Economic Development Strategy

2026

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Acknowledgment

The City of Prince George thanks the community members, employers, First Nations representatives, and partner organizations who contributed their time, perspectives, and local knowledge to inform the creation of the **Economic Development Strategy**.

Input was gathered through interviews with economic development service providers, First Nations organizations, and post-secondary institutions. The project team also conducted sector-based workshops focused on energy and resources, construction and manufacturing, transportation and logistics, and professional services. This engagement was oriented toward organizations and sectors that help to drive primary income into the community, ensuring that the Strategy reflects real-world economic conditions, opportunities, and constraints that are most impactful in the local context.

Deloitte Canada led the research and analysis in close collaboration with the City of Prince George to develop a comprehensive Economic Development Strategy that establishes clear, actionable priorities. This work builds on existing City strategies and plans, integrates quantitative economic analysis with community and business input, and provides a practical roadmap to guide City administration and its partners in strengthening Prince George’s competitiveness, investment readiness, and long-term economic resilience.

Executive Summary

Prince George’s economy is at a pivotal point. As northern British Columbia’s primary industrial, services, and logistics hub, the city is a service centre for a vast regional economy tied to forestry, mining, energy, transportation, and public services. Prince George benefits from strong foundational assets, including industrial land availability, established transportation networks, major post-secondary institutions, and a growing role in clean energy, value-added forestry, and mining-related services. These assets position the city to capture investment that serves both local and regional markets.

Translating strengths into sustained economic outcomes

Research and community engagement also highlight a set of interrelated factors that are shaping how effectively Prince George can convert these strengths into investment, growth, and confidence. Workforce shortages, varied housing availability, infrastructure servicing gaps, downtown vacancy and safety challenges, and uncertainty around regulatory processes are influencing business decisions and project timing. Taken together, these dynamics reinforce one another and underscore the need for a more deliberate, coordinated, and confidence-building approach to economic development.

Strategic priorities

The Strategy is anchored by a winning aspiration: *to position Prince George as a resilient northern economy with a clear, predictable, and competitive business environment that supports sustained industrial activity, confident downtown investment, and long-term regional stability*. The strategic priorities that follow are deliberately aligned to advance this aspiration by reducing uncertainty for businesses, restoring confidence in downtown reinvestment, strengthening talent alignment, building on the city’s established role as an industrial and logistics centre, and achieving excellence in economic development service delivery. Together, they provide a focused and practical framework for directing City action and partnerships toward outcomes that most directly influence investment readiness, economic resilience, and long-term competitiveness.

Improve How Businesses Navigate City Policies and Approvals

Position Downtown as a Place to Invest, Work, and Do Business

Strengthen the Alignment and Attraction of Local Talent

Build on the City’s Role as an Industrial and Logistics Centre

Achieve Organizational Excellence in Service Delivery

About the Strategy

A shared, evidence-based approach to advancing Prince George's economy.

The City of Prince George Economic Development Strategy was developed to provide a clear, coordinated framework for advancing economic growth, diversification, and investment over the coming years, consistent with Council direction in the 2023-26 Strategic Plan. It reflects a shared recognition that while Prince George has strong foundational assets, addressing challenges will require focused action, improved coordination, and sustained commitment.

The Strategy is informed by a comprehensive research and engagement process. Analysis considered Prince George's economic structure, labour market dynamics, sector performance, and investment readiness. This was complemented by engagement with businesses, Indigenous partners, community organizations, educational institutions, and regional stakeholders, as well as a business and community survey.

The Strategy is designed to be practical and implementable. It recognizes the City's capacity, the roles of different municipal departments and divisions, and the importance of working collaboratively with external partners, including Indigenous communities, other levels of government, post-secondary institutions, and the private sector. While many factors influence Prince George's economic performance, the Strategy is focused on initiatives that fall within the mandate and influence of the City's Economic Development Division; nevertheless, successful implementation will depend on shared ownership and alignment across the City.

Ultimately, the Strategy is intended to help Prince George transition towards more proactive and coordinated economic development. Implementation will support business confidence, increase investment, attract talent, and enhance quality of life for residents.

Prince George in Numbers

Prince George's economy was reviewed across a variety of economic indicators and compared with the broader region as well as similar communities. This comparison highlights where the city stands relative to its peers and identifies the strengths that matter to investors, such as the types of industries that are most active locally and the skills that are common in the workforce.

