



## President's Comment

The recent news that the Northwest Transmission Line (NTL) project has received an environmental assessment certificate is fantastic for the advancement of the mining industry in Northern British Columbia and Prince George's role as a service and supply centre.

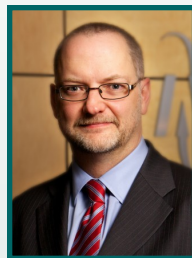
The project has also received a federal commitment of \$274 million towards the project cost, while the provincial government has agreed to fund \$130 million of the \$404 million total. The 344 kilometer 287-kilovolt line will run from the existing Skeena substation south of Terrace to a new substation near Bob Quinn Lake.

The project may enable up to \$15 billion worth of mine development activity, though this will not happen all at once. Over time, the project may facilitate power production along the Highway 37 corridor. Apart from this, local and provincial taxes over the life-span of the NTL project alone will be \$97 million including provincial commodity taxes (\$10.9 million), personal taxes (\$9.6 million), corporate taxes (\$1.7 million), and property taxes (\$75 million) for local government coffers. During the three-year construction phase, the project is expected to generate more than 860 person-years of employment.

Along with long-term mine and power development and short-term construction benefits, the NTL provides a number of lessons about

how to "get to yes" on significant land-based economic development projects in contemporary Northern British Columbia.

The first lesson is the general role and power of partnership. The Northwest Transmission Line Coalition brought together people from across the North and included First Nations, mining, community, and economic development interests. This in and of itself provides the impetus for senior governments to listen.



**Tim McEwan**

President and  
Chief Executive Officer  
Initiatives Prince George

Second, inclusion of First Nations in significant projects from the outset is imperative. From the beginning, First Nations along the NTL route were included and involved in all NTL Coalition meetings and activities. Inclusion as true partners and moving beyond a "check-list" approach to consultation and accommodation of First Nations interests generates positive results.

Third, is the importance of a productive federal-provincial relationship. Over the past number of years, the prioritization of major projects coupled with productive relations between the

federal and provincial governments has delivered results. In the case of the NTL, the positive federal-provincial relationship yielded significant results: under a November 6, 2010 agreement, the federal government delegated to the BC Environmental Assessment Office responsibility for the parallel federally-required assessment. This doubtlessness (Continued on page 2)

## Congratulations Premier-Designate Clark

As we finalize "On the Move", Christy Clark has been elected Premier-Designate.



**Christy Clark**

The Board and staff of Initiatives Prince George wish to congratulate Ms. Clark as the soon-to-be 35<sup>th</sup> Premier of British Columbia. We look forward to working with Premier-Designate Clark on the challenges and opportunities ahead.

We also wish to express our appreciation to all other contenders in the recent leadership race!



### **President's Comment Continued**

expedited the issuance of an environmental assessment certificate, and demonstrates that a "one project, one process" approach to environmental assessment and review works and should be replicated whenever and wherever possible. The other item is the arrangement for sharing the \$404 million total project cost. Federal-provincial cost-sharing has enabled a whole host of northern infrastructure projects, the NTL now among them. With the provincial government in transition, it is important to ensure that this continues.

The NTL is a project that clearly demonstrates the power of broad partnership, the imperative of early and meaningful inclusion of First Nations, and the vital importance of productive federal-provincial relations. The beneficiaries of this success will be hard-pressed communities in Northwest British Columbia and many service and supply businesses in Prince George, the north's largest city. The NTL is also a critical milestone in IPG's ongoing efforts to catalyze Prince George as a sustainable, knowledge-based, resource economy connected to the world.

### **McEwan and McMullin to Co-Moderate BC NDP Leaders Debate**

Tim McEwan, President & Chief Executive Officer of Initiatives Prince George will join President & General Manager of the North Vancouver Chamber of Commerce Anne McMullin to Co-Moderate a Leaders Debate for the five contenders for the leadership of the BC New Democratic Party in Vancouver. This is an important occasion to continue to advance Prince George and northern economic issues. The March 1 event is co-sponsored by the British Columbia Chamber of Commerce and the Business Council of British Columbia.

Beyond the March 1 Leaders Debate, IPG will seek audiences with each of the five NDP leadership contenders before the April 17 vote. In early February, IPG also held roundtable sessions with key BC Liberal leadership contenders.



Anne McMullin



Tim McEwan



### **Premier Campbell – Thank You!**

The Board and staff of Initiatives Prince George (IPG) would like to express their sincere appreciation for Premier Gordon Campbell's ten years of service. Premier Campbell has been a Premier for all British Columbia, something that is not easy given our diverse and expansive province.

