



INITIATIVES PRINCE GEORGE

ON THE MOVE

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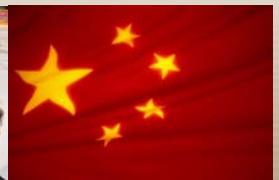
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President's Comment

Prince George and Northern British Columbia ... We Did It! We will be the host to the **2015 Canada Winter Games**, coinciding with the centennial of Prince George.

We are aiming high, we are thinking big, and we are strengthening our role as a knowledge-based resource economy connected to the world!

What will the games mean for Prince George and Northern British Columbia?

To begin, the games will provide Prince George and Northern British Columbia with a national two-week intensive television commercial during the games. The estimated direct economic impact is \$70-90 million, including significant indirect tourism and hospitality benefits during the Games, along with numerous marketing opportunities to leverage the 2015 Canada Games brand in the run-up to the main event.

"What will the games mean for Prince George and Northern BC?"

Prince George, as host City, will also benefit from the same concerted focus on civic improvement in the run-up to the 2015 Canada Winter Games as Vancouver received prior to hosting the 2010 Winter Olympic and Paralympic Games. Recall that Vancouver benefited from many amenity and

infrastructure improvements; a \$1 billion World-Class Trade and Convention Centre, a new \$2 billion rapid transit line from downtown to the City of Richmond and the Airport, and a \$600 million upgrade to the Sea-to-Sky Highway to Whistler, among others.

True, Prince George is not nearly the size of Vancouver, but our great city does lay claim to the honor of being the largest and hub city for



Tim McEwan
President and
Chief Executive Officer
Initiatives Prince George

the northern two-thirds of British Columbia. The Canada Games will provide Prince George and Northern British Columbia with an unprecedented opportunity to advance local and regional strategic initiatives.

This includes catalyst projects related to downtown redevelopment including a new Performing Arts Centre, the Wood Design and Innovation Centre, along with downtown housing.

For Initiatives Prince George and its many partner organizations in the economic

development realm, the 2015 Canada Winter Games provides an unprecedented opportunity and focal point to market our great city and to deepen both provincial and national level understanding of the strategic economic importance of Northern British Columbia. For example, the Games provide an opportunity to focus on Prince George and Northern British Columbia's international role as a supplier of choice for natural resource products for the world's two greatest and most dynamic economies – China and the United States – and our highly strategic transportation corridor that links them.

The 2015 Canada Winter Games will also provide a sense of "arrival" on the national stage on our 100th birthday; that is, an opportunity to showcase, and even graciously brag about, our great city's potential and significant past accomplishments as we move forward into the next 100 years.

"Big things" like winning the Canada Winter Games Bid happen only with a lot of very hard work. Congratulations to Co-Chairs Mayor Dan Rogers and Les Waldie and the entire Bid Committee for their extremely hard work and dedication in putting together a successful bid!

Thank you and well done!



Prince George 2015: Host of the Canada Winter Games

Prince George will have the honour of hosting the 2015 Canada Winter Games. Prince George edged out Kamloops and Kelowna in the announcement by Premier Gordon Campbell on September 17. The 2015 Games will be held over two weeks, and will coincide with our great city's centennial. The event will include 3,700 athletes, 4,000-6,000 volunteers, 1,300 officials, and numerous visitors to Prince George over the duration of the Games. The Games will also provide Prince George with intensive nation-wide media coverage in the run-up and during the two-week event, an estimated \$70-90 million in direct economic benefits, and other infrastructure and cultural legacies.

The Bid Committee will now concentrate on the formation of a non-profit society to deliver the games. This is expected to be up and running within the next six weeks, and attention will turn to hiring staff and taking care of other operational concerns in advance of the 2011 Canada Winter Games in Halifax.

Congratulations are due to Co-Chairs Mayor Dan Rogers and Les Waldie and the entire Bid committee for this great accomplishment!



Host
OFFICIAL 2015 BMO COMMUNITY
PRINCE GEORGE



Prince George Wins 2010 Energy & Climate Action Award

The City of Prince George – along with the District of Maple Ridge – is winner of the 2010 Energy and Climate Action Award for local governments. The City of Prince George won the award in the Community Planning and Development category for implementation of its Greenhouse Gas Management Plan, including development of a Downtown District Energy System and a community energy mapping project for residential buildings.

