



INITIATIVES PRINCE GEORGE

ON THE MOVE

Vol. 3 | Issue 1 | January 2011



President's Comment

In one month's time a new Premier-designate will be chosen. Here is a speech for the new Premier. This also ran as an Op Ed in the Vancouver Sun on January 25.

Fellow British Columbians, it's a pleasure to address a topic that is core to my agenda as your new Premier: the fundamental importance of our northern decade to securing British Columbia's economic future.

British Columbia is a vast province with a large urban population nestled mostly in the southwest corner of our land mass.

It's easy to forget under the electoral weight of the southwest corner that our province's North remains critically important to the economic livelihood of urban British Columbia. But we forget at our peril.

The majority of our province's goods producing exports originate in the North and the vast majority of the Lower Mainland's service-based economy is dependent upon them.

Our natural resource economy – derived from forest products, minerals, gas, coal, and bio-energy – underpins the provincial fiscal framework.

Health care consumes fully 46% of provincial government expenditures with expectations of further increases as the top end of the baby-boom generation reaches age 65 in 2011.

Our province is expected to grow dramatically over the next 20 years, reaching 7 million people by 2030, thereby increasing the demand for social services and infrastructure.

We have challenges on the horizon, but these are matched by enormous opportunities.

The good news is our North is tremendously rich in resources. The world needs what the North has to offer, whether it is the United States or the Asia Pacific, led by China.

There are, though, a number of things necessary to unleash the full economic potential of the North.



Tim McEwan

President and
Chief Executive Officer
Initiatives Prince George

We must harmonize our environmental assessment processes with those of the federal government. This is critical for the timely development of new mines and other land-based projects.

We must work diligently with corporate interests undertaking industrial development on the land base to meet contemporary social license expectations to consult and accommodate (and where possible partner with) First Nations; to ensure environmental protection requirements are met; and, to provide communities with long-term benefits from development.

Northern communities should share more directly in the proceeds from wealth that is produced in

their backyard. Our government will examine resource revenue sharing mechanisms to assist with regional economic diversification and research and development.

The time has come to leverage the strategic position of the Northern Pacific Gateway as the shortest and most direct corridor for the movement of goods between the two largest market economies of the world – China and the United States.

For more than a century we have known that the Port of Prince Rupert has more laden potential and is closer to the vast markets of the Asia Pacific than other Ports on the West Coast of North America. The three year old Fairview Container Port at Prince Rupert is an overwhelming success. Our break-bulk terminals there are near capacity. And Prince George is growing as a multi-modal hub with recent dramatic increases in dimension lumber, pulp, and coal exports to China.

Fellow British Columbians, the time to make strategic investments in the Northern Pacific Gateway Corridor is now. We must move forward with the next phase of the Container Port at Prince Rupert. We must add break-bulk capacity there as well.

We must help with additional infrastructure requirements at the Prince George International Airport so that it becomes a refueling and air cargo hub.

(Continued on page 2)



President's Comment Continued

We must work with the federal government to expedite Highway 97 projects including the Cariboo Connector four-laning program and safety and technical improvements to the Pine Pass so that service and supply businesses throughout BC can access the Peace Region with the Site C clean energy project on the horizon and further gas developments to come.

And we must work with the federal government and other member provinces of the New West Partnership to twin Highway 16 from Hinton, AB to Prince Rupert, BC. After all, the Port of Prince Rupert and the vast opportunities of the Asia Pacific belong to Alberta and Saskatchewan as much as they do British Columbia.

Investments must be made in our knowledge economy, especially people in the North. Skilled trade shortages are looming again.

We must continue to invest in skilled trades and technology disciplines at the three northern colleges.

We must look for ways to expedite recognition of foreign credentials whenever and wherever possible.

We must add engineering disciplines at the University of Northern British Columbia. As the path-breaking Northern Medical Program proves, if you train people in the North, you will retain people in the North.

And we must find creative ways to deliver Kindergarten to Grade 12 education in rural and remote communities.

A modern knowledge, resource, and gateway economy requires state-of-the-art communications infrastructure. We must address cellular phone coverage and broadband requirements of our Northern Pacific Gateway Corridor.