Prince George has many legacies as a result of Premier Campbell's tenure that are too many to list here. Among the obvious ones that have added depth to our great city are: The Northern Medical Program and associated Health Sciences Centre at UNBC; the BC Cancer Agency Centre for the North; the Charles Jago Northern Sports Centre; and, support for the Prince George Airport runway expansion and the Boundary Road Connector. On a regional scale, advancement of the Cariboo Connector four-laning program, safety and technical improvements to the Pine Pass, funding to the Fairview Container Port at the Port of Prince Rupert, and the commitment of funding for the Northwest Power Line will also help Prince George continue to grow as the main service and supply centre for the northern two-thirds of British Columbia.

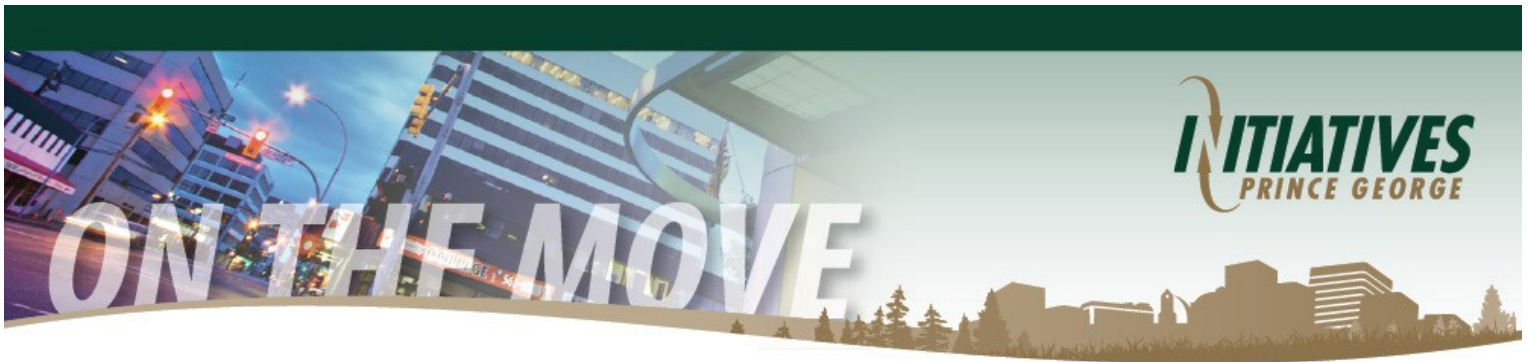
On a broader level, Premier Campbell recast federal-provincial relations into a much more cooperative, results-oriented approach from one which was much less productive in previous decades. Premier Campbell understood and sought to capitalize on the emerging role of the Asia Pacific, and knew the important role that the Northern Corridor plays as the shortest sea-land route between the Asia Pacific led by China, and the US Heartland markets. He also understood and worked hard to accelerate Northern British Columbia's opportunity to supply the world with our resource products; e.g. the dramatic increase in dimension lumber sales to China. Premier Campbell also deserves recognition and appreciation for his efforts to continue to advance post-secondary education in Northern British Columbia. He understood that knowledge creation needs to occur in the north in order for our city and region to reach its full potential.

As Premier Campbell prepares to leave office as the 34<sup>th</sup> Premier of British Columbia, IPG wishes to express our appreciation for his many contributions to local efforts to build our city and regional economy.

Thank you Premier Campbell and all the very best to you and your family moving forward!



Gordon Campbell



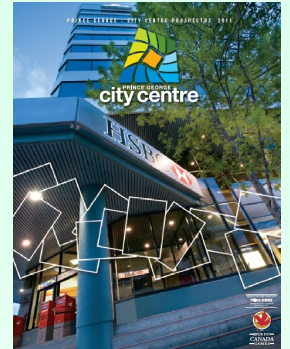
### Downtown Incentives Program

With Prince George's current revitalization tax exemption (RTE) by-law expiring in 2011, a new program is in development to provide more robust incentives to accelerate new construction and renovations in the city centre. Based on the recommendations of the Neilson-Welch report received in 2010 and feedback provided by groups including Initiatives Prince George, City Administration and IPG have been working together to create a market-based incentive package. Priorities are for higher density mixed-use, residential and commercial projects, façade improvements, and projects that meet standards for sustainable construction. The incentive program will not change market dynamics that drive development, but is expected to influence marginal business cases in order to incent new construction and upgrades in the downtown. Following approval in principle by Mayor and Council, a proposal was submitted to Northern Development Initiative Trust (NDIT) for funding some components of the proposed new program that will provide developers with benefit options that exceed those currently available. Earlier this month, NDIT approved in principle the proposal and continues to work with City of Prince George on details. Further information is expected over the next month, with the launch of the public consultation phase of the program's development in April or May. The new Downtown Incentives Program is expected to be in place by September, 2011.



### City Centre Marketing Program

The launch of the City Centre marketing program in January is yielding early positive results, with interest growing for downtown development projects. On the heels of the launch, IPG and CPG attended the International Council for Shopping Centres conference providing good networking and an introduction to the retail industry of Prince George's vision for urban development, as well as opportunities for retailers to expand into the downtown area.



