

# REDESIGN RUPERT



## Community Action Groups



## Acknowledgements

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We would also like to thank all of the organizations who supported Redesign Rupert by hosting, publicizing, and helping to implement Redesign Rupert events and initiatives. Then there are the Prince Rupert residents who participated in this project; those who took part in one-to-one meetings, community mapping events, the Redesign Rupert Recharge workshop, and the community action groups. Your time and input were central to the success of the project.

Finally, a very special thank you to the members of the Redesign Rupert Advisory Committee, Carmen Elduayen, George Emes, Scott Farwell, Laurie Gray, Sandra Jones, Jacquie Ridley, and Paul Vendittelli for your time, advice, and support. Your involvement enriched the project and leaves a lasting legacy for the community to draw upon.

Marleen Morris, Krystin St. Jean, and Greg Halseth

August 2017

## Accessing This Report

The reports from this project may be accessed through the Community Development Institute's website at: <http://www.unbc.ca/community-development-institute/research-projects>. Seven reports make up the final Redesign Rupert Report:

- Executive Summary
- Redesign Rupert Report 1: Project Governance
- Redesign Rupert Report 2: Initial Meetings
- Redesign Rupert Report 3: Community Mapping
- Redesign Rupert Report 4: Redesign Rupert Recharge Community Workshop
- Redesign Rupert Report 5: Redesign Rupert Action Groups
- Redesign Rupert Report 6: Community Profile

For further information about this topic and the project contact Marleen Morris or Greg Halseth, Co-Directors of UNBC's Community Development Institute:

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## Redesign Rupert: Action Groups

To build upon the opportunities identified through the initial meetings, the community mapping process and the Redesign Rupert Recharge community workshop, Community Action Groups were established. Of the five community priorities identified, three were selected for immediate action: Children, Youth, and Families; Community Culture and Heritage; and Economy and Livelihoods. The other two priority areas: Housing and Public Spaces were put on hold as a result of other developments. In the area of housing, shortly after the Redesign Rupert Recharge workshop, BC Housing announced a commitment of 60 units of new affordable (subsidized) housing. Similarly, in the area of Public Spaces, the City of Prince Rupert announced the Mckay Street Park and 3<sup>rd</sup> Avenue Revitalization Projects. It was felt that these initiatives would appropriately be the focus of energy for at least several months.

Each of the three Action Groups that were formed reviewed the opportunities identified through the workshop, discussed and developed a list of projects that would support economic and social development in that sector, and developed and implemented strategies to take action on those projects. Action Group members included a broad range of organizations and individuals with passion and energy to make change happen.

The Action Groups met several times from January-May, 2017. In total, the groups undertook six projects, three of which were completed and three of which were still underway at the time Redesign Rupert wrapped up. On April 24, Action Group members were invited to an event to share information about their work and celebrate their progress. The sections below outline the focus of their work and provide links to key documents.

### Children, Youth, and Families Action Group

The focus of the Children, Youth, and Families Action Group was to enhance quality of life and social resiliency in Prince Rupert. Some of the practices that support quality of life and social resiliency include developing networks for ongoing communications and dialogue about what matters to the community and bringing together leaders who encourage and support collaboration to achieve better outcomes for the community.

The Children, Youth, and Families Action Group brought together about 20 community leaders who are involved in supporting the development of healthy children, youth, and families. Sector leadership came from two members of the Redesign Rupert Advisory Committee, Carmen Elduayen and Sandra Jones, as well as from Willa Thorpe, Director of Recreation and Community

Services for the City of Prince Rupert. A list of Children, Youth, and Families Action Group members can be found in Appendix 5A.

The group undertook three projects, two of which were completed at the time Redesign Rupert ended. The completed projects were the development of the Prince Rupert Online Community Services Guide and the Volunteer Prince Rupert website. These projects provide information on the programs, services, and volunteer opportunities available in the community. They are a resource for social service organizations seeking to refer clients, businesses seeking to attract workers to live in Prince Rupert, and residents seeking to be involved in the community.

The third project, Expanding After School Programming is underway. This project recognizes the importance of engaging children and youth in activities in the after school hours, and how after school programs help students do better in school, be more responsible in their actions, and become more invested in their community.

Descriptions of the three Children, Youth, and Families Action Group projects can be found in Appendix 5B.

