

THE CORPORATION OF THE DISTRICT OF POWELL RIVER



NEWS RELEASE

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Powell River waterfront development benefits from reorganization

Powell River Mayor Stewart Alsgard and Arlette Drader, President of the Powell River Regional Economic Society (PRREDS), announced today that effective immediately the approach to marketing waterfront development has changed.

“As a Board, we came to the realization that there were a number of factors working against us,” said Waterfront Development Corporation (WDC) President and Municipal Councillor Dave Gabelhouse. “Being a ‘For Profit’ corporation inhibited our organization’s ability to raise funding, as WDC’s status automatically excluded it from accessing a number of programs through private foundations and government. Moving the Waterfront Development program into a non-profit organization like PRREDS will re-open those doors.”

“Council agrees that the move is in the best interest of public waterfront development.” commented Mayor Stewart Alsgard. Council unanimously approved moving the marketing of waterfront development under the PRREDS umbrella.

PRREDS President Arlette Drader was pleased to have the non-exclusive marketing function of Waterfront Development brought under the Society’s umbrella. “When the Economic Development Society conducted an extensive public consultation to formulate its original Strategic Plan, Waterfront Development was identified as the number one sector that needed to be worked on. We are pleased to be able to assist the Municipality in moving forward on this very important pillar of the local economy.”

Mayor Alsgard says that while PRREDS will be undertaking the marketing for business investment in the waterfront, CDPR has final control for public waterfront planning and ownership. The promotion of the waterfront will be carried out in a non political environment.

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