85,000

Residents reside within the city. The city's population has grown 5% since 2020, a higher rate than the Cariboo Region.[1]

37.5

Median age of the city's population. The estimated median age of the population is lower than the Cariboo Region and British Columbia.[2]

52,000

Jobs estimated in the city in 2025, representing an 11% growth since 2021, or 5,300 additional jobs.[3]

4,100

Businesses in the City as of 2026 licensing data.[4]

60

Local businesses employ more than 100 people, anchoring a significant share of local jobs despite representing just 2% of firms.[5]

$9.9 Billion

Estimated value of exports in the region, 35% of these from manufacturing.[6]

Local Economic Context

Prince George's economy is being shaped by changing economic conditions, structural pressures, and emerging opportunities.

Demographic shifts and emerging labour market pressures

Prince George has been experiencing modest population growth (5% between 2020 and 2024) alongside demographic changes (declining youth and increasing elderly populations) that are reshaping its labour market and economic outlook.[7] Population projections indicate a period of near-term stagnation caused by a decline in the number of non-permanent residents and limited net in-migration. At the same time, the city's workforce is ageing, increasing the urgency of replacing retiring workers across core sectors. The curtailment of international immigration by the Government of Canada has been a major factor driving recent stagnation.

Labour market analysis and engagement consistently highlight shortages in certain trades, transportation, healthcare, and technical occupations. Employers report consistent shortages of Class 1 drivers, experienced millwrights, carpenters, and electricians, among others. While Prince George benefits from strong post-secondary institutions, including the University of Northern British Columbia and the College of New Caledonia, completion patterns do not fully align with projected demand in several high-growth and high-replacement occupations. Employers also noted challenges related to attracting experienced workers, particularly when competing with larger urban centres and other regions offering more housing choice and perceived lifestyle advantages.

A regional hub economy anchored by logistics, services, and institutions

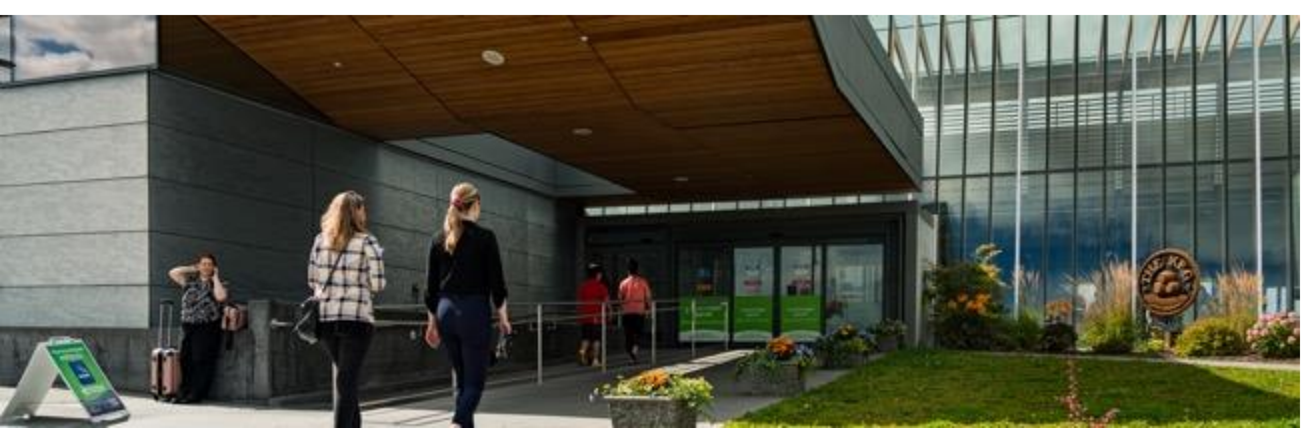
Prince George functions as Northern British Columbia's primary service, logistics, and institutional hub, supporting a regional economy that extends well beyond municipal boundaries. The city acts as a service centre for nearby communities including Quesnel, Vanderhoof, Fort St James, McBride, and Mackenzie, as well as Indigenous communities such as McLeod Lake Indian Band (Tse'khene), Nak'azdli Whut'en, Tl'azt'en Nation, Stellat'en First Nation, and Saik'uz First Nation.

