



2008 – 2010 Performance Review

2011 – 2013 Strategic Plan

Initiatives Prince George – 3 Year review

- IPG Board provides recommendations and direction on growth strategy for Prince George economy
- Based on this plan, IPG delivers economic development services for CPG through a Service Agreement.
- Current Service Agreement is based on three-year business plan and identifies deliverables, cost, and reporting requirements for IPG
- This year IPG seeks to renew Service Agreement based on business plan for 2011-2013

Presentation to follow:

- Review of 2008-2010
- Strategic Plan for 2011-2013

2008-2010 Review of Activities Towards Objectives

1. Integrated marketing program logistics and transportation; sales and marketing; create a logistics park tied to road, rail, air

Air Logistics Park Task Force (with property owner, CPG, PGAA, engineers)

- Outcomes include completed: lands assembly, including removal from ALR, zoning, land market-ready and serviced by Boundary Road
- ALPTF continuing to meet regularly

Global PG program

- Has delivered 5 outbound missions (China) and 2 major inbound missions (China) in addition to several individual delegations (China, Korea, Austria)
- Created and distributed Prince George Global Logistics Park marketing prospectus to hundreds of leads (Chinese and English via print, email, website)
- Created and distributed Prince George Business Investment Guide outlining Prince George advantages including KPMG Competitive Alternatives #1 Position (7 languages via print, email, website)

IPG continues to work with shippers (CN, COSCO and others) to build usage of Prince George trans-load and intermodal facility - now operating at capacity after opening 2 years ago

2008-2010 Review of Activities Towards Objectives

2. Establish a Heavy industrial presence outside the airshed

Industrial Lands Partnership with Regional District of Fraser-Fort George

- 2009 contract leveraged IPG budget
- Outcomes included establishment of Industrial Lands Advisory Committee to guide process of bringing new industrial lands, larger parcels, outside most sensitive areas of air shed to market, Business Opportunity Profile identifying targeted high-growth industries, and detailed site evaluations to identify best sites to target for initial development
- 2010-2011 contract work underway; deliverables will include disposition of targeted sites at Hart North and Isle Pierre from provincial Crown, established zoning parameters, marketing prospectus for lands with market-readiness by mid-2011

2008-2010 Review of Activities Towards Objectives

3. To have Prince George's brand known and understood by top 1,000 businesses

- Worked with community partners to develop the statement positioning Prince George as a "knowledge-based, resource economy connected to the world"
- Made brand known and understood by top 1,000 businesses by consistently including this brand statement within all communications material and monitoring and measuring its impact

On the Move newsletter	Economic Update report	IPG Website	IPG earned media
Volumes produced: 24 Monthly circulation: 3,290 Monthly readership: 594 Click-through to IPG website: 303	Volumes produced: 36 Monthly circulation: 370 Monthly readership: 109 Click-through to IPG website: 66	Monthly hits: 1,275 % new visitors: 62% Origin of traffic: • Canada 80% • US 3% • China 1% • Germany 1% • UK 0.5% • Other 15%	Publication mentions (2010): • International 5 • National 9 • Provincial 18 • Local 173 Media Releases (2008-2010): • IPG 36 • IPG & Partners 58 54 presentations (2009-2010) to organizations, businesses, investors, internationally nationally, provincially, locally
Circulation increasing; readership and click-through rates above industry standards	Circulation expanding to broader distribution list in 2011; readership and click-through rates above industry standards		

2008-2010 Review of Activities Towards Objectives

4. To have 10 formal economic partnerships, at least one with First Nations

*Team Northern BC (2008, 2010), with LTN participation

Airport Logistics Park Task Force

Tourism Prince George Society

*Downtown Partnership

Performing Arts Centre Society

Canadian Manufacturers and Exporters (CME Export Award, CN, Port of Prince Rupert, CN, PG Airport)

China Federation of Logistics and Purchasing (MOU)

*Northern Bioenergy Partnership (BC Bioenergy Network, UNBC, Federal gov't ,OBAC, private sector)

*UNBC (Minerals North scholarship legacy)

*RDFFG (Industrial Lands project includes BC Government, CPG, Lheidli T'enneh etc)

Service Canada (Living and Working and Skills Development Project)

Western Economic Diversification (Global PG)

