



# INITIATIVES PRINCE GEORGE

## ON THE MOVE

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### President's Comment

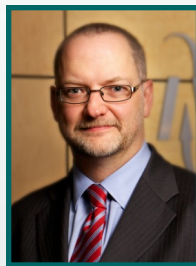
The May 2 Federal general election returned a majority government with deep roots in Western Canada. While Prime Minister Harper and his team will be required to govern for all Canadians, the strength of the mandate and prevailing economic realities argue strongly in favour of advancing an aggressive economic development agenda in the West, with a special gateway focus on British Columbia as Canada's only Pacific province.

The federal government has sent strong signals that it will restrain government spending and return the country to fiscal balance by the end of its mandate. From an economic development standpoint, this means an end to the stimulus spending that the federal government undertook in the recent recession. Federal governments during the last decade also made significant progress in cutting personal and business taxes to the point where Canada is very competitive internationally. This leaves one other key area for federal (and provincial) focus – regulatory and process reform.

In Prince George and Northern British Columbia, we are continuing our efforts to build a sustainable, knowledge based, resource economy, connected to the world. Further alignment of regulatory policy with recent government-supported infrastructure investments and private sector led resource development on the provincial land base would help drive job creation and economic diversification.

Prince George, as the largest city and main service and supply centre for the Northern two-thirds of British Columbia, would benefit from early and tenacious federal regulatory reform efforts directed at two critical areas.

The first area is air transportation and associated policy. Assistance with reworking NAV Canada fees so that technical stops and cargo traffic



**Tim McEwan**

President and  
Chief Executive Officer  
Initiatives Prince George

can be realized at the Prince George International Airport with its unique circumpolar position and job catalyzing potential is imperative. Improving the alignment of Canada Border Services Service (CBSA) operation hours with the off-hours (i.e. outside 9 to 5) nature of Air Cargo operations is also a candidate for early action. The other area that the federal government should give priority to is revising Foreign Trade Zone policies and arrangements into a more coherent and understandable regime that meets favour in international markets looking at Canada as a place for value-added production. The federal government – with the continued support of the provincial government – should also continue efforts to

negotiate air bilateral and "open skies" arrangements to the greatest extent possible.

The other critical area for early action is harmonization of environmental assessment processes. Land-based projects often face repeated delays because of duplicate federal and provincial requirements and multiple consultation loops. The federal government should consider modifying the Canadian Environmental Assessment Act to enable, at the Minister's discretion, harmonization and/or integration of federal and provincial assessment process, together with timelines for review that are consistent with the BC environmental assessment process.

***"The other critical area for early action is harmonization of environmental assessment processes"***

Early action on air policy requirements of the Prince George Airport, together with initiatives to deal with chronic delays in disconnected environmental assessment processes will facilitate more expeditious resource development, additional service and supply business, and export and logistics activity at the strategically positioned Prince George Airport, and with it, job creation and growth for our Great City.



### Canada West Foundation – BC’s Extraordinary Future

On May 19, Tim McEwan, President & Chief Executive Officer of Initiatives Prince George, joined Jock Finlayson, Executive Vice President – Policy, Business Council of BC; Hank Ketchum, President & Chief Executive Officer, West Fraser Timber; and Pierre Gratton, President & Chief Executive Officer, Mining Association of British Columbia on a Panel to discuss BC’s extraordinary future tied to the extensive resource-based opportunities in the Asia Pacific, led by China.

Mr. McEwan’s remarks focused on the substantial opportunity for the Northern Pacific Gateway Corridor, with Prince George as the key regional transportation hub, to assume the mantle as the supply chain route of choice as the shortest and most direct route between China and the United States heartland markets. The presentation focused on the need to continuously monitor and deal with regulatory, skills and infrastructure ‘bottlenecks’ standing in the way of optimizing resource-based export opportunities.

The Panel session followed an inspirational speech by Premier Christy Clark which outlined the Government of British Columbia’s commitment to job creation under its Families First Agenda, and the role of BC and other member provinces of the New West Partnership (Alberta and Saskatchewan) to collectively advance opportunities in British Columbia’s two-corridor gateway.

The audience included 400 senior business, political and opinion leaders from across Western Canada.



Premier Clark speaking at CWF event



Tim McEwan on CWF Panel



### BC Chamber of Commerce AGM – Northern Decade Panel

Tim McEwan, President & Chief Executive Officer of Initiatives Prince George moderated a panel session at the recent Annual General Meeting of the BC Chamber of Commerce in Prince George on May 31. The BC Chamber of Commerce AGM coincided with the 100<sup>th</sup> anniversary of the Prince George Chamber of Commerce.