This hub role creates opportunities to grow logistics related industries, professional services, and supply chain activities that serve northern and provincial markets, but it also exposes Prince George to labour market pressures generated by major project activity across northern British Columbia and the territories. The expansion of mining, energy, infrastructure, and defence-related projects could create significant draw on the city's skilled trades and technical workforce. Engagement findings highlight that competition for electricians, millwrights, heavy equipment technicians, trades supervisors, and specialized contractors is already significant, leading to increased project timelines and labour costs. This dynamic is expected to intensify as Prince George's role expands with mining projects such as Blackwater, Mount Milligan, Gibraltar, the Silica Sand Mine, and the Lheidli T'enneh Limestone Quarry as well as anticipated federal investments in northern defence infrastructure.

Economic transition beyond forestry and traditional wood manufacturing

Forestry and wood-based manufacturing have long formed the backbone of Prince George's economy, but recent trends reflect structural adjustment. Across northern and interior British Columbia, the forestry sector has faced sustained decline driven by reduced fibre availability, forest health impacts, and increasing market uncertainty. Wildfires, mountain pine beetle outbreaks, and heightened trade pressures in key export markets have collectively constrained long-term growth.[8] Employment declines, mill closures, and market volatility have also impacted the sector's capacity to drive growth, even as it continues to contribute significantly to local output and exports.

At the same time, research points to a gradual shift toward a more diversified economic base. Growth in clean energy, mining-related activity, transportation and warehousing, professional services, and select manufacturing subsectors signals an economy with varied potential. Stakeholders consistently highlighted opportunities to modernize traditional industries through value-added processing, innovation, and new uses for industrial assets.



Infrastructure readiness and investment constraints

Prince George benefits from several foundational infrastructure strengths, including access to industrial land, reliable water and sewer services, and significant electrical capacity. These assets position the city favourably for industrial, logistics, and energy-related investment and distinguish it from many other northern communities.

Despite these advantages, engagement findings point to infrastructure readiness as a persistent constraint on competitiveness. Stakeholders identified stormwater management limitations, uneven power distribution in industrial areas, and gaps in transportation and airport connectivity compared to southern British Columbia municipalities as barriers to investment. In many cases, land is available but not fully serviced or “shovel-ready,” increasing development costs and timelines.

Housing availability as a binding constraint on growth

Housing availability and diversity emerged as one of the most consistently raised issues through stakeholder engagement. While Prince George continues to offer relatively affordable housing compared to larger population centres in southern British Columbia, this advantage has been eroding as income growth has not kept pace with increasing cost pressures. Stakeholders highlighted particular gaps in rental housing and entry-level homeownership, which are limiting access for key segments of the population.

These constraints are beginning to have broader workforce implications. Employers across sectors reported that housing availability is directly affecting their ability to recruit and retain workers, particularly among tradespeople, young families, newcomers, and healthcare professionals. Despite ongoing development activity, the pace and scale of new housing construction have been limited by factors such as development costs, financing challenges, and modest population growth. While the City has taken steps to attract new residents through initiatives such as Move Up Prince George, providing information on local industries, amenities, and available housing opportunities, these efforts do not directly address underlying housing supply and affordability constraints.

