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Monday, January 6, 2025

To Mayor and Council,

Theatre NorthWest will be applying to the Marketing Initiatives grant from NDIT by the January 31, 2025, application deadline. We plan to apply for a grant of up to \$20,000. The name of the account from which the funds will be paid is most likely the Prince George Regional Development Account.

The project involves creating and implementing a new marketing campaign to encourage people to purchase Theatre NorthWest gift certificates and season passes as gifts for their loved ones. The campaign will run from October to December 2025 (leading up to Christmas) and April to May 2026 (leading up to Mother's Day). The campaign will include television, radio, print, and social media adds geotargeted to Prince George and the surrounding area, including Vanderhoof, Mackenzie, McBride, and Williams Lake. Our target audience will be people between the ages of 45 and 65, with some disposable income, located in our target region. Our goals are to increase sales of Theatre NorthWest gift certificates and season passes; increase traffic to our website, social media accounts, and physical location; and to promote Theatre NorthWest as a tourism destination in Northern BC. We anticipate that our project will have a positive economic impact on our organization, the local area, and the broader northern region.

We ask that Council supports our application to NDIT for this project. Please, include this topic in the next Council meeting agenda.

Here is the wording of the resolution we wish for Council to consider and support:

That the City of Prince George supports the application to Northern Development Initiative Trust from Theatre NorthWest for a new gift certificate and season pass marketing campaign.

Sincerely,

Heidi Klepsch (she/her)  
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