The City of Prince George addressed technical challenges, issues and perceptions around bioenergy and is now developing the downtown District Energy System (DES) with the support of the community. The DES is projected to reduce GHG emissions by 1,900 tonnes per year and particulate emissions by 100 tonnes per year.

The awards were presented at the Union of BC Municipalities Convention by John Yap, Minister of State for Climate Action. "Local governments that become more energy-efficient are showing they can save money while responding to climate change."

In accepting the award, Prince George Mayor Dan Rogers said "the District Energy System we are developing will help us capture a number of community benefits. These include a reduction in GHG emissions, improvements to air quality, long-term energy security, and economic development opportunities that arise by having a readily accessible source of green energy for downtown."

Congratulations Mayor Rogers, Council, and City Administration for this award!



Did You Know?

If your business is interested in procurement opportunities with the **Mt. Milligan Project**, there will be an information session held on **October 15** at the Prince George Chamber of Commerce.

For more details, or to register, please contact the Prince George Chamber at: 250-562-2454.



Team Northern British Columbia 2010 Returns from China

Initiatives Prince George (IPG) led a 10 member delegation to China in early September to participate in BC Week at the Canadian Pavilion at the Shanghai China World Expo 2010 and to the China International Fair for Trade and Investment in Xiamen.

Mayor Dan Rogers (Prince George), Mayor Mike Bernier (Dawson Creek) who also serves as the current President of the North Central Local Government Association, and IPG President and Chief Executive Officer Tim McEwan were joined by: Shaun Stevensen, Vice President Business and Marketing, Prince Rupert Port Authority; Katherine Scouten, Vice President, Economic Development, IPG; Todd Doherty, Director, Business Development and Marketing, Prince George Airport Authority; Melanie Erikson, Royal LePage, Prince Rupert; Fred Spinola, General Manager, Del-Tech Industries; and, Wei Liu, Director, Export Market Development, IPG.

Members of the delegation provided a number of sector-specific presentations, participated in numerous business-to-business meetings, and met with senior business and political leaders. Well over 150 key contacts were made with resource and transportation related interests. IPG staff are currently undertaking detailed follow-up with all business contacts.

Team Northern BC 2010 is the second time IPG has led a delegation from across Northern British Columbia to China. In 2008, a similar delegation visited Beijing and participated in the British Columbia Pavilion business-to-business programming in the run-up to the 2008 Summer Olympic Games.

TEAM
NORTHERN BRITISH COLUMBIA



IPG Writes Federal Labour Minister on Prospective CN Rail Service Disruption

Initiatives Prince George has written to Federal Minister of Labour Lisa Raitt asking her to act expeditiously to end any prospective labour dispute involving CN Rail.

CN is the only rail service provider to Northern British Columbia, making shippers dependent on CN's service for long hauls that exceed economic distances for trucking. Markets for products originating from our region (primarily lumber, pulp, pellets, chips, coal, and other minerals) are international, and rail service is absolutely critical.

Western Canada's growth in trade with China, and the double-digit growth of rail-container service through the Port of Prince Rupert make British Columbia and Western Canada's economy dependent on reliable rail service.

Any service disruption could threaten customer relationships that have taken years to develop by CN Rail and its users; business which may not be recovered. Any dispute – whether short or prolonged – could jeopardize the hard-earned reputation for the best-in-class performance of Canada's Northern Pacific Gateway, undermining the collaborative infrastructure investments that have been made by the private sector and all levels of government.

IPG Writes Federal Government on Prosperity Mine

Initiatives Prince George has written to the Federal Government on its forthcoming consideration of the Prosperity Mine Project near Williams Lake, BC.

Noting that the Government of BC has approved the Prosperity project on the basis of socio-economic benefits that will accrue over the life of the proposed mine, IPG's letter encourages the Federal government to carefully consider the findings of the Government of BC in their review of the Prosperity Mine. Socio-economic factors were not part of a recent Federal review panel's mandate.

