

myPG Economic Development Strategy

Section 1.0 - Sustainability Policy Statement

By implementing policies that are connected and comprehensive, the City of Prince George realizes a sustainable future where the local environment is healthy and supports a robust economy and an enviable quality of life for residents.

Guiding Principles:

Strong Relationships – The City of Prince George and IPG will continue to work cooperatively and in partnership with senior governments, education, health, business and community interests. The City of Prince George and IPG will also continue to strengthen their relationship with the Lheidli T'enneh and other First Nations.

Strong Team – The City and IPG understand that progress on the City's sustainability priorities is made possible by a strong team, with Council and Administration working closely together with IPG Board and staff to achieve corporate and community goals.

Citizens as Partners – The City of Prince George and IPG will help shape a “sustainable economic development consciousness” among residents by providing information and education and by encouraging individual action.

Section 2.0 - Economic Development Policy Statement

The City of Prince George and IPG are committed to an approach to economic development that will continue to create a more diversified, vibrant, growing economy in which citizens have access to a wide range of employment opportunities. The City's vibrant, diverse, and growing economy will be supported by sustainable business practices and comprehensive education and training infrastructure to provide citizens with the skills necessary to realize their full potential within Prince George's, export-oriented and domestic economies.

Section 3.0 - Economic Development Policy Directions

1. Diversified Economy

- *Prince George is a sustainable knowledge-based, resource economy, connected to the world, able to respond well to changing global trends.*

2. Vibrant Economy

- *Prince George is the primary education, business, health care, and supply and services centre supporting vibrant economic growth in Northern BC. Our local economy has a vibrant downtown, a growing population, competitive and resilient businesses, diversified and*

knowledge-based resource development, and is an education and research centre, providing quality of life to our residents and visitors.

3. Employment Diversity and Accessibility

- *Prince George is a city with many knowledge-based employment and investment opportunities that suit the diversity and aspirations of its residents, and offers a variety of research, training and educational programs to ensure residents can access these opportunities.*

4. International Connections

- *Prince George is a global city, with a growing population of immigrants and international students, a well-established reputation as an international transportation hub on Canada's Northern Pacific Gateway - Canada's greenest and most energy efficient trans-pacific corridor – and is home to a growing number of businesses engaged in international trade and investment.*

5. Sustainable Business

- *Prince George is home to a highly competitive business climate that supports sustainable development within a region serviced by a vibrant urban city.*

Section 4.0 - Current Strategies in Support of Economic Policy Direction

4.1 CITY OF PRINCE GEORGE/INITIATIVES PRINCE GEORGE – STRATEGY LEADER

Diversified Economy:

- Through leadership in advocacy and marketing, corporately and with senior government, IPG, the City, and community partners will advocate for and secure funding for strategic economic infrastructure investments in Prince George and Northern British Columbia that will diversify our economy.
- The City and IPG facilitate the growth of the forestry, mining, alternative energy and oil and gas sectors, including advocacy for 4-lane transportation highway corridors and electricity infrastructure improvements throughout Northern British Columbia.
- The City and IPG support the development of the Northern Bio-energy Partnership (NBP) as an industry-led coalition of businesses, academic institutions, government, and First Nations in partnership with BC Bioenergy Network, Omineca Beetle Action Coalition, International Bioenergy Conference and Exhibition, and industry to make Prince George an internationally recognized centre of excellence for forest-based bio-energy and alternative energy.
- The Prince George Air Logistics Park Task Force, including IPG, City Administration, the Prince George Airport Authority and various private sector partners, is working to market and develop light industrial lands adjacent to Prince George's international airport, with the end goal of growing the transportation and logistics hub in Prince George. The City and IPG will continue to work with the Prince George Airport Authority, the Port of Prince Rupert, CN and other partners to ensure Prince George is sustainably connected to the world.

- IPG will continue to partner with the Regional District of Fraser-Fort George's Industrial Land Strategy to develop large parcels of market-ready intermediate industrial land for new businesses supporting sustainability goals.

Vibrant Economy:

- The City and IPG are focused on growing the Prince George economy by enhancing trade and investment opportunities for growth-oriented established and new businesses.
- The City and IPG will co-lead the implementation plan for downtown development through the Downtown Partnership, and pursue the plan's downtown development objectives.

Employment Diversity and Accessibility:

- IPG will lead the development of integrated innovation and entrepreneurship programs in order to grow the knowledge-based economy of Prince George.

International Connections:

- The City and IPG recognize that policy regarding international relationships is multi-dimensional, and may be developed with partners and stakeholders in a manner that considers aspects of culture, the economy, and the environment.
- The development of the Prince George Air Logistics Park will increase traffic of large international cargo aircraft, and facilitate international connections between local and international businesses. The development of CN Rail's intermodal terminal provides access to international markets for regional manufacturing and distribution businesses.
- IPG through its Global PG program will work with Northern Corridor partners, including Port of Prince Rupert, Prince George Airport Authority, CN and other stakeholders to market jointly, and prioritize strategic infrastructure investments, to grow the corridor.

