



### President's Comment

Last month, Initiatives Prince George's Board and senior staff met with Premier Clark during her first week in office. Among the short-term priorities for Prince George and the North discussed with the Premier was the need for the Province to consider relocating key government operational functions – particularly those related to the resource sector – to Prince George and Northern British Columbia.

If a shared goal between the Province and communities in Northern BC is accelerated, sustainable resource development, there are practical reasons for this suggestion.

To begin with, the vast majority of resource based development takes place outside the Lower Mainland and Southern Vancouver Island. There was a time not too long ago when resource development did take place in southwestern British Columbia and it still made sense to locate government decision making nearby. By and large, though, this is no longer the case as the vast majority of resource based production now takes place in the North and, to a lesser extent, the Southern Interior. In addition, the changing and evolving nature of the economy in the southwest at times leads to regulatory decision making based more on theory than on practical considerations.

It can be argued that regulatory oversight and permitting is best undertaken where resource development occurs. While contemporary public administration will continue to require that proponents comply with a vast body of government regulation,



**Tim McEwan**

President and  
Chief Executive Officer  
Initiatives Prince George

the nuances of "getting to yes" today are based on the strength of relationships with affected communities, particularly when considering First Nations' interests and aspirations. Locating regulatory agencies near resource development activities will also improve the evaluation of environmental impacts and the establishment of measures for protection, mitigation and remediation as well as enhancing the Province's connection with local communities and their concerns and expectations.

Resource development projects that are successfully permitted create economic and

shareholder value, and provide well-paid family supporting jobs. Projects that are successfully permitted embrace today's deep expectations for community consultation and engagement at a level that often exceeds strict regulatory requirements. Arguably, the best win-win solutions are achieved by proponents and regulatory authorities who work together in communities most affected by a project's economic, social and environmental footprint.

Accelerating northern economic development requires joint on-the-ground public and private sector participation in resource development. The advent of the internet and advanced telecommunications technology renders moot many of the traditional arguments that government functions need to be located in the southwestern corner of the province. As a matter of deliberate policy, government should use advanced telecommunications to proactively encourage a more regionalized approach to public administration, particularly in relation to land-based regulatory oversight and industrial development.

Given the foregoing, the Ministry of Forests, Lands and Natural Resource Operations has many functions that could be (Continued on page 2)



**President's Comment Continued**

early candidates for relocation to Prince George and Northern BC. Consideration should also be given to moving functions within the Ministry of Energy and Mines as well.

Relocation of government activities to British Columbia's regions makes sense in other practical ways. As a city of 80,000, Prince George, for example boasts high-quality affordable housing, full urban amenities, and is well connected with nine flights daily to Vancouver and flights to other regional centres. It also offers an outstanding four-season lifestyle free of the hassles of British Columbia's larger urban centres. All of these attributes are also consistent with the Provincial government's goal to put "Families First".

**BCBC President Visits Prince George**

Greg D'Avignon, the new President & Chief Executive Officer of the Business Council of British Columbia visited Prince George on April 14 & 15. Founded in 1966, the Business Council of British Columbia is the province's pre-eminent blue chip, cross-sector, business organization, representing 250 large and medium sized enterprises accounting for one-quarter of all jobs in British Columbia.



Greg D'Avignon

During his stay in Prince George, Mr. D'Avignon met with representatives of Initiatives Prince George and Progress Prince George, and heard about local issues and economic development priorities. His stay also featured tours of local dimension lumber, pulp, and wood pellet manufacturing facilities, along with a presentation on plans underway for downtown renewal. Mr. D'Avignon also received a presentation on recent infrastructure built at the Prince George Airport and the Prince George Global Logistics Park, and further plans underway to advance Prince George as a transportation hub.



**IFC BC Confirms Prince George's Competitive Position**

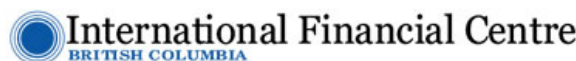
On April 6, President of the International Financial Centre of British Columbia (IFC BC), Bruce Flexman visited our city and confirmed the highly competitive position of Prince George during a well-attended luncheon co-sponsored by Initiatives Prince George and the Prince George Chamber of Commerce. Mr. Flexman is the former Canadian Managing Partner, Tax for KPMG LLP.



