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Tourism Prince Rupert Announces Plans to Install New Community Signage

Prince Rupert, March 28th, 2022 – Tourism Prince Rupert has secured funding through the Province of British Columbia’s Community Economic Infrastructure Incentive Program (CERIP), bolstered by funds from Tourism Prince Rupert Society, to install new signage throughout Prince Rupert. To begin, new welcome signs will be installed at each main entrance to the community: at the Highway 16 entrance from Terrace and at the Highway 16 entrance from the BC Ferries terminal. Next, new wayfinding and informational signage will be installed throughout the downtown and main tourism areas.

This destination development project has multiple goals. First, we aim to improve visitor perception upon entry and exit into the community with the installation of vibrant new “Welcome to Prince Rupert” signage. The installation of new welcome signs at all official entrances to Prince Rupert will not only signal to visitors that we are a vibrant, welcoming community, but also that key economic investments are taking place here and that Prince Rupert is entering a new decade of transformational change. The new welcome signs will also include a welcoming message in Sm’algyax, as well artwork by local artist Russell Mather.

We also aim to help both locals and visitors more easily locate key retail, dining, hospitality, and outdoor adventure business and attractions in the downtown core, an issue long identified by local tourism businesses and visitors alike, by installing colourful new wayfinding signage featuring artwork from local artists in key downtown districts and along the Cow Bay waterfront. This new wayfinding signage will pick up on the design of the new welcome signs to help visitors find key attractions throughout Prince Rupert, providing detailed

information and map illustrations noting distances and other important information. The new wayfinding signage will not only help Prince Rupert's visitors arriving by air, road, and rail to better navigate the community, but it will also have a particularly strong emphasis for the cruise economy, which has suffered immensely through the COVID-19 pandemic, by improving cruise visitors' ability to navigate the community.

"We are thrilled to unveil the work we have been doing with local partners and a group of talented artists to install new community welcome & wayfinding signage throughout Prince Rupert. This has been a long-desired project for Tourism Prince Rupert, and I'm particularly proud to have the opportunity to showcase the work of diverse local artists, as well as to work with the Ts'msyen Sm'algyax Language Authority to include a Sm'algyax welcome message on the new signage."

- Ceilidh Marlow, Executive Director, Tourism Prince Rupert

The timing for this project is opportune for a number of reasons. First, the economic toll of COVID-19 on local tourism sector businesses has been immense, with several key attractions and tour operators electing to close completely for the 2020 and 2021 seasons. Tourism has been one of the hardest-hit sectors by COVID-19 and investment into local tourism infrastructure will signal to all of our stakeholders that tourism recovery is a key priority and the visitor experience will be improved at all turns to allow for a more resilient local tourism economy in the years to come.

Secondly, the installation of new welcome and wayfinding signage provides an opportunity to align with the City of Prince Rupert's revitalized vision for the community. The City of Prince Rupert recently released *Prince Rupert 2030*, a new vision for the future of Prince Rupert, covering everything from downtown revitalization and housing to workforce recruitment and quality of life amenities. Throughout the consultation process for the *Prince Rupert 2030 Vision*, Tourism Prince Rupert was a key stakeholder and provided the tourism perspective needed to inform the final product. In this new vision, community "quality of life" amenities are included as a key priority, with investment in downtown revitalization noted as particularly crucial. The release of the *Prince Rupert 2030 Vision* provides us with an opportunity like never before to engage in placemaking and community branding. Throughout the 2030 visioning process, Prince Rupert's was divided into key districts: The Midtown District, Downtown District (including the Historic Upper Town &

Lower Cow Bay areas), and a newly proposed development titled the Marina District. In the fall of 2021, Tourism Prince Rupert executed a public call for artists, from which four local artists were selected for their work to be included in the wayfinding signage design: Chris Fraser, Roddy Tasaka, Lucy Trimble, and Kristen McKay. The wayfinding signage will be divided into four new city districts, as identified in the Prince Rupert 2030 Vision, with artwork for each district to be provided by a different local artist, creating a distinct identity and sense of place for each district.

To learn more and to view concept designs, please visit <https://visitprincerupert.com/signage-project/>.

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