### Community Culture and Heritage Action Group

The focus of the Community Culture and Heritage Action Group is to pursue strategies for increasing the economic impact of the arts and culture sector in Prince Rupert. Prince Rupert has a vibrant and diverse arts and culture sector with significant growth potential. The visual arts include painting, photography, carving, sculpture, and textiles. The performance arts include dance, theatre, and music. Overlaid on this is a rich multicultural component, including groups practicing and promoting First Nations, Chinese, Punjabi, and European arts and culture.

The Community Culture and Heritage Action Group has brought together 27 organizations and individuals, including the Prince Rupert Community Arts Council, the North Coast Artists' Cooperative (Ice House Gallery), Tricorp Development Corporation, BC Artscape, Association des Francophones et Francophiles du Nord-Ouest, and many others. Sector leadership is being provided by Laurie Gray, a member of the Redesign Rupert Advisory Committee and Chair of the Prince Rupert Community Arts Council. A list of Community Culture and Heritage Action Group members can be found in Appendix 5C.

The action group has undertaken two projects. The first is a long-term project aimed at growing the arts and culture sector and its economic impact. This project is exploring three avenues to achieve this objective: identifying arts and culture programming and events that will attract

participants to Prince Rupert from other parts of BC and around the world, identifying opportunities to market artistic products and performances from Prince Rupert to a wider market, both provincially and globally, and exploring the establishment of a creative hub in Prince Rupert. The group is working closely with BC Artscape, an organization with proven expertise in creating creative communities and creative hubs. BC Artscape President, Genevieve Bucher visited Prince Rupert on April 20-21, 2017, giving a public lecture, leading a workshop, and meeting with arts organizations. Ms. Bucher's visit was sponsored by the Prince Rupert Community Arts Council and the CDI. A poster for the public lecture can be found in Appendix 5D.

At the same time, the Community Culture and Heritage Action Group undertook the development and establishment of the 3<sup>rd</sup> Avenue Art Project. By displaying the work of local artists in store windows, the project is generating more summer tourist pedestrian traffic, increasing spending, benefiting local artists, and providing entrepreneurial work experience for Aboriginal youth. The project is running throughout July and August 2017.

Descriptions of the two Community Culture and Heritage Action Group projects can be found in Appendix 5E.

### **Economy and Livelihoods Action Group**

The Economy and Livelihoods Action Group was focused on identifying opportunities for economic growth and diversification. As a first step, the group looked for these opportunities in expanding an existing sector, namely tourism. It was recognized that the summer tourist season is already strong, but that growing the shoulder season could help support businesses and retain jobs that normally disappear after the summer.

For the focus on tourism, the Economy and Livelihoods Action Group brought together members of Tourism Prince Rupert, and hotel, restaurant, and guiding owners and operators. Sector leadership came from a member of the Redesign Rupert Advisory Committee, Scott Farwell. A list of Economy and Livelihoods (Tourism) Action Group members can be found in Appendix 5F.

Recognizing that it is easier to grow an existing tourism offering than to establish a new one, the group undertook a process to identify a shoulder season event that could be expanded. It was reasoned that the process for expanding a single event would be transferrable and could be used to expand other events.

The group listed all of the shoulder season events and festivals and short-listed three for consideration: the Children's Festival, Creative Jam, and Dine Out Prince Rupert. Following an evaluation of each, Dine Out Prince Rupert was selected as the first project. A description of the Economy and Livelihoods (Tourism) Action Group's project, Shoring Up the Shoulder Season, can be found in Appendix 5G.

Redesign Rupert: Appendix 5A

Children, Youth, and Families Action Group Members



## Children, Youth, and Families Action Group

First Name	Last Name	Organization
Twyla	Chamberlain	North Coast Community Services
Colleen	Hermanson	Kaien Island Anti-Poverty Society
Anna	Horianopolous	Friendship House Association of Prince Rupert
Sandra	Jones	School District 52 (Prince Rupert)
Christopher	Melenberg	Northern Health Authority
Willa	Thorpe	City of Prince Rupert
Ann	Rowse	Northwest Community College
Gary	Sheils	The Salvation Army
Marion	Weir	Prince Rupert Seniors' Centre
Jacquie	Ridley	TRICORP Development Corporation
Christine	White	North Coast Transition Society
Grainne	Barthe	North Coast Transition Society
Shauna	Wouters	Hecate Strait Employment Development Society
Kate	Toye	Success by 6
Beth	Dimond	Prince Rupert Library
Simona	Ionita	Northern Health Authority