Bruce Flexman

Mr. Flexman reiterated and expanded upon the results of the 2010 KPMG Competitive Alternatives Report which placed Prince George in 1<sup>st</sup> place for overall cost competitiveness among 13 locations surveyed in the report's US/Canada Pacific category. He also outlined IFC BC's statutory role in promoting British Columbia as a location for investment and its role to encourage corporations to take advantage of favourable tax treatment provided under the *International Business Activity Act*. The Act provides a legislative framework offering corporations registered in the program a full refund on provincial taxes (75% for patent income to a maximum of \$8 million). Employees who work for eligible companies are eligible for favourable tax treatment as well.

For further information on IFC BC and the *International Business Activity Act*, please visit: [www.ifcbc.com](http://www.ifcbc.com)



**IPG Model Subject of Delta Chamber of Commerce Luncheon**

On April 20, Tim McEwan, President & Chief Executive Officer of Initiatives Prince George (IPG) provided a presentation on Prince George and the role of IPG as an arms-length economic development authority. Mr. McEwan also provided an overview of the accomplishments of IPG during its 2008-2010 three year strategic plan, and addressed elements of its 2011-2013 strategic plan.

The address also provided a number of key invest, work, live and play quantitative and qualitative indicators demonstrating the superior quality of life in Prince George and its bright future as a sustainable, knowledge-based, resource economy connected to the world. Towards the end of the session, Mr. McEwan answered questions on the success of the IPG economic development model, and potential lessons for Delta.

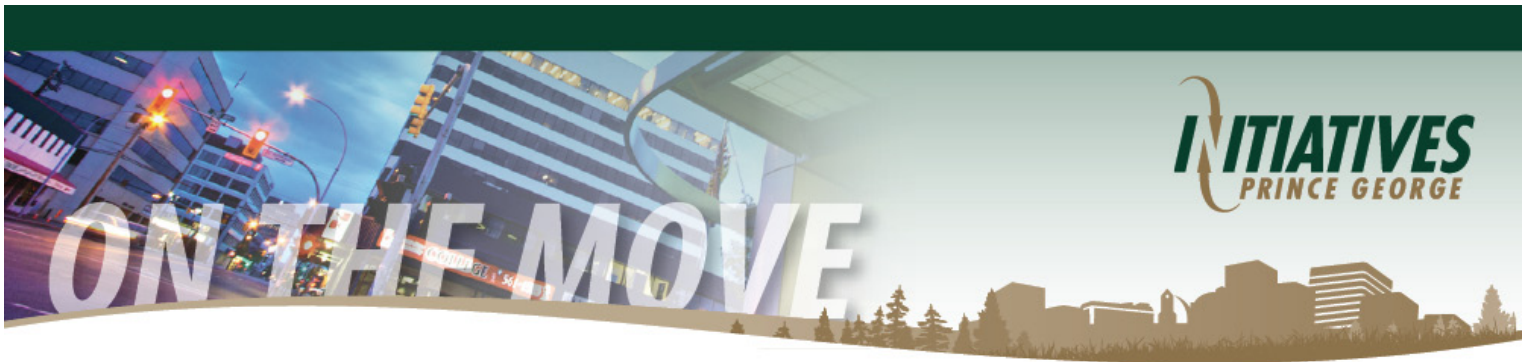


**Congratulations to Bob Zimmer and Dick Harris!**

Initiatives Prince George would like to congratulate Bob Zimmer and Dick Harris on being elected as Conservative MPs for Prince George—Peace River and Cariboo—Prince George, respectively.

We also wish to express our appreciation to all other contenders in the recent election.