Downtown safety, vacancy, and investor confidence

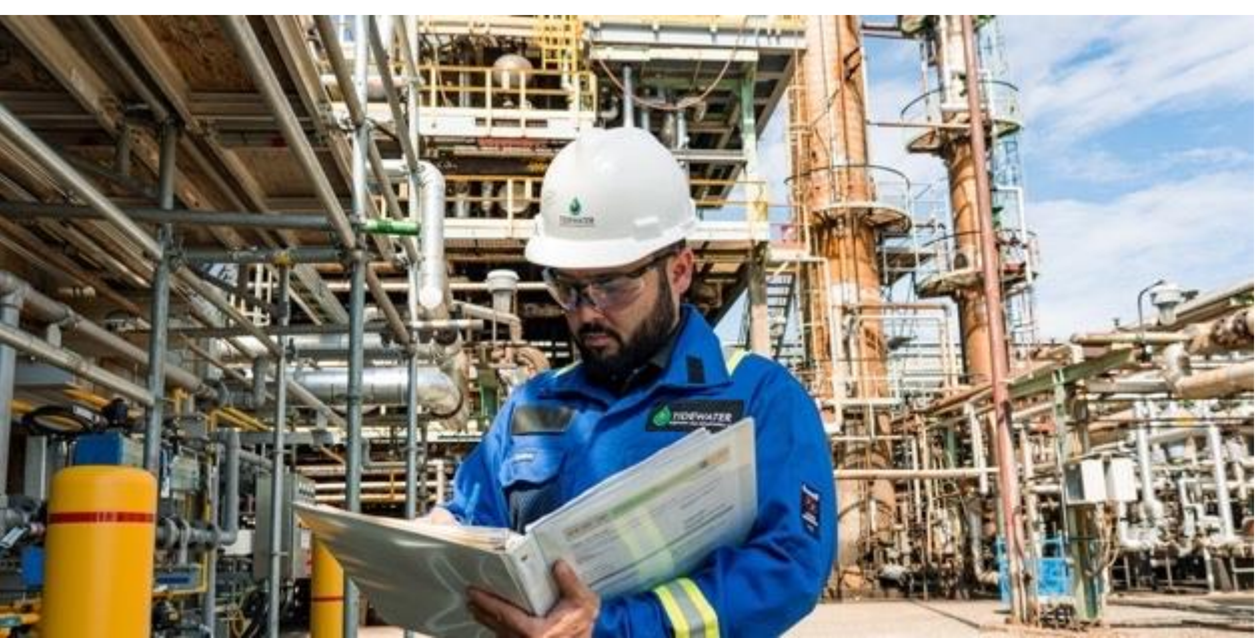
Downtown Prince George was repeatedly identified as both a strategic opportunity and a significant economic risk. High commercial vacancy, public safety concerns, street disorder, and ageing infrastructure are undermining business confidence and deterring private investment.

Stakeholders also emphasized that downtown conditions harm Prince George's reputation, talent attraction, tourism potential, and investor perceptions in addition to downtown businesses. While several plans and initiatives are in place, progress has been uneven, and the pace of change has not kept up with the scale of the challenge. Prince George's score according to the Crime Severity Index remains among the highest in peer British Columbia cities, with particularly elevated violent crime levels.[9] This reinforces stakeholder concerns that public safety challenges, particularly downtown, are a prominent concern.

Industrial diversification opportunities

Prince George is emerging as a regional centre for clean energy and industrial diversification, supported by recent investments in renewable fuels, hydrogen-related activity, and energy infrastructure. These opportunities build directly on the city's industrial land base, utility capacity, and skilled trades workforce, positioning Prince George to host energy-intensive processing, bulk fuel production, and clean fuel distribution serving northern and western markets.

Increased federal defence spending presents a complementary diversification opportunity, particularly in aerospace, logistics, and supporting services anchored by the Prince George Airport. Potential growth areas include defence-related housing demand, aviation fuel supply such as sustainable aviation fuel and diesel, aircraft maintenance and servicing, cargo and logistics operations, and regional staging for northern operations. Prince George's transportation assets, existing supply chains, and role as a service hub create favourable conditions to capture greater local value from defence and aerospace-linked activity.



Community Engagement Findings

Community engagement formed a core input into the development of the Strategy. The project team delivered a multi-channel process that included twelve one-on-one or small group interviews with 17 participants, four sector-based workshops involving 42 participants, and a community and business survey with 90 completed responses. Engagement prioritized First Nations organizations, including the Lheidli T'enneh, their economic development corporation Tano T’enneh, and local and regional Indigenous economic development providers. Collectively, these activities provided insight into the lived experiences of businesses, organizations, residents, and regional First Nation communities, and identified key challenges, priorities, and opportunities shaping Prince George’s economic future.

Regulatory environment, cost pressures, and the business climate

Stakeholders consistently identified the regulatory and cost environment as a constraint on business growth. Municipal property taxes, development charges, and permitting timelines were cited as top concerns, with lengthy and unpredictable approval processes increasing risk and reducing competitiveness relative to peer communities, particularly industrial centres in central and southern Alberta. These challenges were most acute for construction, manufacturing, and downtown service businesses, where delays can undermine project viability. Despite these constraints, stakeholders expressed strong interest in growth and investment. Clearer and more streamlined permitting, improved interdepartmental coordination, and more consistent communication were seen as actions that would materially improve confidence, strengthen customer service, and signal that the City is supportive of business investment.

Liveability, workforce, and downtown conditions

Participants closely linked economic performance to liveability, workforce availability, housing, and downtown conditions. Labour shortages, particularly in trades, transportation, and service roles, were identified as a major barrier to expansion, compounded by limited housing options and rising costs. While Prince George benefits from strong training institutions and an available lower skill labour pool, stakeholders noted challenges in aligning workforce supply with employer needs and attracting new residents. Downtown safety, public realm quality, and community image were also recurring themes. Street disorder, vacancy, and aging infrastructure were viewed as barriers to attracting customers, talent, and investment, alongside optimism that targeted downtown revitalization, public safety improvements, and amenity investments could meaningfully enhance quality of life. Stakeholders emphasized that liveability is integral to long term economic growth and resilience.

