
Subject: FW: Request for support for Prince George Symphony Orchestra Grant Application to NDIT

From: Teresa Saunders [Redacted]
Sent: Thursday, April 30, 2020 11:31 AM
To: cityclerk <cityclerk@princegeorge.ca>
Subject: Request for support for Prince George Symphony Orchestra Grant Application to NDIT

Mayor and Council:

The Prince George Symphony Orchestra is applying for a **Marketing Initiatives Program Gant from Northern Development Initiatives Trust**. The application introduction is as follows:

The PGSO has been making orchestral music in Prince George for 50 years, and yet many citizens of the city, upon hearing of an orchestra in their own back yard, still respond with incredulity: "We have a symphony orchestra?!" And always the same pronoun: "We." The city. The people. Yes, Prince George, WE--everybody who call this place home--WE have a symphony orchestra.

The PGSO, to celebrate its 50th anniversary, plans to reach every remaining unlit corner of the city in need of live orchestral music. How many have missed the opportunity to have their lives enriched just because they didn't know we exist? How many are waiting for the next live tour to come through town, not realizing live music happens here all the time? How many go through life thinking classical music is what you hear on an elevator?

To make our box office easier to find, we need to erect SIGNAGE outside our offices, including signs for upcoming concerts.

We would like to update our PGSO PINS to reflect our 50th anniversary, as well as produce new STICKERS so the public may display support for their favorite orchestra.

An all-new BROCHURE design to reflect our changing culture and productions moving forward.

*Re-publishing and adding commentary on the past 10 years to our 40th Anniversary Book: "A Brief History of the PGSO".
New advertising venues to reach a wider audience in the city, including a video production for social media.*

It's a great time for people in Prince George to learn something new about their city. Something new, something great. With a grant from the Northern Development Initiatives Trust, we will make that happen.

I am requesting that City Council pass the following resolution:

"That the City of Prince George support the application to the Northern Development Initiatives Trust from the Prince George Symphony Orchestra for a grant of up to \$20,000 for their 50th Anniversary Marketing Initiative from the NDIT Community Development Marketing Initiatives Program."

Thank you in advance for your support.

Teresa Saunders, General Manager
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