

February 11, 2021

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

RE: Northern Development Initiative Trust – Marketing Initiative Grant Program

Dear Mayor and Council:

On behalf of the **Downtown Prince George** Business Improvement Association, I am requesting the support of the City of Prince George for an application to the **2021 Marketing Initiative Grant Program** with *Northern Development Initiative Trust*. Our application is requesting that the grant match our contribution of \$10,000 for a total budget of \$20,000. The project will build marketing assets, implement consistent social and digital campaigns, and enhance the marketing capacity of the organization and individual businesses in Prince George's downtown.

Your support through the resolution below is a requirement of the grant application. The grant will allow Downtown Prince George to:

- Create and build high quality and current social and digital assets that will ensure a recognizable downtown brand.
- Develop and utilize consistent graphic materials to utilize across all promotional channels.
- Provide marketing assets, resources, took kits and training to enhance the multi-channel marketing efforts of our downtown and individual businesses.

RESOLUTION:

“THAT, the City of Prince George supports the application to Northern Development Initiative Trust from Downtown Prince George for a matching grant of up to \$20,000 towards implementing a comprehensive marketing strategy.”

Thank you for your support.



Colleen Van Mook, Executive Director
Downtown Prince George Business Improvement Association

cc.

Mr. Eoin Foley, President, Downtown Prince George
Mr. Walter Babicz, Acting City Manager, City of Prince George