Winning Aspiration

‘Position Prince George as a resilient northern economy with a clear, predictable, and competitive business environment that supports sustained industrial activity, confident downtown investment, and long-term regional stability.’

Strategic Priorities

Improve How Businesses Navigate City Policies and Approvals

Position Downtown as a Place to Invest, Work, and Do Business

Strengthen the Alignment and Attraction of Local Talent

Build on the City’s Role as an Industrial and Logistics Centre

Achieve Organizational Excellence in Service Delivery

Strategic Priority No. 1

Improve How Businesses Navigate City Policies and Approvals

Increase predictability, reduce delays, and strengthen investor confidence.

Why is this important?

Clear, predictable processes are a core competitiveness issue for Prince George. Research and engagement highlighted that unclear requirements, inconsistent communication, and perceived regulatory complexity can discourage investment, increase costs, and delay otherwise viable projects. For many businesses, uncertainty, rather than the absolute level of regulation, is the primary barrier to reinvestment and expansion.

This priority focuses on improving how City policies, bylaws, and approval pathways are understood and navigated by businesses and investors. By strengthening communication, clarifying expectations, and providing more consistent points of contact, the City can reduce avoidable friction early in the development process. This, in turn, supports better project planning, fewer delays, and stronger working relationships between the City and businesses.

Reducing investment uncertainty also enables the Economic Development Division to play a clearer concierge and feedback role, helping businesses access the right information while translating common issues and pain points into actionable insights for internal partners. Over time, this improves alignment across the City and reinforces confidence that Prince George is a place where investment is supported and understood, consistent with Council priorities around accountability and service delivery in the 2023-26 Strategic Plan.

Directions

- **Develop plain language materials,** in collaboration with Planning and other departments and divisions, that explain key City policies, bylaws, and approval pathways where common industrial and commercial challenges occur.
- **Serve a more direct concierge role** by routing business and investor inquiries to the appropriate City contacts and information sources.
- **Share synthesized business feedback with internal departments and divisions** and back to the broader business community to support clearer guidance, improved coordination, and mutual understanding.
- **Implement a business retention and expansion program** to identify common business pain points, information gaps, and investment intentions.

Strategic Priority No. 2

Position Downtown as a Place to Invest, Work, and Do Business

Restore confidence, activate space, and support downtown reinvestment.

Why is this important?

Downtown plays an outsized role in shaping how Prince George is perceived by investors, employers, residents, and visitors. Engagement findings consistently identified challenges including downtown safety and vacancy that negatively impact business activity and investment, despite the area's strategic importance and long-term potential.

This priority recognizes that while the Economic Development Division does not lead public safety, housing, or social services, it has an important role to play in supporting downtown investability and business confidence. This includes working in close coordination with Downtown PG, the business improvement association for downtown, and through the Downtown Strategy Team that Downtown PG convenes, of which the City is an active participant. By improving the visibility of available opportunities, convening partners, and piloting targeted initiatives that increase activity and foot traffic, the Economic Development division can help lay the groundwork for broader revitalization efforts.

Strengthening downtown as an employment and entrepreneurship centre is also about restoring momentum. Visible, coordinated actions, particularly those that support existing businesses and enable reinvestment, can help shift perceptions, stabilize the commercial environment, and signal longer-term commitment to downtown renewal. These near-term confidence-building actions complement the City's Downtown Strategy which focus on placemaking, pilot projects, and experimentation as catalysts for longer-term change.

Directions

- **Strengthen the visibility of downtown commercial redevelopment opportunities** by building relationships with local property owners, brokers, and developers to improve information sharing and promotion of available space, and if necessary, by leveraging third-party commercial real estate data platforms where appropriate to address gaps in the City's internal inventory.
- **Pilot targeted initiatives that enhance downtown vibrancy** and support business activity, such as seasonal street closures, expanded patio programs, and flexible use of public space.
- **Work with community, Indigenous, and government partners** to support coordinated actions that improve downtown safety and business confidence.

Strategic Priority No. 3

Strengthen the Alignment and Attraction of Local Talent

Align talent supply, support employers, and strengthen long-term competitiveness.