Redesign Rupert: Appendix 5B  
Children, Youth, and Families Action Group Projects

## **Children, Youth, and Families Action Group Prince Rupert Community Resources Directory**

### **The Idea**

A Community Resources Directory will provide information about the programs, services, and amenities in Prince Rupert. It will allow residents and service providers to access the most current information about what is available in the community. For service providers, the Community Resources Directory will assist with making referrals and providing information to their clients. For residents, it will provide information that will allow them to locate and access the services and programs they need.

The Community Resources Directory will be online. This will allow the information to be updated as often as necessary. With input from community service providers, the directory will always have the most current information.

Eighteen service categories have been identified: addiction; advocacy; art, music, and theatre; children and families; community groups; corrections; counselling; culture; education and training; employment; First Nations; health; housing; newcomers; places of worship; seniors; service organizations; and sport organizations. Cross postings will be permitted.

The directory will provide information on a program-by-program basis. Each listing will include name of program; short description; program contact person; physical address; phone; email; and website. Clicking the website address will take users to the program website.

Community service providers have been invited to submit their information for inclusion in the Community Resources Directory.

### ***Marketing and Promotion***

The directory was launched in May 2017 and was marketed to community service providers and businesses. Target audiences include: service providers, residents, newcomers, and potential newcomers.

## **Project Benefits: A Brief Description**

- Provide information for service providers that will help them improve service to clients.
- Provide information for residents, including newcomers, about what is available in the community.
- Provide information to potential newcomers about the range of services available.
- Provide a platform that can be easily and regularly updated so that the information is always current.

## **Who's Involved**

The following groups have a key role to play in the success of the Prince Rupert Community Resources Directory.

### ***City of Prince Rupert:***

The project is being led by Willa Thorpe, Director, Recreation and Community Services. The Recreation and Community Services department will develop and maintain the Directory.

### ***Children, Youth, and Families Action Group:***

The action group is the project sponsor. They have provided input on the design and content. They are also using their networks to ensure that all community organizations are aware of the Directory and provide their program information. When it is ready to launch, they will promote the Directory.

### ***Community Development Institute (CDI) at UNBC:***

The CDI will provide support and coordination to help the action group make the community Resources Directory a reality. This is part of its work with Redesign Rupert and its commitment to find opportunities to diversify and strengthen the economy and the community.

## **Further Information**

If you have any questions or require further information, please contact:

Willa Thorpe, Director of Recreation and Community Services for the City of Prince Rupert

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Telephone: 250 627-2817

Marleen Morris, Co-Director of the Community Development Institute at UNBC

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Telephone: 250 960-9806



## **Children, Youth, and Families Action Group Volunteer Prince Rupert**

### **The Idea**

Recognizing the importance of and need for community volunteers, the Children, Youth, and Families Action Group has created a website that will link interested volunteers with volunteer opportunities. This website is linked to the Prince Rupert Community Resources Directory.

### ***Marketing and Promotion***

The Volunteer Prince Rupert website was launched in June 2017. It was promoted to residents, service providers, and businesses.

### **Project Benefits: A Brief Description**

- Engage more people in the community in volunteer activities.
- Provide volunteer organizations a platform for promoting their volunteer opportunities.

### **Who's Involved**

#### ***City of Prince Rupert:***

The project is being led by Willa Thorpe, Director, Recreation and Community Services. The Recreation and Community Services department will develop and maintain the website.

#### ***Children, Youth, and Families Action Group:***

The action group is the project sponsor.

#### ***Community Development Institute (CDI) at UNBC:***

The CDI will provide support and coordination to help the action group make the volunteer website a reality. This is part of its work with Redesign Rupert and its commitment to find opportunities to diversify and strengthen the economy and the community.

## Further Information

If you have any questions or require further information, please contact:

Willa Thorpe, Director of Recreation and Community Services for the City of Prince Rupert

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## **Children, Youth, and Families Action Group Expanding After School Programming**

### **The Idea**

Research and program evaluations are unanimous in their conclusion that students who are engaged in after school programs do better at school, are more responsible in their actions, and are more invested in their community.