Sustainable Business:

- Businesses engage in sustainable management practices in order to reduce environmental impacts and enhance social responsibility.
- The City enables sustainable business practices, through projects like the Downtown District Energy System to heat downtown buildings with bio-energy (bio-mass) heat and encouraging energy efficiency.

4.2 CITY OF PRINCE GEORGE/INITIATIVES PRINCE GEORGE – STRATEGY SUPPORTER/PARTICIPANT

International Connections:

- IPG will work with education providers to explore more international student programming at local educational institutions.

Diversified Economy:

- The City and IPG will continue collaboration with the University of Northern British Columbia (UNBC) and the College of New Caledonia (CNC) to ensure that educational programs meet changing labour force needs, and advocate for maintaining or enhancing the role of these institutions as centres for research and development in technology, health care, the environment, and business disciplines.
- IPG will continue to promote partnerships that are core to successfully building a vibrant and diversified economy - through provincial and national organizations such as China Federation of Logistics and Purchasing, Supply Chain Logistics Association of Canada, Canadian Manufacturers and Exporters, Western Transportation Advisory Council, BC Bioenergy Network, Business Council of BC, Association of Mineral Exploration, and Mining Association of BC.

Vibrant Economy:

- The City and IPG will continue to support the Living and Working in Prince George program, which works to attract and retain skilled employees and their families to the city, and has developed a community-wide recruitment and retention strategy which includes external marketing of the community, working with local employers to identify labour needs and being a voice for the community where recruitment and retention issues are concerned.
- The City and IPG will continue to work with Downtown Partnership members including Lheidli T'enneh, Downtown Prince George, Northern Health Authority, Prince George Chamber of Commerce, RCMP, and Prince George Native Friendship Centre toward downtown development objectives.
- The City and IPG will continue to work with the Regional Performing Arts Centre Society toward the development of a Regional Performing Arts Centre in the downtown.
- The City and IPG will continue to support the development of a Wood Design and Innovation Centre in downtown Prince George.

Job Diversity and Accessibility:

- IPG will work in partnership with the UNBC, College of New Caledonia, University Hospital of Northern British Columbia, Immigrant and Multicultural Services Society, and private training organizations on job diversity and accessibility as required.

International Connections:

- The City will pursue a friendly city twinning relationships with Jiangmen, a city in Guangdong province in China's Pearl River Delta.

Sustainable Business:

- IPG's overarching goal *"To be the catalyst that enhances Prince George as the sustainable, knowledge-based, resource economy, connected to the world"* and the City's support of it embeds sustainable business development in our approach to business development.

4.3 COMMUNITY – COMPLEMENTARY STRATEGIES

Diversified Economy:

- The City and IPG will support the partnership between Tourism Prince George and the Regional District of Fraser-Fort George on the Golden Raven tourism project to promote cultural tourism offerings within the Regional District, which includes the City of Prince George. The priority for Golden Raven is to create greater exposure for arts, culture and heritage within the area and to promote travel in the region overall.
- The City and IPG will continue to support the Omineca Beetle Action Coalition (OBAC) in the development of strategies for diversification of economy in key areas.

Vibrant Economy:

- The City and IPG support Community Futures provision of services in business counseling, training, funding and risk financing to support the establishment of small and medium-sized businesses.
- The City and IPG support the Aboriginal Business and Community Development Centre's provision of services to assist aboriginal individuals, organizations and communities to achieve their full potential. Activities include but are not limited to assistance with market research, business plan development, financial forecasting, small business loan acquisition, economic development training and conference coordination.

Job Diversity and Accessibility:

- The City and IPG support the Prince George Nechako Aboriginal Employment and Training Association's (PGNAETA) provision of services in the field of aboriginal human resource development, with initiatives aimed at increasing the opportunity for aboriginal people to impact local economies. PGNAETA delivers locally designed and appropriate employment training to Aboriginal persons and works with the business community to increase the amount and quality of Aboriginal job opportunities in the region.

International Connections:

- The City and IPG support the efforts of the UNBC, CNC, and other education institutions to market Prince George to international students.

Sustainable Business:

- The City and IPG support UNBC's Bio-energy system and Green Campus Initiatives as examples of a local organizations working to reduce environmental impacts and financial costs of operations.

Section 5.0 - Actions to Address Gaps between Defined Policy Directions and Current Strategies

Diversified Economy:

- Development and marketing of tourism product in Prince George.
- Construction of the Wood Innovation and Design Centre.
- Advancement of downtown development through the implementation of the Downtown Partnership's Plan.

Vibrant Economy:

- Development of immigrant attraction strategies.
- Implementation of the Downtown Partnership's Plan

Job Diversity and Accessibility:

- Establishment of the Northern Engineering Program
- Expansion of CNC and UNBC programs and research to meet business and community

International Connections:

- Expansion of immigrant attraction strategies and marketing of Prince George to international business activities.
- Development of international tourism strategy.
- Expansion of CNC and UNBC international education programs.

Sustainable Business:

- Encouragement of sustainable business practices through the use of incentives or recognition programs.
- Establishment of a pilot eco-network hub through a collaborative network of businesses.
- Completion of the Downtown District Energy System.