Why is this important?

Workforce availability is a major constraint on economic growth and investment in Prince George. The labour market assessment indicates that demand is driven primarily by the need to replace retiring workers and sustain essential services, rather than by rapid job growth.[10] As a result, shortages persist even in a relatively stable economy, particularly in occupations supporting infrastructure delivery, goods movement, and frontline services. Labour market challenges are expected to intensify as ongoing and planned projects in defence, mining, pipeline upgrades, and renewable energy add further demand, contributing to increased shortages and labour pressures.

The most acute pressures are concentrated in a small number of mobility and field-operations roles, including transport truck drivers, heavy equipment operators, and carpenters.[11] These occupations face sustained gaps, often linked to limited local post-secondary training pipelines. Shortages in these roles can delay housing construction, disrupt supply chains, increase project costs, and constrain major capital projects, limiting business expansion even when broader conditions are favourable.

At the same time, some workforce challenges are driven by retention rather than structural shortages. In occupations such as social and community service workers and certain trades, improved graduate retention could materially strengthen labour outcomes.[12] These pressures are amplified by Prince George's role as the primary labour and service hub for northern British Columbia, drawing demand from across the region.

The City has taken steps to support talent attraction through initiatives such as Move Up Prince George, which promotes local industries, amenities, and housing opportunities. However, these efforts will need to be further strengthened and complemented by broader measures that address underlying barriers to attraction and retention, including housing availability, early-career supports, and clear career pathways.

Directions

- **Strengthen coordination between employers, post-secondary institutions, and workforce partners** by using labour market evidence to align efforts around the most persistent and economically binding workforce gaps.
- **Improve local workforce retention in occupations** where training capacity already exists by supporting stronger employer-education connections, work-integrated learning opportunities, and early-career pathways.
- **Support labour market-aligned immigration and newcomer attraction** to help address persistent workforce gaps, particularly in occupations with limited local training pipelines.

Strategic Priority No. 4

Build on the City’s Role as an Industrial and Logistics Centre

Promote Prince George’s industrial strengths, support investment, and maximize local benefits.

Why is this important?

Prince George’s position as northern British Columbia’s primary industrial and logistics centre gives the city a strong foundation to attract regional and export-oriented investment. Industrial land availability, transportation connectivity, utility capacity, and proximity to major project activity are real advantages, but they only translate into outcomes when they are clearly articulated and targeted to the right audiences.

Investment attraction is increasingly competitive, and communities are expected to be precise and purposeful in how they present industrial opportunities. Generic promotion is insufficient. Focused participation in sector-relevant conferences and trade shows, supported by clear, investor-ready messaging and disciplined follow-up, is essential to supporting due diligence and investment decisions and avoiding missed opportunities relative to more visible jurisdictions.

Ongoing major project activity across mining, energy, infrastructure, and defence also creates opportunities to increase local procurement and employment. These benefits are not automatic. Early coordination and clear information sharing are required to help local businesses and workers understand project timelines and participation pathways. A convening role allows the Economic Development Division to support local economic benefits while reinforcing Prince George’s readiness for industrial investment.

Directions

- **Focus investment attraction on the most competitive sectors**, specifically chemical and energy manufacturing as well as truck-based transportation and warehousing, by consolidating and maintaining clear, consistent information that demonstrates Prince George’s land availability, infrastructure, utilities, workforce, and logistics advantages for these industries.
- **Actively engage with foreign direct investment partners**, including Invest in Canada, Global Affairs Canada, Natural Resources Canada, and the BC Ministry of Jobs and Economic Growth. Move beyond information sharing by participating in coordinated campaigns, missions, and investment attraction initiatives where Prince George has a clear competitive fit.

Strategic Priority No. 4

Build on the City’s Role as an Industrial and Logistics Centre

Promote Prince George’s industrial strengths, support investment, and maximize local benefits.

Directions (cont.)

- **Undertake targeted marketing of industrial and logistics advantages** by participating in sector-relevant conferences and trade shows where the City can credibly engage site selectors, investors, and project proponents. This includes attending events with a defined outreach objective, prepared sector briefs, and using structured follow-up to support active investment conversations.
- **Proactively engage major project proponents** active in northern British Columbia to coordinate procurement and workforce information sessions that connect local businesses and workers to upcoming opportunities. This includes sharing project timelines, procurement pathways, and anticipated workforce needs, and working with partners to maximize local economic benefits associated with major industrial, infrastructure, and defence-related investments.