Immigrant and Multicultural Services Society, PG Chamber of Commerce (Welcoming Communities)

Asia-Pacific Gateway Skills Table (including local training delivery)

16/97 Economic Alliance

Business Council of British Columbia – Outlook 2020 Paper

* First Nations component

2008-2010 Review of Activities Towards Objectives

5. To leverage the value of our investment 5x as measured by new investment in transportation, logistics, manufacturing and industrial development

Boundary Road	\$28.0 M
PG Airport Expansion	\$36.0 M
Terasen Gas	\$5.0 M
CN Intermodal and Transload	\$20.0 M
CNC Trades Centre	\$30.0 M
Sands Fuel Farm	\$2.0 M
Corridor Improvements to Date	\$ 240.0 M (est)
Total	\$351.0 M
CPG 3 year investment	\$3.7
Leverage	\$ 95x

Strong advocacy role by IPG because of direct value of these investments to PG economy

2008-2010 Review of Activities Towards Objectives

6. Grow population by 1% to 2012

7. Grow jobs by at least 1,000 by 2012

Throughout global economic recession over 2008/09 and recovery in 2010, Prince George has remained relatively resilient with more diversified economy

	2007	2008	2009	
Population	73,340	73,886	74,547	0.8% growth annually over last three years
People employed	46,300	46,600	42,400	2010 YTD 46,300 A return to 2007 levels
Jobs created	1,300	-300	-3,600	2010 YTD 3,900 Net job creation of 1,300 over last three years

2008-2010 Review of Activities Towards Objectives

8. Attract manufacturing and export volumes of \$1B to the region

- Regional origin of exports difficult to determine as statistics reported at provincial level
 - Northern BC pellet production facilities encompass 78% of total pellet production capacity in the province, giving region large share of \$150M pellet export industry
 - CN Transload and Intermodal facility important to increasing shipments originating in Northern BC (pellets, pulp, lumber)
- Total BC exports fell from \$7.1B to \$4.1B with global economy and U.S. housing crisis
- China has become an increasingly important trade partner for British Columbia
 - The third largest destination for BC origin exports in 2009
 - 2010-11 recovery will see dramatic increase in China demand, wood products exports to China will lead recovery in the region
 - Estimated volume of lumber exports to China for 2010 expected to be over 2 billion board feet, over \$500m

2008-2010 Review of Activities Towards Objectives

9. To be a leading force, voice and advocate in key areas driving economic growth

Competitive business climate: taxes and licenses; KPMG Competitive Alternatives Report recognized Prince George's leading competitiveness amongst 13 western cities

Dangerous goods and corridor upgrades: Boundary Road; advocacy for infrastructure investment through provincial and federal government submissions

Air quality: Air quality improvement through industrial lands development outside PG airshed

Regional collaboration: regional collaboration and leadership in economic development; 16/97 Alliance; RDFFG partnerships; senior government briefings and submissions

Increase skilled workforce and attract skilled immigrants: Welcoming Communities, Skilled workforce development project

Downtown development: Downtown Partnership and marketing prospectus; Let's Get Started; Amenities and quality of life - Performing Arts Centre Society, Wood Innovation Centre

Being a globally connected community: Global PG; twinning cities; trade missions; infrastructure investment; partnerships with PRPA, PGAA, CN intermodal, international shippers

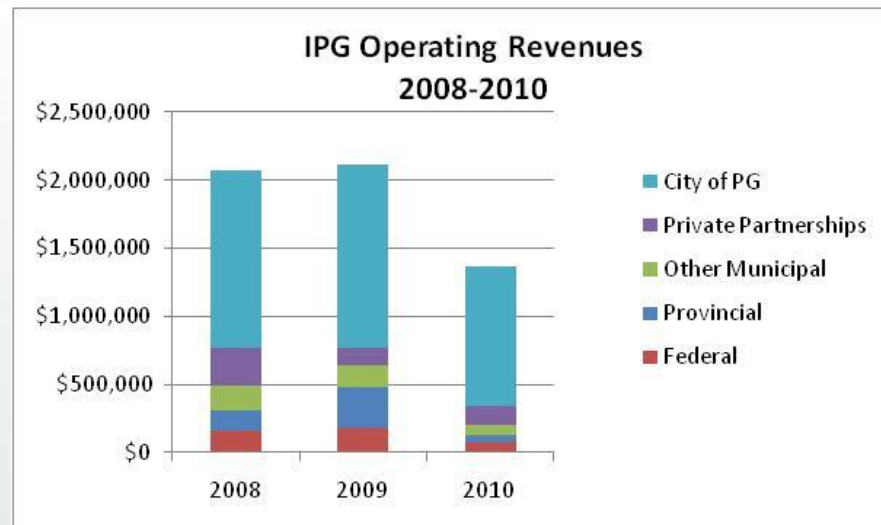
2008-2010 Review of Activities Towards Objectives

