Centre it will allow us to access a group of visitors that typically spend more money.

Tourism Prince George announced on Oct. 18 that the Visitor Information Centre would be relocated to the Rotunda at the Prince George Civic and Conference Centre. The TPG Board unanimously decided this would be the best location because of its proximity to several attractions, 850 hotel rooms and opportunity to activate the Canada Games Plaza.

We appreciate your consideration of supporting this resolution as we look forward to a bright future for the Visitor Information Centre.

Sincerely,

Colin Carson
Chief Executive Officer
Tourism Prince George

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