And we must continue to aggressively market our northern resource products in the Asia Pacific, building on the resounding success of lumber sales to China.

Our government will ensure that the 2015 Canada Winter Games in Prince George reflect the same spirit and depth of commitment that there was for the 2010 Vancouver Olympics and Paralympics. We will be a funding partner for key Games legacy projects, including downtown development priorities in Prince George. We will leverage the Games so that Northern British Columbia's smaller communities are discovered by the rest of Canada.

Fellow British Columbians, the North is the future, not the past.

Knowledge creation belongs in the North, not just the South.

Resource industries are sunrise, not sunset.

Connecting to the world – especially the Asia Pacific – is imperative, not optional.

As Premier W.A.C. Bennett said in 1953 ... *"To the virtually limitless resources of British Columbia there must be added as a matter of deliberate policy the additional resources of population and capital if the province is to develop as it should."*

Did you know... Prince George's population increased for the fourth consecutive year in 2010. Population growth has been picking up momentum each year in the city, growing at an annual average of 0.9% over the past four years. Overall, the Prince George population has grown in size by 3.7% since 2006, reaching a level that has not been seen since the year 2000. The city grew by 1.2% in 2010 alone!

TELUS Call Centre Expansion in Prince George Creates 100 Jobs

TELUS has announced a \$1.5 million investment in Prince George to further expand its Prince George Call Centre and create 100 new local jobs to support the growth of its Optik TV services.

Expansion of the Prince George contact centre began in 2008 with a \$1.3 million renovation that allowed TELUS to increase the size of the contact centre from 75 to 166 agents. On completion of the 2011 expansion, TELUS will employ 266 contact centre team members in Prince George, including 24 hired in 2010 to support the growth of Optik TV. Once the call centre is fully staffed, TELUS will have 392 employees.

Commenting on the news, Dan Rogers, Mayor of Prince George, stated: "We have a long and positive relationship with TELUS and this most recent announcement is extremely beneficial for the local economy, not only because of the \$1.5 million they will invest in expanding their call centre but, more importantly, because it will bring another 100 well paid jobs to the downtown."

Glen Wonders, Chair of Initiatives Prince George (IPG) added his appreciation for TELUS latest investment in Prince George's downtown. "Our team has been working very hard to get the message out about Prince George's overall competitiveness as a place to invest, work and live since KPMG ranked our City #1 among 13 surveyed in the Pacific US/Canada category in its 2010 Competitive Alternatives Study. We are very appreciative of TELUS's contribution to Prince George's downtown as we accelerate efforts with our shareholder – the City of Prince George – to renew our City Centre."



Mt. Milligan Procurement Forum in Prince George – February 2

Representatives from Thompson Creek Minerals Mt. Milligan Mine will be holding a public information session at the Ramada Inn in Downtown Prince George at 7:00 pm on February 2. The session will provide an update on the Mt. Milligan project to contractors, people looking into employment opportunities, and the general public.

For more information on this session, please call (250) 996-3083.





New Executive Director Appointed to Northern Bioenergy Partnership

On January 11, 2011, The Northern Bioenergy Partnership announced the appointment of the society's new Executive Director, Ms. Elissa Meiklem.



Ms. Meiklem is charged with executing the three year strategic plan of the Northern Bioenergy Partnership to build Prince George and the North as a forest-based bioenergy cluster.

Ms. Meiklem has 10 years of experience in the forest products industry as a process engineer, management consultant, and product director in both manufacturing and corporate environments, including, among others, Tembec Forest Products in Ontario and Poyry Forest Industry Consulting in New York. She has relationships with industry both locally and internationally.

Born and raised in Prince George, she holds a Bachelor of Science (Honours) from the University of British Columbia majoring in wood products processing with a specialization in product development.

"I feel privileged to have the opportunity to work in my own community on such a dynamic project. I look forward to working with local industries and communities to make our region a global leader in bioenergy production and technology," says Elissa.