## City Centre Update

### Downtown Incentive Program

This month the City of Prince George launched a public consultation process for the proposed new Downtown Incentive Program. The Downtown Incentive Program will catalyze new projects and renovations that will revitalize the downtown. Priorities are for mixed-use (commercial and residential), high density residential, commercial, facade improvements, and “green” projects that meet well known standards for sustainability. Information about the proposed program including Frequently Asked Questions can be found at [www.princegeorge.ca](http://www.princegeorge.ca) under *calls for feedback*.

### Downtown Partnership Quarterly Update

The Downtown Partnership has released the Quarter 1 Status Report highlighting development progress in the City Centre during the first three months of 2011. The report includes a summary of announced capital projects, and progress under goals for Improving the Investment Climate; Building Cultural Vibrancy; and Building a Clean, Green and Safe Downtown. The report can be found at [www.princegeorge.ca](http://www.princegeorge.ca) under *hot topics*.

### Prince George is a Keg Community

In honor of its 40<sup>th</sup> Anniversary, The Keg Steakhouse & Bar is donating \$1 million to the communities that have contributed so greatly to its success. The Keg’s “Thanks A Million” campaign will donate forty \$25,000 grants to fund community-based projects or initiatives in Keg communities across Canada. The public will help decide which projects will receive the funding.

The Downtown Partnership has submitted an application that could result in a \$25,000 grant that will enhance a public art program currently planned for the Spirit Square in Prince George, in partnership with the Lheidli T’enneh First Nation. With the grant, it is proposed that a street mosaic created by a Lheidli T’enneh artist be installed and extended from the Spirit Square to other areas of Historic George Street.

Between May 16 and June 14, members of the public have the opportunity to vote for the entries they believe should receive the grants – get ready to cast another ballot!



## IPG is on Facebook and Twitter!

Stay up to date with Initiatives Prince George programs and projects, as well as current economic issues and good news stories relevant to Prince George and Northern BC.

Visit us on Facebook and Twitter today!



## German Ambassador to Canada Visits Prince George

On April 8, Dr. Georg Witschel, Ambassador to Canada from the Federal Republic of Germany visited Prince George. This is the first time a German Ambassador has visited our city.

Dr. Witschel was hosted by Dr. Albert Koehler, the Honorary Consul General for Germany in Prince George.

Following tours of local manufacturing facilities, Dr. Witschel met with senior staff at Initiatives Prince George and the University of Northern British Columbia respectively.



Dr. Georg Witschel

The Ambassador was very impressed with the scope and scale of economic opportunity in Prince George and Northern British Columbia, and encouraged business leaders to keep the European Union and Germany in mind – in addition to China and the Asia Pacific – as a preferred market for natural resource exports.

The Ambassador committed to connecting leading Germans with an interest in environmental sustainability with counterparts at the University of Northern British Columbia, and drew attention to the enormous potential for German wilderness tourism in Northern BC.

The Ambassador’s visit concluded with a reception in his honour with local business and community leaders.

## Save The Date—BC Hydro Luncheon June 24

On June 24, Initiatives Prince George and BC Hydro will be co-hosting a business luncheon in Prince George.

BC Hydro President and Chief Executive Officer, Dave Cobb will be coming to our city to speak about BC Hydro’s growth and expansion plans in Northern British Columbia.

More information will be available soon; to reserve a ticket for the luncheon, call Initiatives Prince George at 250-564-0282.



Dave Cobb





### **International Education Forum Co-hosted by CNC, UNBC, BCCIE and IPG**

On April 7, the College of New Caledonia (CNC), University of Northern British Columbia (UNBC), BC Council for International Education (BCCIE) and Initiatives Prince George (IPG) co-hosted a conference on International Education in Prince George.

According to the BCCIE, international students generate about \$24 million of annual economic activity in Northern British Columbia on tuition, housing, goods and services. This activity creates an estimated 250 jobs for the region. As a tradable service, this is a “quiet” source of economic diversification within our city and region.

The Forum included education and community leaders from across the North to discuss the economic, social and cultural benefits of expanding international student activity, and the critical importance of creating a welcoming and inclusive environment to enable further growth.



