



Mayor and Council
City of Prince George
1100 Patricia Boulevard
Prince George, BC V2L 3V9

Subject: Request for City of Prince George Council Resolution Supporting NRCA's "It All Starts with Construction" Campaign Funding Application to NDIT

Dear Mayor and Council,

The Northern Regional Construction Association (NRCA) is requesting a resolution of support from Prince George City Council for our application to the Northern Development Initiative Trust (NDIT) Marketing Initiatives Program. We are seeking \$20,000 in funding for our "It All Starts with Construction" marketing campaign, with an application deadline of July 30, 2025.

This campaign, developed in partnership with Spirit of the North Healthcare Foundation, will raise public awareness about the essential role construction plays in community development, healthcare access, and regional economic growth in Northern BC. Through professional media, storytelling, and targeted outreach, the campaign will highlight how local construction supports critical services, creates jobs, and contributes to the well-being of our communities.

We respectfully request that Council consider and approve the following resolution:

THAT the City of Prince George supports the application to Northern Development Initiative Trust from the Northern Regional Construction Association for a grant of up to \$20,000 to support the "It All Starts with Construction" marketing campaign.

Please don't hesitate to reach out with any questions or if further information is needed. Thank you for your time and continued support.

Sincerely,

Nicole Bryant
Chief Executive Officer
Northern Regional Construction Association