To learn more about the Northern Bioenergy Partnership, visit www.bioenergypartnership.ca or contact Elissa Meiklem at: Meiklem@bioenergypartnership.ca



Pinnacle Pellet Wins Export Award

On Wednesday January 12 Pinnacle Pellet was awarded the Export Award by Initiatives Prince George at the Northern BC Business & Technology Awards & Dinner; the awards dinner is an annual event that takes place during Honourable Pat Bell's eighth annual Natural Resources Forum.

The Export Award is presented to an individual, company, or organization who has demonstrated excellence in pursuing international market opportunities. Ninety percent of Pinnacle's sales are a direct result of exporting around the globe to Japan, Belgium, Netherlands, and the United Kingdom. Pinnacle also plans to double their exports in the next three years!

Congratulations to the management and staff at Pinnacle Pellet for a job well done!



Katherine Scouten Presents the Export Award to Pinnacle



IPG Pre-Budget Meetings with Federal Ministers

Initiatives Prince George (IPG) met with the Honourable John Baird, Government Leader in the House of Commons in Vancouver and with the Honourable Gordon O'Connor, Minister of State and Chief Government Whip and Mr. Dick Harris, MP, Cariboo-Prince George in Prince George during two separate pre-budget consultation meetings.

Among the key topics raised in both meetings is the importance of harmonizing the federal and provincial environmental assessment processes to accelerate the development of mines and other projects on the northern land base. Open Skies policy was the other non-cost area that was identified for its importance to the refueling and air cargo business opportunity at the Prince George Airport.

Despite the government's intention to wind down stimulus spending, IPG encouraged the federal government to invest in infrastructure at the Port of Prince Rupert and along the Highway 16 corridor given the dramatic increase resource export volumes into the Asia Pacific, led by China. Of particular concern is ensuring that the Port of Prince Rupert break-bulk terminals be expanded to handle coal and wood pellet exports, and that the next phase of the Fairview container terminal proceed without delay. At the same time, the federal government was encouraged to assist the Prince George Airport Authority with additional infrastructure needs as it builds its business as an air cargo and refueling hub.

Jay Myers, President and CEO, Canadian Manufacturers and Exporters Visits Prince George

In recognition of Northern British Columbia's role in the manufacturing and export sector, Jayson Myers, President & CEO of Canadian Manufacturers & Exporters (CME), visited Prince George on a recent tour of Western Canada.



Mr. Myers' visit to Prince George included a key note presentation at a Prince George Chamber of Commerce luncheon co-hosted by the Prince George Chamber of Commerce and Initiatives Prince George. Mr. Myers' presentation, titled "Roadmap to Recovery - Economic Outlook 2011" outlined promising international, national, and regional economic trends (the full presentation is available on the publications page at www.businesspg.com).

After his presentation, Mr. Myers met with a variety of business leaders from Prince George and area to hear about the opportunities and challenges at local manufacturing and exporting operations. The discussion revealed that many manufacturers and exporters are facing similar logistical issues. Mr. Myers' itinerary was rounded out with a tour of a local manufacturing facility.





NEW City Centre Marketing Program Launch

By: Katherine Scouten, Vice President, Economic Development

This month Initiatives Prince George in collaboration with the Downtown Partnership launched a new City Centre marketing program.

The marketing program is aimed at attracting interest from real estate developers and property owners in the City Centre of Prince George, and the invitation is framed within the visionary words of Daniel Burnham, "Make no little plans." Burnham was the founder of the City Beautiful movement nearly 100 years ago, upon which Prince George's original downtown was designed. This same design re-ignited the imagination and will of the city through the Smart Growth on the Ground Planning Process of 2009. The new modernized plan calls for the implementation of a series of recommendations adopted by the Downtown Partnership. Mayor Dan Rogers heads up the Partnership along with Councilors Shari Green and Cameron Stolz. Councilor Murry Krause represents The Beyond Homelessness Committee.

The recommendations call for the Partnership to deliver on actions grouped into seven objectives that range from improving municipal infrastructure to improving air quality, public safety, and cultural vibrancy.

The new City Centre marketing program is a key component of the overall plan, and gives the Partnership the ability to start delivering on the objective to improve the downtown marketplace climate.



