

May 07, 2021

Mayor and Council
City of Prince George
1100 Patricia Blvd.
Prince George, BC
V2L3V9

Dear Mayor and Council:

We are writing to request a resolution of support from Council for the Prince George Airport Authority (PGAA) as part of our Economic Infrastructure Grant application to the Northern Development Initiatives Trust (NDIT).

Background

The impact of the COVID-19 pandemic to the PGAA has been devastating. Passenger numbers, commercial airline activity and revenues have plummeted to levels not seen since 2001. The current food and beverage provider curtailed their operations at the Prince George Airport effective in April of 2020 due to the drop in business, which has resulted in very limited service for travelling passengers and the airport community, and significant revenue loss to the PGAA.

With the onset of the pandemic, it has become very evident that for any provider to be successful they must have business streams that are independent of passenger traffic. Any proponent must have the flexibility to adjust the business as necessary to remain solvent. The PGAA has identified organizations that think outside the box, are nimble, creative, and have the ability to adjust their business model in order to be successful and grow their business within the community.

In rethinking the potential opportunity, the PGAA wants to align with a service provider who shares our corporate values and overall vision. We released an Expression of Interest in January focusing on:

- support local - local businesses that provide local product,
- provide first class services to passengers, the Prince George community and airport users,
- provide innovative food and beverage concepts with broad customer appeal,
- provide convenient products and services to passengers, airport users and the Prince George community as a whole,
- optimize concession revenues to the PGAA.

In addition to meeting the needs of the PGAA, airport users and community, the successful proponent will also provide much needed service to the surrounding areas (eg. Buckhorn, Pineview, Blackburn), as there are limited quality food and beverage providers for area residents and beyond.

The proposal provided by the successful proponent both meets and exceeds these requirements. However, the ability for the proponent to move and expand their business is heavily dependent on the PGAA's ability to meet their infrastructure requirements.

Your support for this project will assist the Airport in its recovery, highlight local food and beverage to travelers, provide food and beverage options to the underserved community, create jobs and provide a local business with the opportunity to grow and prosper.

The wording that NDI has requested is as follows:

" The City of Prince George supports the application to Northern Development Initiative Trust from the Prince George Airport Authority Inc for the Food and Beverage Development and Expansion project".

If you require further information or have any questions, please feel free to contact me.

Thank you very much for your consideration of this request for your support.



Gordon Duke
President & CEO
Prince George Airport Authority

Cc. Diane Bertram
Michelle Kenny
Chrisie Berry