



ICET ANNOUNCES FUNDING SUPPORT FOR THE SUNSHINE COAST REGIONAL SIGNAGE STRATEGY

For Immediate Release

July 3, 2013

Courtenay, B.C. – The Island Coastal Economic Trust (ICET) is pleased to announce funding support of \$5000 for the *Sunshine Coast Regional Signage Strategy project*, a strategic initiative for the Upper Sunshine Coast.

Tourism Powell River is spearheading a comprehensive signage strategy in collaboration with the region's key stakeholders involved in visitor attraction. The strategy will include extensive consultation with community stakeholders, detailed signage mapping and placement as well as consultation with professional graphic designers to establish and refine a visual signage identity for the Upper Sunshine Coast. The goal is to create a cohesive image, improve functionality and reinforce the region's character as an exceptional tourism destination.

In January of 2013, ICET launched its Economic Development Readiness Program, designed to support communities, First Nations and non-profit organizations with funding for projects related to economic development planning, high value investment attraction as well as regional marketing initiatives.

"The Island Coastal Economic Trust is pleased to facilitate this regional approach to visitor and investment attraction on the Sunshine Coast," stated ICET Chair Phil Kent. "This project reflects our vision of regional economic collaboration which crosses political and organizational boundaries in order to develop a competitive, investment ready tourism product and image for our region."

"The need to develop a comprehensive signage strategy is critical for the region's success as a tourism destination, stated Tourism Powell River's Marketing Director Paul Kamon. "By working cooperatively with our partners we will create a dynamic plan for an improved and expanded signage strategy. This cost effective approach to investment in our tourism infrastructure will provide a solid framework on which we can build future initiatives."

About the Island Coastal Economic Trust

The Island Coastal Economic Trust is a \$50 million endowment established in 2006 by the Government of British Columbia to help diversify the economies of central and northern Vancouver Island and the Sunshine Coast. ICET funds community driven economic development initiatives in targeted sectors to spark new and sustainable regional economic growth. These sectors include: forestry, transportation, tourism, mining, energy, economic development, agriculture and aquaculture, and small business.

ICET is managed by an independent Board of Directors comprised of thirteen members – eight Mayors and five provincial appointees from the ICET Region. ICET has approved \$47 million for over 90 projects on the Island and Sunshine Coast since implementing its grant program in 2007. ICET investments have leveraged over \$260 million in additional funding to the region.

A full overview of ICET and the Economic Development Readiness Program can be found at www.islandcoastaltrust.ca

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