



Island Coastal Economic Trust Announces Funding for Powell River Visitor Attraction and Marketing Tool Development Program

**For Immediate Release
December 2, 2009**

Gibsons, BC – Mayor Barry Janyk, Chair of the Island Coastal Economic Trust (Trust), and Mayor of the Town of Gibsons, today announced funding approval of \$50,000 for the development of the Powell River Visitor Attraction and Marketing Tool Development Program. The total estimated cost for this initiative is \$229,478. “The Island Coastal Economic Trust is committed to supporting local marketing projects that ultimately encourage private sector investment, the creation of new markets and business retention and attraction”, stated Janyk.

As part of its marketing strategy, Tourism Powell River will develop a Travel Writer Program. A portfolio of regional stories will be prepared to generate editorial content for print and electronic publications as well as broadcast media. “This project will provide tremendous benefits not only to Powell River but to the entire Sunshine Coast Region” stated Janyk. “It is a well known fact that editorial content is far more effective publicity than advertising. A story in a national or international publication will provide this region with the type of exposure and publicity that would be difficult to buy.”

This initiative also features a Meetings and Retreats Development Campaign designed to attract conferences and retreats to the region. “By attracting medium and smaller sized events that are not well accommodated by larger urban centres, we will open the door to a new and virtually untapped sector of the tourism industry,” states Chris McNaughton, President of Tourism Powell River. “This will help our hospitality industry fill its rooms in traditionally slow times of the year and help generate return visits. By creating this year round demand we will help to stabilize existing businesses and encourage creation of new businesses to address the needs of this new market. ”

About Island Coastal Economic Trust

The Island Coastal Economic Trust was established by Provincial legislation on February 27, 2006. It provides \$50-million that is managed by an independent board of directors made up of 8 locally elected government representatives and 5 provincially appointed members from the community. The board’s mandate is to makes strategic investments in regional economic priorities such as forestry, transportation, tourism, mining, energy,

Olympic opportunities, economic development, agriculture and aquaculture, and small business.

ICET has approved \$38.7 million for over 40 projects on the Island and Sunshine Coast since the inception of its grant program in 2007. The total impact of these investments is estimated at \$215 million. A full overview of ICET can be found at www.islandcoastaltrust.ca .

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