10. Facilitate growth of revenues into mining, oil and gas sectors for at least 100 businesses

- More local businesses diversifying from forestry service and supply to mining, oil and gas service and supply
- Partnerships with Canadian Manufacturers and Exporters, Minerals North and Resources Forum conferences, Terrane Metals etc. have increased awareness of local capacity to deliver goods and services to regional mining operations
- PG well-positioned to be a supply and service centre for mining industry
 - Mt. Milligan (Community Sustainability Committee)

2008-2010 Review of Activities Towards Objectives

- \$1 City of Prince George investment returns \$0.58 additional investment into economic development
- 2010 revenues and ratio reduced:
 - TPGS Formation and accompanying transfer of revenues from IPG
 - Federal and provincial government reduction
 - Private partnership increase



2008-2010 Review of Activities Towards Objectives

IPG led transition of Tourism Prince George into a true Destination Marketing Organization with industry funding under AHRT enabling legislation

- First year operations 2010 with governance structure, CPG service agreement, Board of Directors, CEO and five-year strategic plan. This will increase annual investment into Tourism development from CPG's \$327,000 to more than \$1M once private partnerships are in place

Downtown Development

- IPG is an active member of the Downtown Partnership; transition within business model provides for an enhanced role for IPG in this area for 2011-2013

Real Estate Management

- Disposition of 2nd Avenue property for real estate gains (Terasen Gas attraction with over 100 jobs); transaction resulted in IPG repaying loans to CPG, and re-investing in 1st Avenue property. Economic gains not reflected in operational review here.

Testimonials

"I have the honor of commending Initiatives Prince George Development Corporation (IPG) for its significant achievements benefiting the City of Prince George and the North as a whole and the PGGLP in particular during their current three year strategic plan. IPG has frequently made beneficial contributions to the PGGLP in various ways, including assisting in the marketing of the PGGLP industrial lands outside the City of Prince George especially on trips to China and by sponsoring Chinese delegations to Prince George and Prince Rupert."

– Henry Rempel, President, Prince George Global Logistics Park (PGGLP) Inc.

"The unprecedented interest in Prince George as a major economic, transportation, and education centre, both regionally and now globally, has been fuelled in large part by the orchestrated efforts of Initiatives Prince George. One of IPG's greatest successes has been to partner with key stakeholders to align valuable community efforts and resources towards strategic economic development goals. It is absolutely necessary that Prince George has an organization such as IPG, at arm's length from the municipality, to act as the conductor bringing together various community voices so that we are all singing the same song, loud and clear."

– Jennifer Brandle-McCall, CEO, Prince George Chamber of Commerce

Testimonials

"Initiatives Prince George has gone above and beyond the call of duty when it comes to inclusion, and by this I mean both regional and Aboriginal. Our involvement with IPG has proven to be a valuable use of our resources, and I believe that both of our organizations, as well as the regional and provincial economy, have benefited from this partnership."

– Ray Gerow, President and CEO, Aboriginal Business Development Centre

"Over the past 2 ½ years, Canadian Manufacturers & Exporters (CME) has been working closely to integrate our BC activities with that of IPG. IPG's goal of "A Sustainable, knowledge-based, resource economy connected to the world" is a vision that we at CME find particularly attractive as we work closely together to integrate all of BCs' wealth-creating manufacturing and exporting industries. In addition, the IPG team is a great group of people, and we are confident that we can work together to achieve these goals."

– Craig Williams, Vice President, BC Division, Canadian Manufacturers & Exporters

Testimonials

"The Association for Mineral Exploration British Columbia (AME BC) greatly values the leadership demonstrated by IPG and commends the municipally-owned corporation for taking advocacy positions and undertaking projects designed to grow and diversify the local and northern BC economy. Over the last two years, AME BC has been pleased to support IPG in its efforts to attract strategic investment to Prince George and promote trade development with jurisdictions beyond BC, such as with Asia Pacific nations and China specifically."

