



THE PRINCE GEORGE ECONOMIC DEVELOPMENT STRATEGY



CITY OF PRINCE GEORGE – ECONOMIC DEVELOPMENT

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OUR VISION

PRINCE GEORGE IS THE CATALYST OF THE MODERN CANADIAN NORTH

Founded in its rich natural resources and a proud industrial heritage at the confluence of the Fraser and Nechako rivers, today's Prince George values its residents, its downtown, and its natural beauty. Prince George's future will be shaped by the resiliency, imagination and innovation of a 21st-century business community that provides every resident and enterprise the opportunity to thrive and scale.

VALUES

The following values set a foundation for the Economic Development strategy for the City of Prince George and inform the priorities and investments needed to support value job creation, and a resilient, prosperous future.

1 Honour legacy and encourage innovation and imagination.

3 Support continuous up-skilling and training.

5 Embrace engagement and partnerships.

2 Focus on family-supporting jobs.

4 Maximize quality of place.

GUIDING PRINCIPLES

Informed by a rigorous data analysis and community engagement process, the following five guiding principles have shaped the vision and strategy. They also serve as a framework to help guide future decisions on priorities, investments, and partnerships.

1 Industry cluster-driven.

3 Focus on entrepreneurship.

5 Promote and develop place.

2 Prioritize existing businesses.

4 Match and build skills with opportunities.

GOAL

1

EXPAND AND SUPPORT PRINCE GEORGE'S TARGET CLUSTERS

Prince George's industry clusters represent distinct qualities that help define what makes it unique from other communities. Simply put, Prince George's business clusters represent its competitive advantages. Promotion of clusters helps reinforce to existing businesses and interested outside talent the unique community assets and why it is a good place to stay and grow. Target clusters include:



**Forestry, Wood Products,
and Bio-products**



**Professional Services:
Engineering, Environmental
Services, and Resource
Management**



**Transportation, Warehousing,
and E-Commerce**



**Manufacturing: Machinery,
Chemical, and Food**



**Construction: Commercial,
Industrial, Residential, and
General Contractors**

OBJECTIVE 1.1

Become industry cluster
experts and advocates

OBJECTIVE 1.2

Implement a systematic
business retention and
expansion program

OBJECTIVE 1.3

Ensure the creation of appropriate
infrastructure and incentive
programs / tools to promote cluster
development

OBJECTIVE 1.4

Strategically market industry clusters
to support business attraction and
investment in Prince George

GOAL

2

FOSTER A STARTUP ECOSYSTEM AND POSITION THE CITY OF PRINCE GEORGE AS A LEADING ENTREPRENEURIAL HUB IN BRITISH COLUMBIA



Prince George should foster a startup and entrepreneurial ecosystem that helps local, homegrown companies grow and expand. There is an appetite in the community for developing a local entrepreneurship ecosystem, as local entrepreneurs believe they can have a greater impact on the community if effectively engaged. Prince George can support local startups and entrepreneurs by offering management and skills training, removing barriers for expansion and creating opportunities for networking and mentoring.

OBJECTIVE 2.1

Identify and understand entrepreneurship and startup needs and connect them with the appropriate resources

OBJECTIVE 2.2

Restart “startup Prince George,” an initiative to connect entrepreneurs to one another, capital providers, resources, and best practices

OBJECTIVE 2.3

Develop a succession-planning training and matching program for sunseting enterprises, in hopes of maintaining and potentially expanding those establishments in Prince George

OBJECTIVE 2.4

Celebrate entrepreneurial success stories in Prince George

GOAL

3

ENSURE TALENT AND SKILL DEVELOPMENT FOR PRINCE GEORGE'S TARGET SECTORS



A highly-skilled workforce is a critical need for any community, whether a large city like Vancouver or a mid-sized city like Prince George. In order to weather inevitable transitions in the local economy, the City of Prince George and its partners must ensure skills training and pathways to job opportunities within the target industry clusters are present and nurtured. While this will not eliminate all workforce skills gaps, it will allow all residents to achieve their full economic potential, thereby improving the city's fiscal growth and stability.

OBJECTIVE 3.1

Support ongoing skill development for Prince George residents, aligning workforce and economic development priorities

OBJECTIVE 3.2

Educate leaders and educators in Prince George schools about the city's key economic clusters and advantages

GOAL

4

POSITION PRINCE GEORGE AS A LEADING “BRAIN-GAIN” COMMUNITY IN CANADA



More than ever before, talented workers are mobile and make place decisions based on the potential to create both economic and social opportunities. To continue to attract and retain talent, Prince George must promote an environment that appeals to people from all walks of life and develop local initiatives that connect professionals to one another.

OBJECTIVE 4.1

Launch a “Campus Prince George” initiative

OBJECTIVE 4.2

Implement a Prince George professionals program, connecting the city’s creative class to one another and promoting the community as a place to build a career

GOAL

5

CREATE, EMBRACE, AND PROMOTE PLACE, POSITIONING PRINCE GEORGE AS THE CATALYST OF THE MODERN CANADIAN NORTH



Quality of place is a major influence on where talent decides to locate. Some suggest that it is the defining factor. Communities that attract and retain the most talented, highly skilled residents tend to have a strong local identity characterized by a diversity of cultural assets.

With its walkable downtown, unparalleled access to the outdoors, and strong air connectivity, Prince George has an opportunity to position itself as an ideal destination for the creative class in British Columbia.

OBJECTIVE 5.1

Continue the revitalization of downtown Prince George, improving its urban offerings and public space

OBJECTIVE 5.2

Support the continued development of arts-based organizations in Prince George

OBJECTIVE 5.3

Partner with Tourism Prince George to continue product development and visitor experiences

OBJECTIVE 5.4

Develop a competitive identity for Prince George and tell that story



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