Enhancing after school programming emerged as a theme from the October workshop. The first project the Action Group is undertaking in this area is to expand the very popular Youth Night program.

Youth Night is currently offered once a month and attracts about 30 youth (ages 13-18 years). The youth play gym games, board games, and can enjoy snacks. Youth Night could be scheduled more frequently if there were more people willing to volunteer to supervise the program.

The Children, Youth, and Families Action Group has decided to try a new strategy for volunteer recruitment, namely to ask businesses and organizations to sign up to sponsor a night. Each night requires a minimum of 4 volunteers.

### ***Marketing and Promotion***

This initiative was profiled in a Redesign Rupert email blast to the community.

The invitation to businesses and organizations to sponsor a night will be promoted widely in the community; through media, social media, presentations, and face-to-face meetings.

### **Project Benefits: A Brief Description**

- Engage youth in the community in open play and having fun.
- Provide the opportunity for youth to engage with good role models; adults who are exhibiting a commitment to the community through volunteering.
- Enhance physical and social health and wellbeing, for youth and the volunteers.
- Create opportunities for businesses and individuals to volunteer in the community.

## Who's Involved

The following groups have a key role to play in the success of the initiative to expand Youth Night.

### ***Child and Youth Mental Health Team:***

The project is being led by Carrie Thorpe, who works with the Child and Youth Mental Health Team and is involved in Youth Night as a volunteer program coordinator.

### ***City of Prince Rupert:***

Shantelle Berry, City of Prince Rupert Recreation Coordinator, is the paid program coordinator for Youth Night.

### ***Local Businesses and Organizations:***

Local businesses and organizations who volunteer to “sponsor a night”.

### ***Children, Youth, and Families Action Group:***

The action group is the project sponsor. They will use their networks to promote “sponsor a night”.

### ***Community Development Institute (CDI) at UNBC:***

The CDI will provide support and coordination to help the action group make an expanded Youth Night a reality. This is part of its work with Redesign Rupert and its commitment to find opportunities to diversify and strengthen the economy and the community.

## Further Information

If you have any questions or require further information, please contact:

Carrie Thorpe, Child and Youth Mental Health Team

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Redesign Rupert: Appendix 5C

Community Culture and Heritage Action Group Members

## Community Culture and Heritage Action Group

First Name	Last Name	Organization
Susan	Marsden	Museum of Northern British Columbia
Baljunder	Basi	Punjabi Gidha and Bhangra Dance Group
Cecelia	Grayson	
Crystal	Lorette	Lester Centre of the Arts
Dana	Bolton	
Daniela	Cappelli	
Devon / Velma	Clifton	Wii Gisigwilgwelk Dancers (Big Northern Lights Dancers)
Erin	Alger	Ruth Harvey Gallery (Museum of Northern BC)
Frances	Riley	The Argosy
Isabel	Barrios	Salmonberry Trading
Jan	Currie	
Joy	Sundin	Special Events Society
Julian	Mar	Lion Dance Club
Justine	Crawford	Cassiar Cannery
Karen	Buchanan	
Kelli	Clifton	
Ladan	Zahrai	NCIMSS - North Coast Immigration and Multicultural Services Society
Laurie	Davie	North Pacific Cannery
Laurie	Gray	Prince Rupert Community Arts Council
Lisa	Marrow	
Lorraine	Zuzarte	
Mabel	Mazurek	Northern Native Fishing Corporation
Marlena Joseph & Curtis Watts		Gitmax Makay Nisgaa Dancers
Mavis	Glencross	
Moyna	Macllory	North Coast Artist's Cooperative
Nakkita	Trimble	
Peter	Witherly	Prince Rupert and Region Music Society
Tara	Dias	
Treena	Decker	Harbour Theater/Tom Rooney

Redesign Rupert: Appendix 5D

Public Lecture Poster: President BC Artscape, Genevieve Bucher



CDI Community Speaker Series:

# Community Development and the *Arts*

## Thursday, April 20, 2017, 7-8:30PM

**Live:** UNBC Northwest Campus, Multipurpose Room,  
353 - 5th Street, Prince Rupert

**Free Admission. Refreshments will be provided.**

**Guest speaker:**

**Genevieve Bucher**, President, BC Artscape

BC Artscape is a non-profit organization that develops and manages unique cultural spaces. Fundamental to the work of BC Artscape is how these spaces can serve the needs of artists and cultural organizations as well as the community. In this presentation, President Genevieve Bucher will speak to the value of the arts in community development, using examples from BC Artscape.