Download the Prospectus at www.pgcitycentre.ca

A feature component of the marketing program is a 16 page full-colour prospectus. In order to capture interest and engage investors in this vision for the City Centre, it is designed to provide compelling answers to their anticipated questions:

1. **Why should I invest in Prince George's City Centre?**
2. **What is the City of Prince George doing to show leadership and walk the talk of revitalization?**
3. **How do I get involved?**

The focus is on projects at all stages - ongoing, planned and conceptualized - in catalyst districts of the downtown. Over \$50 million in public projects like the RCMP Detachment, Downtown District Energy System, Spirit Square, and 100 capital works projects in the past five years are identified. The prospectus also destroys the myth that there is an absence of private sector investment in the downtown, by confirming that over \$30 million and 100 building permits have been issued in the C1 zone over the past five years. Larger private sector projects such as The Commonwealth Health Centre, Ramada Hotel, Terasen Gas, TELUS expansion, and The Keg Steakhouse & Bar upgrade are included as evidence.

The prospectus also affirms economic growth stimulus to the city overall, stemming from Prince George's successful bid to host the 2015 Canada Winter Games; expansion of regional





resource development and its impact on the city as a supply and services centre; the growth of Prince George as an international transportation hub; Prince George being ranked #1 as having the most cost-competitive business location amongst cities profiled in Pacific US and Canada by KPMG; and, the city's position as a regional health and education centre.

As to any question of "why now", developers are reminded that Prince George is experiencing growth after a long period of diversification, introducing genuine opportunity for investment and re-vitalization in the core of Northern BC's largest city. Timely news came this month when BC Stats estimated Prince George's population growth this past year at 1.2% following 3 years of growth of 0.8%, averaged annually.

This is the first time downtown marketing efforts have offered a clear call to action to investors. Development sites owned and promoted by the City of Prince George are identified in the prospectus, along with conceptualized mixed use, commercial, residential and institutional projects for the City Centre. More details about potential projects will emerge over 2011. Common to them all, and those put forward by private land owners, will be bundled incentives unique to BC. These include the lowest downtown Development Cost Charges in BC, and the significant value contributed by a new Revitalization Tax Exemption by-law expected later this year that will add an "early-benefit" option for developers.

The marketing kit itself is made-in-Prince George. It is an aggregation of existing information and plans supported with creative assistance from a local firm, and paid for with funds Initiatives Prince George allocated from real estate proceeds of a downtown property sale to Terasen Gas for a new 100 seat call centre, this past year.

Next, the prospectus will be taken to developers in Northern BC, as well as Vancouver, Edmonton and Calgary where initial interest in opportunities and projects will be gauged. Local realtors and developers are also encouraged to use the materials in their own marketing efforts. Trade shows, inbound familiarization trips for developers, and continued promotion of opportunities to Northern BC's builders, developers and realtors are planned for 2011.

A solid initial campaign has been created. With continued investment in marketing and promotions, and commitment by the Downtown Partnership, the City Centre will experience an accelerated pace of improvement as "cranes and concrete" move into empty lots, and run-down properties receive face-lifts. The anticipated results over the next five years will be an increase in assessed values, building permits, residential units, business licenses and jobs in the City Centre. More public space, tree canopy cover, parks and plazas will also improve the experience of living, working, and playing in the downtown. Most importantly, success will give citizens a renewed sense of pride and confidence in their City Centre as a vibrant hub.

Initiatives Prince George will continue to do its part through an ongoing focus on marketing and implementation. With a new 3 year strategic plan that identifies downtown development as one of the five key strategic thrusts, IPG will allocate 20% of its core budget from the City of Prince George to this priority in 2011.

The Downtown Partnership members are to be congratulated and thanked for their ongoing efforts. These include The City of Prince George, Initiatives Prince George, Downtown Prince George, Lheidli T'enneh, RCMP, Prince George Chamber of Commerce, Beyond Homelessness Standing Committee, Prince George Native Friendship Centre, and Northern Health. The Partnership provides quarterly releases on its progress.