– Gavin C. Dirom, President and CEO, Association for Mineral Exploration BC

"Over the past three years IPG has played a vital role in supporting economic, social and community development in the region. This support has taken many forms including effective planning, analysis, advocacy and facilitation of relationship development amongst business, public agencies, government and other stakeholders. Much has been achieved thanks to the professionalism, leadership and work of IPG, especially through the coordination and synchronization of various community efforts. The College of New Caledonia (CNC) has benefited directly from our collaborations with IPG through our successful joint efforts to secure federal and provincial infrastructure and program funding."

– John Bowman, President, College of New Caledonia

Testimonials

"PGAA respects IPG as a partner keeping us connected to the business, political, regional, and international worlds we do business in. Professional support in strategy development, business networking, and regional economics help support the PGAA in developing our goal of being an integral part of the Asia Pacific Gateway."

- John Gibson, President and Chief Executive Officer, Prince George Airport Authority

"As the primary service centre for northern British Columbia, Prince George is well-positioned to benefit from the continued development of the province's resource wealth -- and from steady growth in two-way trade between North America and Asia. Against this backdrop, Initiatives Prince George has taken a leadership role in driving home an important message: with wise public policies and strategic investments, British Columbia is poised to realize the economic promise of a "Northern Decade," one that brings a revitalization of our resource industries coupled with the further expansion and diversification of our trade linkages.

- Jock Finlayson, Executive Vice President – Policy, Business Council of British Columbia

Testimonials

" The success of the Port of Prince Rupert depends on the collaborative efforts of partner organizations along the northern transportation and trade corridor. Initiatives Prince George has been one of our greatest partners as we have been able to work extremely well together to plan joint initiatives and cooperative programs that are going a long way to enable both parties to achieve their respective goals of growing the economy of northern British Columbia."

– Don Krusel, President and CEO, Prince Rupert Port Authority

" I have lived in Prince George for the past 1 ½ years. It is a privilege for me to serve as an Ex-officio on the Board of IPG. I had many interactions with IPG prior to serving on the Board. It certainly was a very visible presence in this city. I have lived several cities in Canada, from the west coast to the east coast, in large cities and small towns. Successful cities, such as Halifax, have an independent body like IPG championing the economic and social well-being of their city. IPG serves this role most effectively in Prince George. On numerous occasions IPG has rung the "town bell" calling together leaders from all corners of the city to prepare for a visit from a visiting Minister, or to prepare for a delegation somewhere on behalf of the city. IPG staff are active leaders, joining willingly in "Prince George Teams" for various purposes, or calling together such teams for the benefit of the city and the north. For the few staff members that make up IPG, they do an incredible work. I believe they are a model of efficiency, the ROI couldn't be better!"

– George Iwama, President and Vice-Chancellor, University of Northern British Columbia

Testimonials

"China, is the world's second largest importer of lumber products after the United States. China now buys 1.5 billion board feet from B.C. CN created a supply chain solution to help its customers capitalize on that market faster than other countries. CN made significant investments in Prince George over the last few years – building a new intermodal ramp and a transload facility. More people were hired and more equipment was acquired to increase our capacity. These are concrete examples of our commitment to Prince George. In partnership with Initiatives Prince George and our customers, CN continues to look at ways to improve the complete supply chain."

– Jean-Jacques Ruest, Executive Vice-President and Chief Marketing Officer, CN

Testimonials

“Initiatives Prince George has played a key role in marketing and selling the benefits of the Northern Gateway to audiences in China as a member of the SCL Trade Logistics Delegation for the past 2 years and it was heartening to me as the Mission Organizer and Leader to hear directly at our recent meeting in Chongqing that the air cargo industry will take a long and serious look at Prince Rupert for landing cargo flights from Chongqing destined for Canada and the US Midwest. They were very impressed by the presentations made by yourself and John Gibson CEO of your airport. Your group was the hardest workers on our Missions both years and do a great job explaining the advantages of moving cargo through Prince George and the Northern Corridor while adding value in your Logistics Park, Railway Container Terminal, and using other local businesses. We are thankful that you hosted our CFLP delegation from China last May and I know that soon your city will see the benefits from your hard work and dedication to the right messages for Chinese business people to hear and understand. We look forward to continuing our relationship with you and your Team. Keep up the good work, it is going to pay off big time in the not too distant future so lets keep going with the marketing efforts by Initiatives Prince George.”

