

STAFF REPORT TO COUNCIL

1100 Patricia Blvd. | Prince George, BC, Canada V2L 3V9 | www.princegeorge.ca

DATE: February 1, 2024

TO: MAYOR AND COUNCIL

NAME AND TITLE: Deanna Wasnik, Director of Planning and Development

SUBJECT: Application to Northern Development Initiative Trust for Marketing Website Improvements

ATTACHMENT(S): None

RECOMMENDATION(S):

That Council SUPPORTS the application to Northern Development Initiative Trust for a grant of up to \$20,000 for the Prince George Marketing Website Development project and AUTHORIZES the Director of Planning and Development and the Director of Finance to sign any necessary funding agreements.

PURPOSE:

For Council consideration.

BACKGROUND:

The City runs purpose-built websites for its marketing efforts for workforce attraction and investment attraction. The moveupprincegeorge.ca website has not seen an update in many years and is now outdated in its look and feel and has functional and operational issues. The investprincegeorge.ca was historically used for investment attraction efforts and needs upgrades to make it effective and functional for the long-term. This project will ensure the tools in the City's workforce and business attraction toolkit work properly and keep the community competitive when supporting local employers' labor needs.

The City is seeking a grant of up to \$20,000 from Northern Development Initiative Trust and is required to submit a resolution of support from Council to be considered for funding.

STRATEGIC PRIORITIES:

This project is aligned with myPG Goals, Council's 2023-2026 Strategic Plan, and Economic Development Strategy goals:

- myPG goals:
 - Diversified Economy
 - Vibrant Economy
 - Employment Diversity and Accessibility
 - International Connections
 - Sustainable Business

- Strategic Plan:
 - Economic Diversity and Growth
- Economic Development Strategy:
 - Expand and Support Prince George's Target Clusters
 - Create, Embrace, and Promote Place

SUMMARY AND CONCLUSION:

In its goal to attract businesses and workforce to Prince George, the City uses websites in its marketing efforts, which are currently inhibited by outdated platforms or practices. Using grant funding from Northern Development Initiatives Trust, staff will update and improve its marketing websites for investment and workforce attraction.

RESPECTFULLY SUBMITTED:

Deanna Wasnik, Director, Planning and Development

PREPARED BY: Deklan Corstanje, Manager, Economic Development

APPROVED:

Andy Beesley, Acting City Manager

Meeting Date: 2024/02/26