Ian Wells, Manager of Real Estate for the City of Prince George and I Co-lead the Downtown Partnership's implementation plan. For more information contact the Downtown Partnership at downtown-partnership@city.pg.bc.ca or call 250-649-3201 (Katherine), 250-561-7784 (Ian). The prospectus can be downloaded at www.pgcitycentre.ca.



Katherine Scouten



Ian Wells





Business of Shipping Course - February 17

The Asia Pacific Gateway Skills Table and the BC Chamber of Shipping are hosting a one day "Business of Shipping" course on Thursday February 17 from 8:00am to 4:30pm in Prince George at the University of Northern British Columbia.

Course Agenda:

Module 1: History of Shipping and Development of Trade by Keith Moger (Western Stevedoring Co. Ltd.) & Stephen Brown (Chamber of Shipping).

Module 2: Ship Types and Vessel Operations by Stephen Pyne (Montship Inc.).

Module 3: Legal and Insurance by Peter Swanson (Bernard & Partners).

Module 4: Chartering & Ship Investment (Part 1 & 2) by Daryl Raibl & Bernie Jones (CTL Westrans Shipbrokers).

Module 5: Vessel Agency by Dave Hill (Compass Marine Services); and,

Module 6: Case Study Voyage by Keith Moger (Western Stevedoring Co. Ltd.), & Daryl Raibl (CTL Westrans Shipbrokers).

The course is designed to target a mix of industry representation. Please contact Rose Bray at (604) 681-2351 or rose@cosbc.ca to register. Cost is \$80.00 + HST payable in advance; (\$55 + HST for ICS members and registered students). There is a \$25.00 per person discount (\$55 + HST) if an organization books 3 or more people into the course. The Fee includes a continental breakfast, sandwich lunch and coffee breaks.



The 2010/2011 School Year is the Year of Science

The Government of British Columbia has declared the 2010/11 school year, the "Year of Science." The purpose of the Year of Science is to ignite interest in science, generate partnerships across the province and lay a foundation to encourage interest and involvement in science and technology across British Columbia.

The Year of Science also aims to increase awareness and interest in the importance of science among British Columbians; increase the number of new entrants to the British Columbia labour force with science and technology related skills and knowledge; and, understand issues facing British Columbia in building science capacity to help develop a provincial action plan.

To help get British Columbia's youth more interested in science, a contest is running called "Choose Science. Go Far. Win Big." The Year of Science is inviting kids to use their imagination, creativity and scientific know-how, and to submit great ideas for experiments that can prove or disprove some of the world's greatest myths and mysteries.

Every month an entrant will win a science-related prize package valued at approximately \$250 and, at the finale of the Year of Science in June 2011, a \$25,000 scholarship will be awarded to one of the monthly winners. Visit the Year of Science YouTube page to enter now!



UNBC Students want to "Spread the Net"

Students at University of Northern British Columbia (UNBC) are looking to garner support from the Prince George and regional community! UNBC students want to be the university that raises the most money and saves the most lives by preventing malaria through the purchase of bed nets. Currently, UNBC is in second place behind the University of Ottawa. Winning the competition will result in a visit from the Rick Mercer Report and huge exposure for UNBC, Prince George and the North.

Let's help UNBC students spread the word and "spread the net"! The challenge deadline is February 26. To contribute to their fundraising efforts, visit: <http://my.e2rm.com/TeamPage.aspx?teamID=197244&langPref=en-CA>.



Enbridge Public Information Session - February 15

The Enbridge Northern Gateway Project team will be hosting public meetings to communicate with Aboriginal and non-Aboriginal communities as they move through the comprehensive regulatory review process. The sessions are intended to provide an update on key areas of interest such as environmental management, and local employment and procurement opportunities.

The Prince George Information Session will be held Tuesday February 15 at the Ramada Inn, 444 George Street, Prince George, from 5:00pm to 9:00pm. Questions, comments or suggestions on this event can be directed in advance to Enbridge's toll free line at 1-888-434-0533.

General public inquiries can also be sent by emailed to: info@northerngateway.ca. For more information, visit www.northerngateway.ca.