Bob Armstrong, President , Supply Chain Logistics Canada

2011-2013 Strategic Plan

Inclusive Strategic Planning Process:

- Parallel to myPG planning process, with involvement in myPG economic strategic planning sessions
 - Economic Development Planning and Priorities strategy document to be presented to Mayor and Council Dec 6th Committee of the Whole, and is aligned with IPG's 3 year Strategic Plan (2011-13)
- Prince George City Council
- Progress Prince George
- IPG Board (2-day Strategic Planning)

2011-2013 Strategic Plan

IPG Strategic Plan Overarching Goal:

To be the catalyst that enhances Prince George as the sustainable, knowledge based, resource economy, connected to the world.

Our strategy has 5 key thrusts:

1. Strategic leadership, partnerships and marketing
2. Downtown development
3. Sustainably connected to the world
4. Sustainable resource-based economy
5. Sustainable knowledge-based economy

Strategic Thrust #1. Strategic leadership, partnerships and marketing

Objective	Timeframe
1. To be a strong voice and advocate for a competitive business climate that supports sustainable development within a region serviced by a vibrant urban city	Ongoing
2. Leverage the Canada Winter Games 2015 opportunity in support of our vision and objectives	Ongoing
3. To reposition the perception of Prince George as a sustainable, knowledge-based, resource economy connected to the world – within Prince George, within the Province of BC, across Canada and North America, to the world	Ongoing
4. To ensure our key stakeholders and partners are informed of, aligned with and advocates for the direction, deliverables, outcomes and role of IPG (especially as it relates to policy positions and advocacy) without restricting the organization from delivering on its approved plan and mandate	Ongoing
5. To have a protocol to communicate IPG’s policy and position on issues with the City of Prince George and to understand the city’s position	December 2010
6. To have the top 1,000 organizations who could/would link to our vision see and know Prince George as: an international city; a place for/of knowledge based activity, people and business; a diversified resource economy; a green, low carbon economy; and a place of opportunity and quality of life.	Ongoing; specifically target the top 100 organizations in the next 3 years

Strategic Thrust #2. Downtown Development

Objective	Timeframe
7. To develop and implement the marketing plan for business development in the downtown	2011-2013
8. To co-lead on the implementation of the recommendations from the Mayor's Taskforce for a Better Downtown	2011-2013
9. To be a leading force and advocate for the Wood Innovation and Design Centre and a Performing Arts Centre in the downtown	2011-2013

Strategic Thrust #3. Sustainably Connected to the World

Objective	Timeframe
<p>10. Through our leadership in advocacy and marketing, corporately and with senior government:</p> <ul style="list-style-type: none"> a. To foster the growth and utilization of Canada’s Northern Pacific Gateway as the most efficient and carbon-friendly transportation corridor in North America, with Prince George as a major hub b. To have the expansion of the Port of Prince Rupert decided and the plan being implemented c. To have all infrastructure items still required inside the fence at Prince George Airport complete d. To ensure the infrastructure exists to more than double container volumes through the inland port e. To ‘de-bottleneck’ Pine Pass (hwy 97N); Cariboo Connector Fast-tracking (Hwy 97S); Hwy 16 four-laning well underway f. To ensure we have a redundant fibre-optic line in place to support development of data centres in Prince George g. To have a plan in motion re: cellular coverage along the corridor h. To create the capacity to double the export volume of goods moving through the hub of Prince George 	Ongoing
<p>11. To have 10 logistics related tenants ready to move into the Logistics Park through programs delivered in partnership with PGAA, CPG and land owners</p>	2013

Strategic Thrust #4. Sustainable Resource-based Economy

Objective	Timeframe
12. To be a leading advocate for resource development projects that are deemed to provide economic development, environmental sustainability, and First Nations Consultation & Accommodation	Ongoing
13. To have an inventory of 200 to 500 hectares of industrial land market ready for intermediate to heavy industrial projects as part of the Regional District Industrial Land Strategy	2012
14. To facilitate growth of revenues for more than 100 growth-oriented Prince George businesses selling into forestry, mining, oil & gas, and energy sectors	Ongoing
15. To support the retention of growth-oriented businesses that are core to our vision within Prince George	2011-2013