Joining Mr. McEwan was Dr. Charles Jago, board member of Initiatives Prince George and long-time community leader who was the driving force behind building the University of Northern British Columbia during his tenure as President and Vice Chancellor between 1995 and 2006. The Panel also included Chief Derek Orr of the McLeod Lake First Nation who spoke about his partnered efforts with Thompson Creek Metals to deliver employment and other benefits for the McLeod Lake Band; John Curruthers, President, Enbridge Northern Gateway Pipeline who provided an update on their \$5.5 Billion proposed pipeline across Northern British Columbia; Greg Stewart, President, Sinclar Group Forest Products, who discussed the bright future for the forest products sector in Prince George and Northern British Columbia; and, Andrew Hamilton, Director, Business Development with the Port of Prince Rupert who spoke about significant expansion plans under the Vision 2020 program for their container port and bulk terminals.

The audience included 250 people from Chambers of Commerce throughout British Columbia.



Tim McEwan Moderating Panel



### Site C Clean Energy Project Update

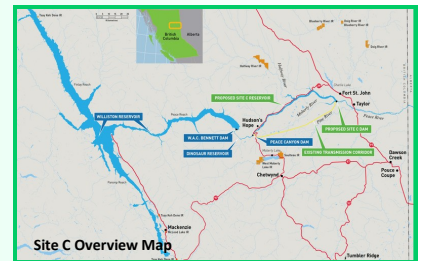
BC Hydro has filed a project description with federal and provincial regulators for its proposed clean energy project near Fort St. John. A formal regulatory review will proceed once the BC Environmental Assessment Office and the Canadian Environmental Assessment Agency have reviewed the project description.

Initiatives Prince George (IPG) has been a strong proponent of resource development projects as economic growth catalysts for Prince George as the major supply and service centre in Northern British Columbia. IPG policy supports resource based development, subject to a proponent demonstrating that social, environmental, economic and cultural impacts are fully assessed and mitigated through open, transparent communication and public consultation.

IPG President & Chief Executive Officer Tim McEwan commented on BC Hydro’s project filing: “This is a significant milestone for BC Hydro and Northern BC. BC Hydro has compiled a project report that now allows people in Prince George and around the province to study the project in detail and become informed. Our corporation is a strong proponent of increased public consultation on major projects, and BC Hydro is demonstrating its willingness to engage communities and First Nations in reviewing its proposed Site C Dam project.”

BC Hydro puts the price tag for the proposed Site C Dam at \$7.9 Billion. If approved, the project would take approximately 7 years to complete. With 1,100 megawatts of capacity, it would produce enough energy to power 450,000 homes. The project is expected to provide 35,000 direct and indirect jobs through all stages of development and construction. A significant portion of this activity would accrue to Prince George. This highlights the urgency of the Provincial Government expeditiously completing safety and technical improvements to the Pine Pass, to allow Prince George service

and supply firms to fully participate in significant economic benefits that the clean energy project will bring about. Initiatives Prince George has been a strong proponent of these improvements, and highlighted the importance of proceeding with them in a meeting with Premier Clark, four days after she was sworn into office.

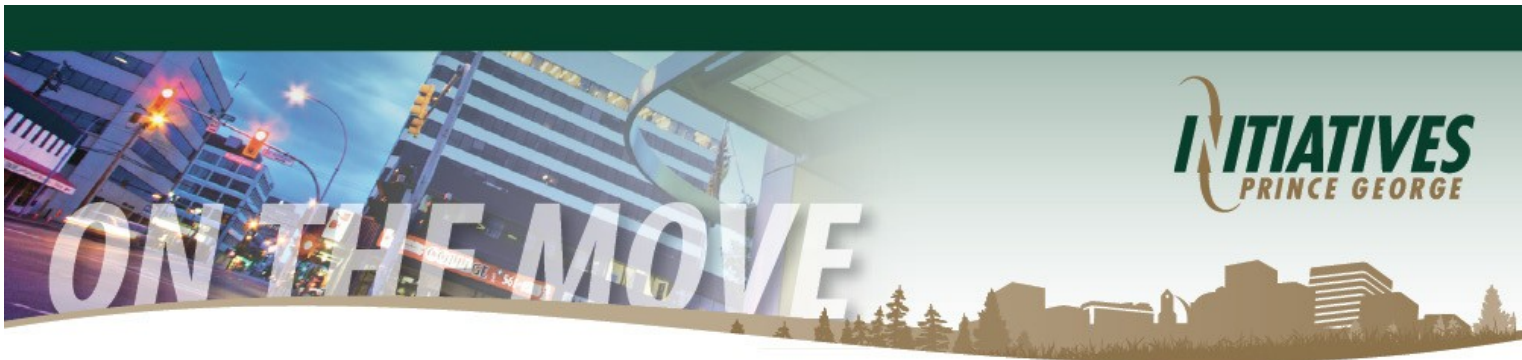


Site C Overview Map



Site C Artist Rendering





### Changing the Face of Downtown



There are signs that the 2011 construction season is in full swing in downtown Prince George:

- Demolition began this month at 5<sup>th</sup> and Victoria in preparation for the new \$25M RCMP Detachment. Proposal calls will be issued later in June.
- The brick facade work was completed on four new townhouses at 1480 2<sup>nd</sup> Avenue.
- The 36 Unit Seniors Housing complex is well underway at 1373 – 6<sup>th</sup> Avenue.
- A building permit was issued for the \$3M renovation of The Keg Steak-house & Bar at the end of May. The fall opening is anticipated for mid to late November!