### **Mt. Milligan Update - Spring Training for Mount Milligan Mine**

Spring has arrived at the Mount Milligan Mine Project, with more than 350 people working to build BC's first new major metal mine in 15 years. Operator Thompson Creek Metals Company plans to expand the number of employees to more than 600 in the months ahead, which means recruiting more talent from nearby communities.



Some of these new hires will likely be from the College of New Caledonia (CNC) which recently launched a Mining Industry Certificate Program. The 15-week Mining Industry Certificate Program includes major components on Safety, First Aid and Mine Rescue training.

Job-seekers can drop by or call the company's offices in Fort St. James or Mackenzie to learn more about what types of jobs are available, what qualifications are required, and how to apply for them.

Mt. Milligan is expected to produce approximately 81 million pounds of copper and 195,000 ounces of gold annually over a projected 22-year mine life, starting in late 2013.

To learn more, visit [www.mtmilligan.com](http://www.mtmilligan.com).

### **IPG Sponsors Transportation Panel at NCLGA**

Initiatives Prince George (IPG) will be sponsoring a Panel on strategic transportation issues in Northern British Columbia at the Annual General Meeting of the North Central Local Government Association (NCLGA) in Prince Rupert, BC on May 11, 2011. Tim McEwan, President & Chief Executive Officer of IPG will join Les Waldie, Vice Chair, Prince George Airport Authority, Don Krusel, President & Chief Executive Officer, Port of Prince Rupert, Bud Smith, Chair, Ridley Island Terminals, and Lonny Kubas, Director Business Development, CN Rail.

The Panel will focus on the strategic opportunities and challenges ahead as each organization does its part to advance the Northern Pacific Gateway Corridor as the shortest, supply chain route joining the vast markets of the Asia Pacific and the US heartland markets through Northern British Columbia.



### **BC Chamber AGM Coming to Prince George**

The 2011 BC Chamber of Commerce AGM & Conference will be hosted in Prince George this year.

The BC Chamber of Commerce AGM and Conference is a premier event of the year for the business community in British Columbia. The conference draws members from across the province for three full days of speakers, panel discussions, presentations, and networking.

**Date:** May 29 - 31, 2011

**Location:** Prince George Civic Centre

**Note:** The AGM & Conference is a members only event.

To learn more about the AGM visit:

<http://www.bcchamber.org/events/agm/agm2011.html>





### MABC and IPG Collaborate on Mining Day in Prince George

April 26 was declared Mining Day in Prince George by Mayor Dan Rogers. At a luncheon hosted by the Mining Association of BC (MABC), Initiatives Prince George President & Chief Executive Officer, Tim McEwan joined Pierre Gratton, President & Chief Executive Officer, MABC, Ms. Adele Chingee, General Manager, McLeod Lake First Nation, and Kevin Loughrey, Chairman & Chief Executive Officer of Thompson Creek Metals to talk about the critical importance of mining to the economy of Prince George and Northern British Columbia.

Mr. Gratton reflected on a survey that MABC conducted of Prince George area residents which demonstrates broad-based support for mining activity in the surrounding region. Among the 300 people surveyed over a ten day period in February, 42% stated they completely approved of mining, while another 39% somewhat approved. Meanwhile the survey suggested that mining ranked third as the industry that underpins the local economy, behind logging and forest-based manufacturing. Ms. Chingee of the McLeod Lake First Nation spoke about their benefit agreement with Thompson Creek, and the employment opportunities provided to her community.

Mr. Loughrey talked about the \$950 million in capital spending underway at the Mount Milligan Mine site, in addition to the \$550 million expansion underway at Thompson Creek Minerals Endako Mine near Fraser Lake. He also foreshadowed prospective activity by his company in the Prince George region at the Berg copper-molybdenum project. Mr. McEwan commented on mining's "true renaissance" in the region, and the fact that Prince George is positioned, as the largest city in Northern British Columbia, to be the main service and supply hub for the industry.



### Congratulations Adrian Dix - New Leader of the BC NDP

Congratulations to Mr. Adrian Dix who was recently elected Leader of the BC NDP.