**Session moderator:**

**Marleen Morris**, Co-Director,  
Community Development Institute at UNBC

**Respondent:**

**Laurie Gray**, President,  
The Prince Rupert Community Arts Council



Redesign Rupert: Appendix 5E

Community Culture and Heritage Action Group Projects

## **Community Culture and Heritage Action Group Action on Arts and Culture**

### **The Idea**

Prince Rupert has a vibrant arts and culture sector. This is an economic sector with significant growth potential. The sector's strength is its diversity. There is a diversity of artists, including visual, graphic, photographic, textile, carving, and sculpture artists. There is also a diversity of performance art including music, theatre, and dance.

Layered on top of this is a vibrant sense of cultural diversity: First Nations, European, Chinese, Indian, and Vietnamese. So, for example, in Prince Rupert you will find a dance community that includes First Nations, Chinese, Indian, classical ballet, jazz/modern, and Highland dancing.

The Redesign Rupert Recharge workshop in October encouraged plans and support to grow this sector.

Working in close collaboration, the Prince Rupert Community Arts Council and the CDI are embarking on identifying opportunities in this sector. It is anticipated that there will be potential for strong, mutually beneficial synergies between the arts and culture and tourism sectors.

This work included a workshop and lecture by Genevieve Bucher, President, BC Artscape. Genevieve introduced and framed this work and the process to strengthen the arts and culture sector and grow its economic impact.

### **Marketing and Promotion**

Moving forward, this initiative will seek to engage a broad range of arts and culture stakeholders. Opportunities to leverage benefit will be explored with the tourism sector.

## Project Benefits: A Brief Description

- Diversify and strengthen Prince Rupert's economy by building on a key strength.
- Provide additional economic opportunities for local arts organizations.
- Provide additional economic opportunities for local artists.
- Create mutually beneficial synergies between the tourism and arts and cultural sectors through the work of the Redesign Rupert Action Groups.

## Who's Involved

The following groups have a key role to play in the success of the **Action on Arts and Culture** initiative.

### **Prince Rupert Community Arts Council**

The Community Arts Council is the project lead. They will work with the CDI to nurture stakeholder engagement.

### **Community Culture and Heritage Action Group:**

The action group will work closely with the Community Arts Council and the CDI to use their networks to encourage participation in the initiative.

### **Local Artists, Performers, and Arts and Culture Organizations:**

Engaging individual artists and performers, as well as arts and culture organizations will be a key element of this initiative.

### **Economy and Livelihoods (Tourism) Action Group:**

The tourism action group will be linked into the process to help to build the bridges that could leverage mutual benefit for both sectors.

### **Community Development Institute (CDI) at UNBC:**

The CDI will provide support and coordination to help the Community Arts Council and the Community Culture and Heritage Action Group to make the **Action on Arts and Culture** initiative a reality. This is part of its work with Redesign Rupert and its commitment to find opportunities to diversify and strengthen the economy and the community.



## Further Information

If you have any questions or require further information, please contact:

Laurie Gray, Chair, Prince Rupert Community Arts Council

Email: [tlgray@citywest.ca](mailto:tlgray@citywest.ca)

Marleen Morris, Co-Director of the Community Development Institute at UNBC

Email: at [marleen.morris@unbc.ca](mailto:marleen.morris@unbc.ca)

Telephone: 250 960-9806





## The 3rd Avenue Art Project Supporting Arts, Business, and Youth in Prince Rupert

### The Idea

With summer tourist season just around the corner, we have the opportunity to “dress up” 3<sup>rd</sup> Avenue in a way that could generate more pedestrian traffic, increase spending, benefit local artists, and provide entrepreneurial work experience for youth.

We are calling the idea the 3<sup>rd</sup> Avenue Art Project...

By making use of store windows, the 3<sup>rd</sup> Avenue Art Project would allow visitors the opportunity to view works by local artists as they stroll along 3<sup>rd</sup> Avenue. A guide to the artwork would be printed so that visitors would know where to look for the art and would learn something about each piece and the participating artists.