IPG and CPG followed up last week, and organized several one on one meetings in Vancouver with developers, architects and planners. In Prince George, meetings with interested groups including the BC Northern Real Estate Board are planned.

Those interested in receiving a City Centre Marketing package should call Kathie at 250-649-3201; email [scouten@initiativespg.com](mailto:scouten@initiativespg.com) or visit [www.pgcitycentre.ca](http://www.pgcitycentre.ca) to download the Prospectus.



### Canada Winter Games and Prince George's 100<sup>th</sup> Anniversary – Catalysts for City Centre Development

Like Halifax in 2011, downtown Prince George will be the 'heart and soul' of the 2015 Canada Winter Games, as the site for the Athletes Village and many of the supporting services and celebrations. Prince George's observer team was in Halifax this past month during the 2011 CWG, providing an exciting sneak preview of what Prince George can look forward to in 2015 – and beyond.

In Halifax 3,800 athletes, mission staff, and VIPs made their home in the city's centre during the Games. Restaurants, bars and hotels were the largest beneficiaries as the spirit and energy of the games infused Halifax's core. The outdoor ice oval in the downtown became a surprising legacy opportunity out of Halifax's hosting, providing not only the speed skating venue but also a popular

downtown public skating venue before the games. The \$40 m Canada Games Centre is Halifax's sport legacy project.

Here in PG, City Centre developments over the next four years will lead to the celebration of Prince George's 100<sup>th</sup> Anniversary, and the hosting of the CWG 2015. This creates a tremendous legacy opportunity for our city beyond 2015.

Student housing, and a deeper presence in the downtown of UNBC and CNC as part of our college and university fabric, a Performing Arts Centre, and Wood Innovation and Design Centre are some of the projects that could be linked to a 2015 legacy plan. Game On!





**The Prince George  
Regional Performing Arts Centre Society  
Needs Your Support**

The proposed multi-purpose performing arts centre aims to transform the city's live entertainment scene into a fun place to be! It will:

- Play a key role in revitalizing the Prince George downtown core;
- Provide a showcase for live entertainment, from magic shows to dance and theatre productions;
- Offer professional venues for performers and attract large and enthusiastic audiences;
- Produce major economic benefits through construction in the form of jobs and materials; and
- Provide a major boost to important conference and convention business.

The Performing Arts Centre Society is looking for the community to get involved in the project, whether it is as an active volunteer, sharing your time and expertise during the planning stages, or simply by showing support through joining the Society.

Evidence of community support is critical when funding agencies are approached so invite your friends, neighbours and colleagues to join the Prince George Regional Performing Arts Centre Society today!

There are two ways to join. You can go in person to purchase a \$10 membership at:

- Studio 2880 at 2880 – 15th Ave.;
- The Two Rivers Gallery at 725 Civic Plaza; or
- Books & Company at 1685 – 3rd Ave.

You can also download and print a membership application by visiting [www.pgperformingarts.ca](http://www.pgperformingarts.ca)

Fill it out and take it to one of the above locations or mail it with a cheque to: PGRPAC Society  
C/O 201-1300 1st Ave., Prince George,  
B.C., V2L 2Y3. You will receive a receipt  
plus a membership card in return.

**Join the PGRPAC Society to help make  
our community-based regional  
performing arts centre a reality!**



**Jim Shepard, President & CEO,  
CANFOR to Present at Chamber Luncheon**

Initiatives Prince George and the Prince George Chamber of Commerce are pleased to announce that Jim Shepard, President & Chief Executive Officer, Canfor will be giving a presentation at an upcoming Prince George Chamber of Commerce Luncheon.

Join Jim Shepard for his presentation titled **“Changing World for the BC Lumber Market: A Bright Future”** as he speaks on the effects of China’s emergence as a major purchaser of SPF lumber and the possibilities for manufacturing as part of his outlook on the future of lumber markets for British Columbia.

**When: March 8, 2011  
11:30 am—1:00 pm  
Lunch served at 12:00 pm**  
**Where: Ramada Hotel Prince George  
Cranbrook South Room**  
**Cost: \$23 + HST for members  
\$28 + HST for future members**



Jim Shepard

Call the Chamber to register today!  
Secure online registration is also available at [www.pgchamber.bc.ca](http://www.pgchamber.bc.ca)

**Did You Know...**

**Between 2007 and 2010, Prince George’s annual average growth rate for building permits far exceeded average growth across Canada and BC.**

In addition to On the Move, every month Initiatives Prince George also publishes the Prince George Economic Update Report.

Monthly and year to date economic indicators in Prince George are benchmarked against provincial and national trends for employment, real estate, building permits, housing construction and airport passengers.

This month’s report includes a five-year summary of growth rates in building permits in Prince George.

To access this report visit:  
[http://www.businesspg.com/Publications/Economic\\_Update.php](http://www.businesspg.com/Publications/Economic_Update.php)

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