Strategic Priority No. 5

Achieve Organizational Excellence in Service Delivery

Leverage technology, strengthen coordination, and support intergovernmental advocacy.

Why is this important?

Organizational excellence focuses on how the Economic Development Division operates and how it increases the City's capacity to deliver timely, consistent, and high-value economic development services. Improved efficiency allows staff to spend less time on manual drafting, tracking, and reporting and more time on relationship management, partner coordination, and investment support. Stronger coordination with the Lheidli T'enneh First Nation, Tano T'enneh Development Corporation, the Prince George Aboriginal Business Development Association (ABDC), and the Prince George Nechako Aboriginal Employment and Training Association (PGNAETA) helps ensure the City's economic development efforts are aligned with partner priorities and supported by predictable communication and information sharing.

The Division also plays a supporting role to Prince George's Intergovernmental Committee and Council by providing economic evidence, partner-informed context, and practical briefing materials to strengthen engagement with provincial and federal governments. As major infrastructure and defence investments advance across the north, disciplined, well-supported advocacy will be increasingly important to securing enabling investments, programs, and policy support that affect local economic growth.

Directions

- **Enhance commercial cooperation with the Lheidli T'enneh First Nation** and the Tano T'enneh Development Corporation by formalizing points of contact and regular touchpoints, improving the Nation's access to City information and data, and identifying opportunities to streamline time-sensitive processes where feasible.
- **Formalize collaboration with ABDC and PGNAETA** to improve coordination across business support and workforce development**.** The emphasis is on clearer roles and referral pathways, more consistent information sharing, and closer alignment with the City's priority sectors and anticipated growth areas, so entrepreneurs, employers, and job seekers are directed to the most appropriate programs and supports, and workforce planning better reflects emerging economic opportunities.

Strategic Priority No. 5

Achieve Organizational Excellence in Service Delivery

Leverage technology, strengthen coordination, and support intergovernmental advocacy.

Directions (cont.)

- **Implement AI-enabled, source-constrained drafting and summarization.** Use enterprise AI tools to create closed, City-approved source libraries and apply them to drafting and refreshing sector profiles, investment briefs, approval pathway overviews, and partner briefing materials, with staff review required before external use to ensure consistency with City policy and messaging.
- **Apply workflow automation to standardize intake, routing, and follow-up.** Use automation tools to capture Economic Development–managed inquiries into a structured system, assign ownership based on predefined rules, trigger acknowledgements and reminders, and support predictable follow-up without relying on manual tracking or individual staff memory.
- **Simplify reporting and synthesis using repeatable processes.** Configure existing CRM and analytics tools to produce recurring summaries and structured outputs that can be quickly translated into briefing notes and Council-ready materials, improving the quality and consistency of updates without increasing staff workload.
- **Develop living datasets and dashboards for priority investment information.** Maintain controlled, up-to-date datasets for priority sectors and investment attributes and use business intelligence dashboards to generate internal views and external briefing materials from the same underlying information, reducing duplication and ensuring consistency across outreach and engagement.
- **Collect local input on the economic costs of provincial and federal policy** decisions to support intergovernmental advocacy. This includes documenting foregone or displaced investment, constrained business expansion, supply-chain inefficiencies, workforce impacts, and missed opportunities. Translate this information into concise, practical inputs that help Council and the Intergovernmental Committee frame issues in terms of provincial and federal economic self-interest.

Notes

1. BC Stats. 2026 (accessed). Population Estimates & Projections for British Columbia.
2. Ibid.
3. Lightcast, Datarun 2025.3; figures do not include self-employed individuals to avoid double counting as business establishments.
4. City of Prince George. 2026 (accessed). Business Licenses.
5. Lightcast, Datarun 2025.3; note that business counts differ from the number of business licenses issued by the City.
6. Ibid.
7. BC Stats. 2026 (accessed). Population Estimates & Projections for British Columbia.
8. Government of Canada. 2025. Minister Sajjan announces funding to British Columbia for 2024 wildfires; Government of British Columbia. 2026. Mountain Pine Beetle.
9. Canada Crime Report. 2024. Crime Severity Index.
10. Deloitte LLP. 2026. Prince George Labour Market Assessment; data from UNBC, CNC and the BC Occupational Outlook 2025-2035.
11. Ibid.
12. Ibid.

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