



PRINCE GEORGE ITALIAN CLUB

MARKETING STRATEGY

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

April 26, 2021

Subject: Resolution from City of Prince George in support of Northern Development funding request (Italian Club - Marketing Initiatives)

Dear Mayor and Council,

The Prince George Italian Club (the Club) is formally requesting a resolution from Prince George City Council in support of our funding request to NDIT Marketing Initiatives Grant. This grant request with a May 2021 intake is for funds up to \$10,000 to assist with an innovative upgrade to an existing website to meet the growing needs of the Club and future partnering with other ethnic groups.

For several years and specifically over the last year the demand to connect with our heritage and continue customs has been spotlighted. Inclusion is an integral part of mental health and general well being. COVID 19 has reconfirmed this statement. COVID has resulted in isolation from family and friends but also isolation from traditions and homelands. With the curtailment of international travel connecting with one's heritage has become almost impossible. It has been apparent in discussions with minor ethnic groups that maintaining contact and connections with new immigrants or the elderly is increasingly difficult. Without access to a website, messaging is an insurmountable obstacle which leads to isolation. Through the Club other ethnic groups will be able to partner and eventually provide a host for their forum both locally and abroad.

Individually the international ethnic groups are small in number and lack the resources to reach out on their own to provide a cultural link. An inclusive website will advance cultural efforts significantly. The Club currently partners with the Celtic Club, is in communication with the Colombian community, and intends to expand to reach others. According to the 2016 Canadian Census there are:

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Persons of European Origins -		Single Origin	Multiple Origin
		14,880	48,810
Specific Ethnicity	Italian -	545	2,145
	Irish -	830	22,045
	Portuguese -	360	515
Potential Partners	Colombian -	10	10


This is a significant portion of the Prince George population who lack the ability to connect. Of these, the Italians are the only ethnic group to have an actual venue and an active website. Without partnering and financial assistance much needed improvements to the existing website is not possible. There are other ethnic groups who are well established and have no need to partner but there are many who are struggling. As this is a complex endeavour and must be accomplished in individual phases, a monthly fee will be charged to all partners to absorb maintenance costs.

Phase 1

Reconstruct the existing website to facilitate requirements necessary for growth with in the Italian Club and establish a template for other groups.

- Home Page Tabs
 - About Us
 - Events and Activities
 - Venue Rentals
 - Catering
 - Memberships
 - Newsletter
 - Contact Us

Once the development is complete and workable the site will be expanded to accommodate Phase 2.



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Phase 2

Establish a link on the Italian Home Page to accommodate partnering ethnic groups to facilitate their needs which initially mirror those of the Italian Club. Diversification will come when start up issues are attended to.

- Celtic Club is a current partner
- Potential partnering
 - Latino
 - Portuguese
 - Colombian

Phase 3

Identify areas requiring expanding to further grow each of the partnering groups needs

A FORUM FOR THE TARGET MARKETS

1. Existing Italian Club membership or those wishing to join
2. Persons of Italian descent wanting to connect with others
3. Residents of Prince George wanting to learn Italian language and cooking, or watch an Italian movie
4. Persons wishing to make purchases during one of the Pasta Sales conducted several times a year. Advance sales create a more predictable volume requirement.
5. Residents requiring Italian passports or updates. The Consul from Vancouver now travels to Prince George to conduct the interviews, avoiding the necessity for multiple family members to travel to Vancouver.
6. There are many Italian immigrants working on major construction and mining projects in our area. Currently there is no connectivity for community interaction during their time off.

The target markets will also apply to each and every partnership with the Club.



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This website upgrade and redevelopment is an integral part of reaching out to a significant number of ethnic residents of Prince George who are losing connectivity with their heritage. This site will welcome all residents of Prince George wanting to learn more about those they share a community with.

The following is the resolution that the Prince George Italian Club is asking City Council to approve:

THAT, the City of Prince George supports the application to the Northern Development Initiative Trust from the Prince George Italian Club for a grant of up to \$10,000 for redevelopment and partnering of the existing website from the Marketing Initiatives program.

We welcome any questions or comments you may have and look forward to your response. Thank you for your time and consideration of this worthwhile project.

Sincerely,

Anna Monetta

Italian Language Meet-up Coordinator
Italian Consular Agent for Prince George and area

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SWOT ANALYSIS

STRENGTHS

1. Well established organization
2. Solid support of volunteers
3. Devoted & organized Committee
4. Existing versatile venue
5. Funding opportunities through diverse

WEAKNESSES

1. COVID impact on potential events
2. Connecting with younger demographics
3. Limited marketing budget
4. Outdated & ineffective webpage
5. Planning & hosting primarily volunteer managed (no paid staff)

OPPORTUNITIES

1. Ethnic groups with no identifiable venue
2. Provide information and venue for ethnic cooking, language, movies and dance classes (in person and online)
3. Create a diverse webpage to manage participating ethnic groups
4. Promote awareness and understanding of differing ethnicity
5. Establish a venue to perform different consul's duties

THREATS

1. Volunteer burn out
2. Reluctance to use facility at night due to limited parking close to the venue and increased street population
3. Curtailed revenue opportunities due to COVID
4. Grant applications rejected

All treats will be addressed to find a workable resolution