The majority of the art would be for sale. Sales would be handled by the Ice House Gallery. Staff at the gallery would arrange for the piece to be collected from the display and brought to the store front for purchase.

The 3<sup>rd</sup> Avenue Art Project would be managed by the Ice House Gallery.

### **Marketing and Promotion**

A marketing plan for the 3<sup>rd</sup> Avenue Art Project would be developed. It is anticipated that this could include handing information flyers to passengers disembarking from ships, boats, or airplanes; displaying flyers at Prince Rupert hotels, restaurants, tourist attractions, the airport, the marina, the Tourist Information Centre, and at ferry terminals and on ferries; and briefing taxi drivers and others who come into contact with visitors about the project so they can promote the project through word of mouth.

A media plan would also be developed. The 3<sup>rd</sup> Avenue Art Project could be characterized in a way that makes news, for example as the longest art gallery in BC. The involvement of youth as staff, gaining business and entrepreneurial skills, will also be of interest to media.

## Project Benefits: A Brief Description

- Beautify and enhance the 3<sup>rd</sup> Avenue streetscape.
- Provide additional sales opportunities for local artists.
- Create work experience opportunities for Prince Rupert youth.
- Enhance the street appearance and possibly rental appeal for owners of vacant buildings.
- Create opportunities for volunteer engagement in Prince Rupert.
- Provide an engaging and unique activity for visitors and enable them to purchase a truly “local” product.

## Who’s Involved

The following groups have a key role to play in the success of the 3<sup>rd</sup> Avenue Art Project.

### ***Prince Rupert Community Arts Council / Ice House Gallery/Local Artists:***

Local artists would be invited to submit works of art to the 3<sup>rd</sup> Avenue Art Project. Submissions could cover a wide range of art forms, including paintings, prints, drawings, photography, carvings, sculptures, textiles, and jewelry. The majority of the pieces would be priced and available for purchase. Artists would benefit from having more of their art displayed and available for sale.

### ***Building Owners:***

Owners of buildings along 3<sup>rd</sup> Avenue would be asked to permit the use of their windows by the 3<sup>rd</sup> Avenue Art Project at no cost. The art would be displayed in store front windows. The owners would benefit from participation by having their building made more presentable and interesting.

### ***Tricorp Development Corporation:***

The 3<sup>rd</sup> Avenue Art Project would be staffed by youth participating in Tricorp’s Aboriginal Skills, Employment, and Training Program participants. It is anticipated that five participants could be engaged as project staff. Tricorp will cover minimum wage for all participants.

### ***Tricorp Program Participants:***

The young people involved in Tricorp’s Skills Link program would have the opportunity to gain experience in operating a small business. The experience would include marketing, sales, stock / inventory control, shipping, and human resources. Participants in the program would be paid minimum wage by Tricorp.



### ***Community Development Institute (CDI) at UNBC:***

The CDI will provide support and coordination to help the community make the 3<sup>rd</sup> Avenue Art Project a reality. This is part of its work with Redesign Rupert and its commitment to find opportunities to diversify and strengthen the economy and the community.

### **Project Operations: A Brief Description**

The following is a high-level overview of the 3<sup>rd</sup> Avenue Art Project operations.

#### ***Operations:***

The 3<sup>rd</sup> Avenue Art Project office would operate the same hours as the Ice House Gallery. The intention would be to attract visitors not only during the day, but during the long summer evenings when a walk after dinner would be possible.

#### ***Time Line:***

The 3<sup>rd</sup> Avenue Art Project would run in July and August 2017. Roughly speaking, the timeline for the project would be:

- June: gather art work, prepare store windows, set up displays, prepare marketing materials, and train staff.
- July: official launch of the 3<sup>rd</sup> Avenue Art Project.
- July and August: operate the 3<sup>rd</sup> Avenue Art Project.
- September: take down and wrap up.

### **Further Information**

If you have any questions or require further information, please contact Laurie Gray, Chair, Prince Rupert Community Arts Council by email at [tlgray@citywest.ca](mailto:tlgray@citywest.ca) or by phone at 250 600-6412 or Marleen Morris, Co-Director of the Community Development Institute at UNBC by email at [marleen.morris@unbc.ca](mailto:marleen.morris@unbc.ca) or by phone at 250 960-9806.