The Downtown Business Improvement Association has elected Carla Johnston with the Bid Group as its new Chair, and established a slate of volunteer committees that will pursue business improvement initiatives over the coming year:

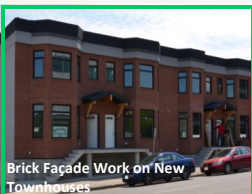
- Best Practices & Administration: David Hillhouse, Chair
- Beautification: Eoin Foley, Chair
- Communications: Carla Johnston, Chair
- Crime Reduction & Social Service: Garrett Fedorkiw, Chair
- Events, Promotions & Marketing: Carla Johnston, Chair
- Infrastructure Development & New Business Attraction: Kirk Gable, Chair

Initiatives include planning for Downtown Summerfest in August (Events, Promotions & Marketing) and establishing an electronic newsletter for members (Communications). More than 200 flower baskets will be arriving this month.

The official unveiling of the new George Street lighting project was held this month. New ornamental lights have been constructed allowing for safer streets in the downtown, and will showcase flower and banner brackets to assist in the beautification of George Street.

This past month the City of Prince George issued two liquor primary licenses in the downtown, offering greater night-life options in the city centre. One of the licenses was issued to Nancy O's, currently operating as a restaurant on 4<sup>th</sup> Avenue. Owner Garret Fedorkiw says this will allow them to bring in local artists and grow their evening patronage. The second was issued to the 'Learn to Earn' Bartending School.

The Spirit Gate Public Art Project is one of four entries from Prince George in The Keg Thanks a Million contest. The Project was entered by the Downtown Partnership, and if successful would see \$25,000 go towards the enhancement of the currently scoped project planned for the area in front of City Hall. The enhancement would include a tile mosaic designed by local Lheidli T'enneh artists Jennifer Pighin and Robert Frederick. **Vote for the project every day until June 14 at [www.thekegthanksamillion.com](http://www.thekegthanksamillion.com)!**



Brick Façade Work on New Townhouses



Demolition Prep for New RCMP Building



Seniors Complex Construction

### Visiting TIRs Gain Investment Info to Take Overseas

On May 30 and 31, Initiatives Prince George (IPG) hosted the Province of British Columbia's nine international trade and investment representatives (TIRs), along with Economic Development Officers (EDOs) from around Northern British Columbia.

The two day trip began with the TIRs offering advice to regional EDOs about expanding into and establishing a presence in the markets they represent, along with providing overviews of current country-specific market conditions. They also informed the EDOs about the services they, and the provincial government, offer to local businesses. TIRs later met with local companies, municipal officials, and organizations interested in doing business in overseas markets. The agenda also included a walking tour showcasing Downtown developments, and site tours including Pacific Bioenergy and UNBC's bioenergy installation. Avrom Salsberg, TIR for Japan, noted that for him the tours were a big highlight: "One of the things [TIRs] lack on the ground overseas is access to the projects themselves, so seeing some of them first hand was a great opportunity."

The TIRs were very impressed with the extensive list of opportunities that were available in Northern British Columbia, noting that although most of them were aware of specific examples, none of them anticipated the depth of economic activity taking place. After completing stops in Victoria and Comox, among other cities, the TIRs will take information on Northern BC back to their respective international stations for distribution to local investors.



One-on-one Meetings

### 2010 IPG Annual Report

*The 2010 IPG Annual Report reports on significant results achieved from the 2008-2010 IPG strategic plan. The document can be viewed in the reports section of the Initiatives Prince George website at [www.initiativespg.com](http://www.initiativespg.com)*