The Board and staff of Initiatives Prince George look forward to working with him on the challenges and opportunities ahead.

We also wish to express our appreciation to all other contenders in the recent BC NDP Leadership Race!

### Minerals North 2010 Legacy Delivers \$36,000 Benefit to Mining and Mineral Exploration in Northern BC

Initiatives Prince George on behalf of the 2010 Minerals North Host Committee is pleased to announce the plan for legacy funds generated from the proceeds of the conference held last year.

A total of \$36,000 was raised from the highly successful conference, as a result of sponsorship, delegate and exhibitor participation. The funds have been allocated by the Host Committee as follows:

- UNBC Northern BC Mining Research Award - \$25,000
- Association of Mineral Exploration of British Columbia First Nations Travel Bursary fund - \$5,000
- Prince George Exploration Group - \$1,500
- UNBC petrosopes for geological research - \$4,500

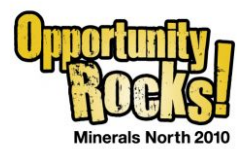
The Northern BC Mining Research Award is a new award to benefit students conducting research related to the mining industry. A total of five awards, each valued at \$5,000 are available to graduate or upper level undergraduate students conducting research on issues of particular interest to mineral exploration or the mining industry. Applicants must obtain an industry partner that will provide a minimum of \$5,000 to support each award. UNBC will promote the award in their Academic Calendar while Initiatives Prince George will promote the award to industry.

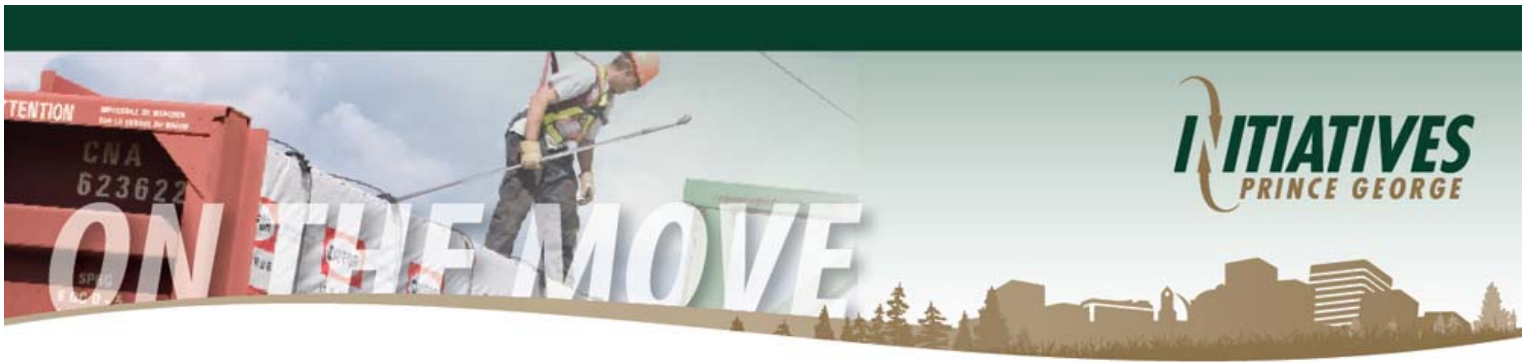
"On behalf of the Host Committee I am very pleased to announce this legacy plan," stated Glen Wonders, Co-Chair of the 2010 Minerals North Committee and also Chair of Initiatives Prince George. "This plan has been developed to recognize the spirit of the Minerals North conference, and in particular the importance of education and First Nations partnerships in the legacies the Conference leaves in host communities."

Katherine Scouten, also Co-Chair of the Host Committee and Vice President, Economic Development with Initiatives Prince George added, "Mineral exploration and mining are knowledge-based industries. UNBC's excellence as a research institution is a tremendous asset to the region, and this plan will support development of industry and research partnerships that will advance and enrich the sector's growth in Northern BC."

