



Regional District of
Kitimat-Stikine



NEWS RELEASE

For Immediate Release

Northwest Local Governments Collaborate on Marketing Plan

January 11, 2018

The City of Terrace, City of Prince Rupert, District of Kitimat and Regional District of Kitimat-Stikine (RDKS) have partnered for a resident and workforce attraction project.

“Local business walk surveys conducted in Prince Rupert, Terrace and Kitimat suggest that attraction and retention of employees is an issue facing local businesses and industry,” said Paul Vendittelli, Prince Rupert’s Manager of Transportation and Economic Development. “This plan is being developed to help meet these needs, and strengthen our regional economy.”

The RDKS recently closed a Request for Quotation that sought a consultant to complete a marketing strategy. Through a collaborative evaluation process the project team has selected Munro-Thompson Communications Inc.

The planning project will proceed over the next several months as the consultant determines a research-based approach for marketing the region as an attractive location for working professionals and potential residents to relocate.

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