



OFFICE OF THE MAYOR

1100 Patricia Blvd. | Prince George, BC, Canada V2L 3V9
p: 250.561.7600 | www.princegeorge.ca



April 30th, 2025

To Whom It May Concern,

On behalf of the City of Prince George, I am pleased to offer our strong support for the Community Arts Council of Prince George and District in their application to the Province of British Columbia's Destination Events Program.

As the cultural heartbeat of our region, the Community Arts Council has long demonstrated an unwavering commitment to fostering creativity, promoting artistic excellence, and enriching the lives of residents and visitors alike. Their upcoming 2025 Performing Arts Series—featuring exceptional national and international artists such as Jackie Parker, Ballet Kelowna, and Delhi 2 Dublin—promises to elevate the artistic landscape of Prince George while drawing audiences from across Northern British Columbia.

Presented at prominent venues including the Prince George Playhouse and the Knox Performance Centre, this series aligns directly with our city's economic and cultural priorities. In particular, it plays a critical role in the revitalization of the Prince George Playhouse by increasing public engagement, expanding usage by touring artists and community groups, and strengthening the long-term sustainability of this important civic space.

Cultural programming of this caliber not only enhances the vibrancy of our community, it also drives tourism, stimulates local business, and fosters a deeper sense of civic pride. As a regional hub, Prince George welcomes investments that broaden access to the arts and reinforce our position as a destination for high-quality events.

The City of Prince George is proud to support this application and applauds the Community Arts Council for its leadership in delivering inclusive and inspiring programming to our region.

Sincerely,

Mayor Simon Yu
The City of Prince George