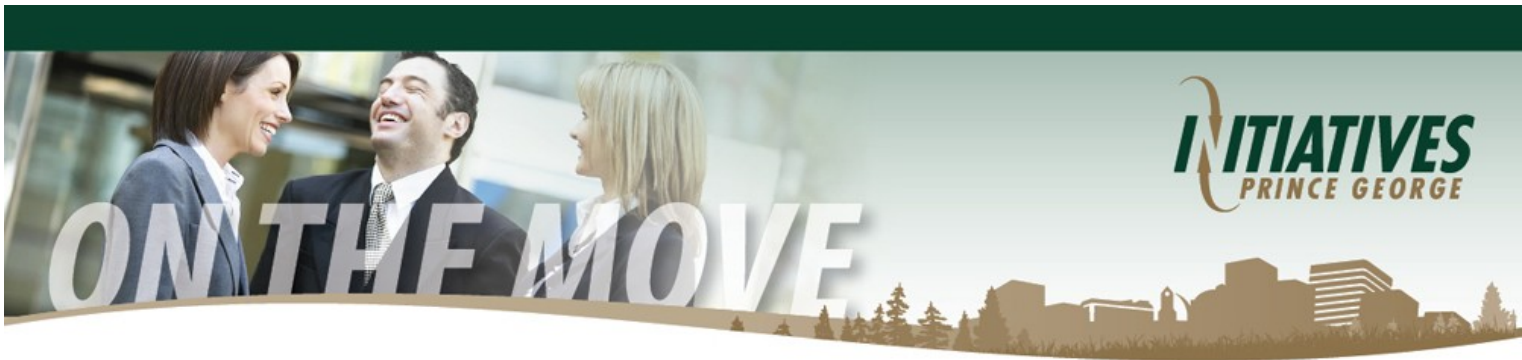


### IPG is on Facebook and Twitter!

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!





**Nominations Open for 2011 BC Export Awards**

International trade is the backbone of the Northern BC economy, creating jobs while also supporting the economy indirectly in sectors such as retail, health care, education, supply and services, and hospitality. To recognize the region's leaders in manufacturing and exporting, Initiatives Prince George has once again partnered with the Prince George Airport Authority, the Port of Prince Rupert, and CN Rail to sponsor the Northern BC Exporter Award at the 2011 BC Export Awards.

The BC Export Awards annually identify top exporters in the province, honouring them for excellence and achievement. Presented by Canadian Manufacturers & Exporters (CME) BC Division, the Awards Gala is the oldest ceremony of its kind in Canada and will be held in Vancouver on October 28, 2011.

The goals of the BC Export Awards are: to increase awareness amongst British Columbians of the important role that exporting makes to the provincial economy; to identify and reward British Columbia's most successful and innovative exporters; to promote BC's top 25 exporters as corporate role models in order to stimulate greater involvement in exporting amongst the province's business community, and; to further develop community awareness of the importance of exporting to the province's economic future.

Nominations are now open until June 30 for the 2011 awards; go to <http://www.bcexportawards.com/> to fill out a nomination form before time runs out!



**Did You Know—Economic Update**

**Did You Know?** – IPG publishes a monthly Economic Update report highlighting economic activity in the city. The publication also includes a monthly feature article on a specific issue related to the Prince George economy. Check it out: [www.initiativespg.com](http://www.initiativespg.com)

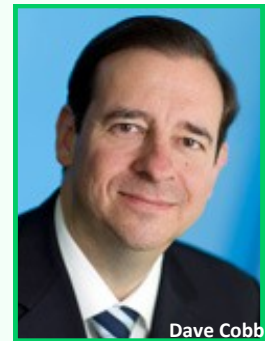
**Save The Date—BC Hydro Luncheon June 24**

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.

David Cobb was appointed President and CEO of BC Hydro, effective May 25, 2010. Prior to joining BC Hydro, David held a number of leadership positions in sports and business, most recently as the Executive Vice President and Deputy CEO of the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC).

To reserve a ticket for the luncheon, contact Dustin Renaud at 250-649-3207 or [renaud@initiativespg.com](mailto:renaud@initiativespg.com)



Dave Cobb



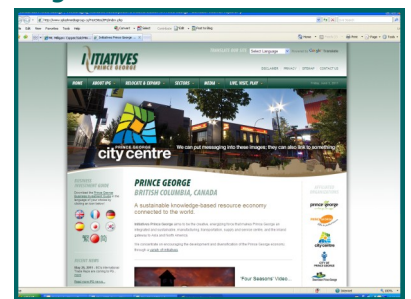
**Did You Know—IPG's Getting a New Website!**

*In the next few weeks Initiatives Prince George will be launching their new website.*

*The new site can be translated into 7 different languages and will contain an abundance of updated information.*

*Check back when the new site is live and let us know what you think!*

Visit [www.initiativespg.com](http://www.initiativespg.com)



**Mount Milligan Update**

**Did You Know?** – The capital expenditure budget for Mt. Milligan has been revised, increasing the budget from C\$915 million to C\$1.265 billion. The C\$350 million increase is due to design improvements, increases in labour costs, the cost of steel, concrete and other materials, and changes in the foreign exchange rate.

Chair and CEO Kevin Laughery stated in a release that “notwithstanding the capital increase, the economics for the project are still extremely attractive, and [the company's] liquidity and capital resources are sufficient to complete the construction of the Mt. Milligan mine.” To learn more about Mt. Milligan visit:

<http://www.mtmilligan.com/>



MOUNTMILLIGAN