The Prosperity project will be a "bellwether" providing important signals for the domestic and international business community about British Columbia as a place to invest in mining projects. The Prosperity Mine project alone is expected to provide more than 60,000 person years of direct and indirect employment, \$3.4 billion of revenue to the Government of British Columbia, and an expected \$1.7 billion in revenue to the Government of Canada.

The mine will provide significant opportunities throughout Northern British Columbia, not least in the City of Prince George which has been working very hard to diversify beyond the forest industry into supply and service provision for the mining and gas industries.

Profiting from Diversity

The Immigrant and Multicultural Services Society, The Prince George Chamber of Commerce, and Initiatives Prince George have partnered together for the Welcoming and Inclusive Communities and Workplaces Program (WICWP). As a component of this project, the Chamber will be hosting a luncheon on Profiting from Diversity.

New immigrants may be the only source of net labour force growth in the next decade. Prince George's economic development depends on businesses capitalizing on immigrant labour. The scarcity of skilled labour facing Prince George's future will affect your business. Help prepare yourself by joining guest speaker David Rhodes to discover more about what you can do to attract and retain new Canadians to Prince George.

When: Wednesday, October 6

Time: 11:30am – 1:00pm

Where: Ramada Plaza, PG

Cost: \$23.00 plus HST (Chamber members) \$25.00 plus HST (non-members) **RSVPs are required**



McEwan and Gibson Market “Asian Express” to SCL Members

On September 28, John Gibson, President and CEO of the Prince George Airport Authority and Tim McEwan, President and CEO of Initiatives Prince George teamed up to market Prince George, Prince Rupert and the Northern Corridor to members of the Supply Chain Logistics Association of Canada in a special dinner presentation in Toronto.

The presentation targeted companies who would identify with the significant advantages of the northern transportation corridor and its role as the shortest and most direct route linking the huge markets of China with the United States heartland.

Topics discussed included the infrastructure build out at the Prince George Airport and the Global Logistics Park, together with Prince George’s role as a transportation hub linking road, rail, air and also marine through the Port of Prince Rupert. Prince George was also showcased as the most cost competitive location for business based on the findings of the recent 2010 KPMG Competitive Alternatives Study which places our great city as Number 1 out of 13 cities compared in the United States/Canadian Pacific category.

The session was opened up by Mr. Leo Ryan, a veteran journalist who has reported on key transportation and trade developments in Canada and served as a Bureau Chief in Montreal for the Journal of Commerce, and was moderated by Mr. Bob Armstrong, President and CEO of the Supply Chain Logistics Association of Canada.



Federal Joint Review Panel on Enbridge Northern Gateway Pipeline visits PG

The Federal Joint Review Panel (comprised of the National Energy Board and the Canadian Environmental Assessment Board) visited Prince George on September 8 to hear preliminary submissions from interested parties on matters that the Joint Review Panel should consider in their forthcoming review process on the Enbridge Northern Gateway Pipeline. Initiatives Prince George (IPG) Chair, Clint Dahl made a submission to the Panel.

In its submission, IPG provides qualified support for the project: Enbridge must make its case before the Joint Review Panel that the company has met its obligations to consult and accommodate First Nations interests; that environmental protection regulations are met and mitigation measures are in place; and, that there will be community benefits along the pipeline corridor.

To review the submission, please visit the IPG website: www.initiativespg.com

2010 BCIC New Ventures Competition: Regional

Invest \$100 in your technology business idea and learn how to develop it into a profitable company.

BCIC — New Ventures: Regional is like a boot camp for business startups. Here you will learn from some of BC’s best business experts at our seminars; Network with top professionals in business, law, finance, government and academia; Improve your business and strategies during the competition; Receive advice and insight from mentors in Round 3; Present your condensed business plan ‘angel’ investors, venture capitalists and industry experts and gain valuable feedback. Competition winners will share \$60,000 in prize money.

The competition is open to any BC person, resident, or business located outside of metro Vancouver with a technology-focused idea that has not yet secured significant financing from external investors (i.e. investors other than friends, family and company founders).

The \$100 entry fee covers all of the BCIC-NVC: Regional business-education seminars and networking events. Seminars begin Oct. 5 in Kelowna and Oct. 6 in Victoria. The competition closes to entries on Oct. 18, 2010.

To learn more visit: <http://www.newventuresbc.com/regional-competition/>