Redesign Rupert: Appendix 5F  
Economy and Livelihoods (Tourism) Action Group Members

## Community Culture and Heritage Action Group

First Name	Last Name	Organization
Susan	Marsden	Museum of Northern British Columbia
Baljunder	Basi	Punjabi Gidha and Bhangra Dance Group
Cecelia	Grayson	
Crystal	Lorette	Lester Centre of the Arts
Dana	Bolton	
Daniela	Cappelli	
Devon / Velma	Clifton	Wii Gisigwilgwelk Dancers (Big Northern Lights Dancers)
Erin	Alger	Ruth Harvey Gallery (Museum of Northern BC)
Frances	Riley	The Argosy
Isabel	Barrios	Salmonberry Trading
Jan	Currie	
Joy	Sundin	Special Events Society
Julian	Mar	Lion Dance Club
Justine	Crawford	Cassiar Cannery
Karen	Buchanan	
Kelli	Clifton	
Ladan	Zahrai	NCIMSS - North Coast Immigration and Multicultural Services Society
Laurie	Davie	North Pacific Cannery
Laurie	Gray	Prince Rupert Community Arts Council
Lisa	Marrow	
Lorraine	Zuzarte	
Mabel	Mazurek	Northern Native Fishing Corporation
Marlena Joseph & Curtis Watts		Gitmax Makay Nisgaa Dancers
Mavis	Glencross	
Moyna	Macllory	North Coast Artist's Cooperative
Nakkita	Trimble	
Peter	Witherly	Prince Rupert and Region Music Society
Tara	Dias	
Treena	Decker	Harbour Theater/Tom Rooney

Redesign Rupert: Appendix 5G  
Economy and Livelihoods (Tourism) Action Group Projects

## Economy and Livelihoods (Tourism) Action Group Shoring Up the Shoulder Season

### The Idea

While Prince Rupert has a vibrant and busy summer tourism season, the shoulder seasons are slow. These seasons represent an opportunity to focus on the regional tourism market; to draw visitors from northwest and north central BC.

Many businesses in the community would benefit from increased traffic in the shoulder seasons. Prince Rupert's arts and cultural sector could also benefit, with the possibility of increased ticket sales for events.

***Shoring Up the Shoulder Season*** identified an existing shoulder season event that has the potential to be expanded: Dine Out Prince Rupert. This event will serve a pilot project and template for additional shoulder season events.

The shoulder season pilot was selected on the potential to leverage economic benefit in a broad range of sectors: hospitality (restaurants, hotels, B&Bs), arts and culture (performances, galleries), and retail (general). Critical to the success of this opportunity will be the development and marketing of "visitor packages" that include accommodation, meal, entertainment, and retail options.

### ***Marketing and Promotion***

A marketing plan would be developed for the pilot event. It would include advertising, media, and social media.

### **Project Benefits: A Brief Description**

- Support the tourism sector during the slow seasons.
- Support the maintenance of tourism jobs.
- Enhance tourism potential to attract and retain new tourism enterprises and entrepreneurs.
- Provide spending opportunities for the temporary (construction) workforce in Prince Rupert and other places in the northwest.

## Who's Involved

The following groups have a key role to play in the success of ***Shoring Up the Shoulder Season***.

### ***Tourism Prince Rupert/Hospitality Sector:***

Restaurants, hotels, B&Bs

### ***Arts and Culture Sector:***

Performance (theatre, music, dinner theatre), galleries, and museums

### ***Retail Sector:***

Boutique, unique housewares, and clothing

### ***Economy and Livelihoods (Tourism) Action Group:***

The action group is the project sponsor. They will discuss and select the pilot project. They will also use their networks to encourage participation in the pilot project.

### ***Community Development Institute (CDI) at UNBC:***

The CDI will provide support and coordination to help the community make ***Shoring Up the Shoulder Season*** a reality. This is part of its work with Redesign Rupert and its commitment to find opportunities to diversify and strengthen the economy and the community.

## Time Line

Dates	Task
July-August	Develop/ Confirm arts and culture packages for Dine Out Prince Rupert
September-October	Develop / Confirm restaurant and hotel packages for Dine Out Prince Rupert
October-November	Develop marketing plans and materials
Mid-November	Launch marketing and media plans
January	Dine Out Prince Rupert

## Further Information

If you have any questions or require further information, please contact:

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