Strategic Thrust #5. Sustainable Knowledge-based Economy

Objective	Timeframe
16. Through our leadership in advocacy with our stakeholders, corporately and with senior government: <ul style="list-style-type: none"> a. To have a broadly based engineering program at UNBC b. To have a major trades and technology center at CNC c. To address, in partnership, skilled worker needs 	2011-2013
17. By working with partners, lead the development of integrated innovation and entrepreneurship programs in order to grow the knowledge-based economy of Prince George	2011-2013
18. Support development of Northern Bioenergy Partnership Society as catalyst to a world-class bioenergy sector in Northern BC	2011-2013

Action Plans and Responsibility for Achieving Objectives

Action Plan for Objective #1, #3,#6, #10, #12 #13, #14, #15	IPG Role	When
Deliver a strong communications plan through monthly newsletter, monthly economic activity reports, presentations, strong media relations, web presence	Lead	2011-2013
Annual benchmarking of economic and social indicators	Lead	2011-2013
Action Plan for Objective #2	IPG Role	When
Participate with 2015 Host Society in business development as required	Supportive in partnership with CPG, Host Society	2011-2013
Feature PG's 2015 CWG hosting prominently in IPG communications plan	Lead	2011-2013
Action Plan for Objective #4, #5	IPG Role	When
Develop protocol for pro-active shareholder communications on IPG's advocacy positions	Lead with CPG	December 2010
Implement protocol on all relevant projects	Lead in partnership with CPG	2011-2013

Action Plans and Responsibility for Achieving Objectives

Action Plan for Objective #7, #8, #9	IPG Role	When
Develop new RTE policy	Supportive in partnership with CPG	Q1 2011
Complete initial marketing prospectus	Lead in partnership with DP - CPG, DBIA, property owners	January 2011
Develop and implement marketing plan for downtown that includes inbound familiarization trips for developers, tradeshow, conferences	Lead in partnership with DP - CPG, DBIA, property owners	2011-2013
Develop implementation strategy for Downtown Partnership on Recommendations, and deliver on outcomes specific to this implementation strategy through quarterly meetings with DP	Co-lead with CPG, shared responsibility for action items in implementation plan with DP members	2011-2013
Communications plan on outcomes of DP	Lead in partnership with CPG and DP	Ongoing

Action Plans and Responsibility for Achieving Objectives

Action Plan for Objective #10, #16	IPG Role	When
Senior government liaison on priority issues and projects through Budget Submissions, meetings with MLAs, MPs, Ministers	Lead in partnership with NBC stakeholders	2011-2013
Establish Gateway Council and develop infrastructure and policy priorities for Northern Pacific Gateway and Corridor	Lead in partnership with PRPA, PGAA	2011
Develop and implement marketing program with Prince Rupert Port Authority, PGAA, CN, shippers (WED) (inbound/outbound missions, research, communications)	Lead in partnership with PRPA, PGAA	2011-2013
Action Plan for Objective #11	IPG Role	When
Market completion of Boundary Rd to service Logistics Park	Lead in partnership	2011
Continue with Air Logistics Task Force - focus on marketing partnership with Landrum Brown	Lead in partnership with PGAA, GLP, CPG	2011-2013
Action Plan for Objective #12	IPG Role	When
Advocate for resource development projects that meet standards for environmental, social and economic returns to city and region	Supportive	2011-2013

