



2880 - 15th Ave.
Prince George, BC, V2M 1T1
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July 29, 2024

Re: NDIT Application

Dear Mayor and Council of the City of Prince George:

This letter is a request for your support for the Prince George Symphony Orchestra as it applies to the Marketing Initiatives grant program of the Northern Development Initiative Trust.

We are requesting \$4785.04 to support a branding and awareness campaign on Pattison Media television stations. This 34-week program is intended to increase awareness of the symphony throughout the region and encourage visitors to the city. Two distinct ads will run throughout the symphony's 2024-25 season. We are also partnering with Tourism PG and The Coast Hotel on this campaign.

The funds would come from the Prince George Regional Development Account.

The proposed wording of the resolution is below.

Thank you for your consideration,

Ken Hall
Executive Director
Prince George Symphony Orchestra

Proposed Resolution:

That the City of Prince George supports the grant application to Northern Development Initiative Trust from the Prince George Symphony Orchestra in the amount of \$4785.04 for their Branding and Awareness Campaign 2024-25 to be funded through the Prince George Regional Development Account.