Minerals North is held in a Northern BC community every year, and economic development organizations in host communities generally provide secretariat capacity. Initiatives Prince George acted as the secretariat for Minerals North 2010, and will continue to report back on the success of the UNBC Research Award.

Minerals North 2011 is being held in Stewart, April 27 – 29, more info at [www.mineralsnorth.ca](http://www.mineralsnorth.ca).





### **Northern Innovation and Entrepreneurship Partnership UPDATE**

The Northern Innovation and Entrepreneurship Partnership (NIEP) hosted senior leaders from the BC Innovation Council (BCIC) in Prince George in early April to meet entrepreneurs, researchers, and hear more of the vision that BCIC can continue to support through the NIEP. Though strictly a volunteer organization at this point, the NIEP hopes to secure multi-year funding over the next two months to accelerate the creation and growth of new firms founded on innovation.

#### **Vision of the Partnership:**

- The NIEP will support innovation, new firm creation and business growth in order to positively impact the rate of entrepreneurship in Prince George and the region
- The NIEP will catalyze the creation and growth of companies with services supporting commercialization of innovation and technology
- The NIEP model will create a regional environment for increased innovation and entrepreneurial success

#### **The Partnership will accomplish this by:**

- Facilitating connections between innovators, researchers and students at the University of Northern British Columbia (UNBC) and the College of New Caledonia (CNC), and existing business support organizations
- Addressing service gaps in innovation and entrepreneurship for technology innovators, faculty and students at UNBC and CNC, and supporting effective referrals and organizational development rather than duplication of services
- Providing CNC and UNBC faculty and students opportunities to provide services that enhance firm growth
- Expanding the understanding of "innovation" and "entrepreneurship" in the region, with a particular focus on post-secondary students and researchers.

#### **Members of the NIEP Steering Committee:**

- Dr. Gail Fondahl, Vice President Research, UNBC
- Dr. Han Donker, Director, School of Business, UNBC
- Geoff Clarke, IRAP/NRC
- Cathie Wishart, Vice President, College of New Caledonia
- Ray Gerow, CEO, Aboriginal Business Development Centre
- Susan Stearns, Executive Director, Community Futures
- Jennifer Brandle - McCall, CEO, Chamber of Commerce
- Katherine Scouten, Vice President Economic Development, Initiatives Prince George
- Sean Simmons, Anglers Atlas
- Will Caddell, Sparkgeo

### **Innovative Approach to Industrial Lands Development Focus at PIBC**

Initiatives Prince George (IPG) continues to work with Regional District of Fraser-Fort George (RDFFG) to develop market-ready industrial lands that will attract jobs and investment to the Prince George region. The partnership was undertaken in response to a lack of large parcels (100 acres +) of industrial land located near Prince George's competitive infrastructure (multi-modal transportation, electricity, natural gas), and numerous inquiries from site selectors looking for land with these characteristics. Phase 2 of the Industrial Lands Development project is currently underway and includes evaluation of Crown land disposition options, recommending zoning parameters for identified lands, and marketing to target desired industries.

In March, the Northern Chapter of the Planning Institute of B.C. (PIBC) invited IPG and RDFFG to speak about this innovative approach to industrial land development. Members of the PIBC from across Northern BC heard how this approach involves an integrated planning process led by a multi-stakeholder committee. The Industrial Land Advisory Committee is comprised of representatives across regulatory agencies, First Nations, planners, elected directors, and economic developers. The committee is establishing a process to regulate land use for intermediate industrial use in the regional district that increases certainty of development, reduces risk to proponents, and that engages neighbouring communities in the dialogue surrounding threshold on- and off-site impacts prior to development proposals being evaluated.

IPG is recommending the industrial lands strategy target investment from the high growth "green manufacturing" sector which includes alternative technologies such as bioenergy, photovoltaic cells for solar power, turbines for wind power, and batteries for electric cars. KPMG's 2012 Competitive Alternatives Study will give special attention to this sector, and will benchmark cost factors across participating cities including Prince George. Marketing is expected to proceed later in 2011.



**REGIONAL DISTRICT**  
of Fraser-Fort George