



Mayor & Council
City of Prince George
1100 Patricia Blvd.
Prince George, BC V2L 3V9

September 26, 2023

Mayor & Council,

Tourism Prince George Society is pleased to submit the attached 2024 annual budget for Council's consideration. The total projected revenue has increased by 17% percent, largely as a result of a forecasted increase levels in the Municipal and Regional District Tax (MRDT) revenue. The total expenses have increased by 33% from 2023, as Tourism Prince George looks forward to continuing to encourage visitation to our fantastic city and renovating a new visitor information centre.

In 2024, Tourism Prince George will continue to implement the objectives set out in the 2022-2026 Strategic Plan and ensure the development of the tourism sector and key platforms through consistent brand messaging and online activities. The six key pillars in our Strategic Plan that will allow Tourism Prince George and the tourism industry to grow are: Marketing, Visitor Services, Business Development, Destination Development, Organizational Effectiveness, and Industry Outreach.

Due to the continued funding available through our partners, the City of Prince George, and the MRDT, Tourism Prince George will strive to work toward growing the tourism sector in the community, which helps lead to positive economic growth for the city.

Sincerely,

Colin Carson
Chief Executive Officer
Tourism Prince George Society

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