Action Plans and Responsibility for Achieving Objectives

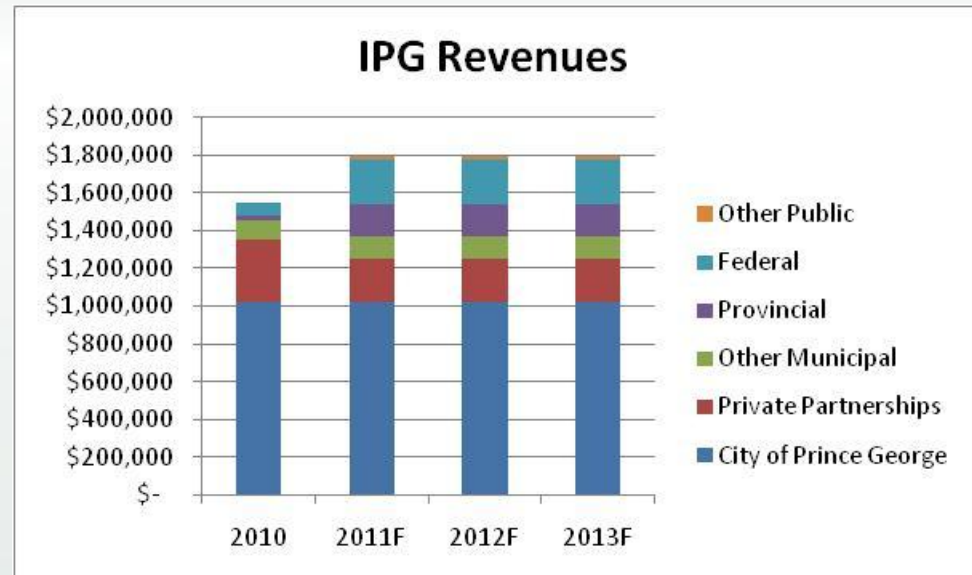
Action Plan for Objective #13	IPG Role	When
Deliver on current, and potentially future, RDFFG contracts for industrial lands disposition and marketing including marketing to site selectors	Lead in partnership with IL Advisory committee, RDFFG	2011
Action Plan for Objective #14, #15	IPG Role	When
Develop Business Retention and Expansion program targeted at top 150 growth-oriented companies in PG (market, connect to resources and opportunities, match-make with Chinese investors)	Lead	2011
Maintain and build strategic partnerships with government and industry partners that bring resources to PG companies	Lead with CME, Province of BC, EDC, DFAIT, etc.	2011-2013
Identify and respond to needs for capital, expertise, business connections through brokering of workshops or referrals or other marketing activities	Lead with CME, Province of BC, EDC, DFAIT, etc.	2011-2013
Communicate excellence and competencies of top companies	Lead in partnership with above	2011-2013

Action Plans and Responsibility for Achieving Objectives

Action Plan for Objective #17	IPG Role	When
Develop Northern Innovation and Entrepreneurship Initiative to deliver BCIC regional innovation programs, and entrepreneurship (BCIC, WED), secure space for 3 to 5 offices, with possibility to lead to programs for Wood Innovation Centre	Lead with BC Innovation Council, Western Economic Diversification, Advisory Committee under IPG Governance	2011-2013, launch in 2011
Action Plan for Objective #18	IPG Role	When
Establish Northern Bioenergy Partnership Society, and hire Executive Director, secure office space, and establish board	Lead with Steering Committee	Q1 2011
Participate as board member of NBP	Supportive	2011-2013

IPG Budget Projections 2011-2013

- CPG investment remains at 2010 levels - \$1.024m
- Downtown focus within this allocation
- Federal, provincial contribution budgeted to increase with Global PG, and Northern Innovation and Entrepreneurship (to be confirmed in early 2011)
- Seven full time staff – no change



Focus on Downtown Development

- 20% of CPG’s allocation to IPG will be dedicated to downtown development:
 - Staff resources
 - Marketing activities including prospectus (\$50,000 from proceeds)
- IPG and CPG will co-lead implementation process with Downtown Partnership
- Required resources for implementation may be requested from Mayor and Council

Downtown Development	
Revenues	
Allocation from IPG budget	\$ 201,240
Proceeds from Terasen	\$ 50,000
Total	\$ 251,240
Expenses	
Salaries/benefits/consulting	\$ 161,240
Marketing	\$ 90,000
Total	\$ 251,240

Proposed Northern Innovation and Entrepreneurship Initiative

- Reference Objective #17
- Proposed for 2011 to 2013 – no funding has yet been approved
- Funding of \$350,000 to be contributed by BCIC, WED, IRAP, UNBC, and other partners (no allocation from IPG's core budget)
- Program delivered through IPG governance
- Included within IPG's consolidated budget

Request to Mayor and Council

- Prepare a 3 year Service Agreement for CPG's consideration based on this plan that is consistent with reporting, governance criteria in existing Service Agreement between Initiatives Prince George and City of Prince George