

# NEWS RELEASE

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## Strategic Advisor to lead development of Nanaimo Prosperity Corporation

### Summary

The Board of the Nanaimo Prosperity Corporation (NPC), Nanaimo's new economic development corporation, is excited to announce that George Hanson has been retained as the Strategic Advisor for the organization.

George will be overseeing the development of the corporation and will be working with the Board to develop their strategic plan and help set the organization up for success. The term of the appointment is for one year during which time recruitment will take place for the permanent Executive Director role.

The goal is to immediately begin implementing the City's Economic Development Strategy and help achieve the objectives of creating a prosperous Nanaimo.

*Strategic Link:* Economic Health - Creating and implementing an appropriate economic development model for Nanaimo.

### Key Points

- The NPC is the new corporation tasked with developing a prosperous Nanaimo.
- The Board of the NPC has engaged George Hanson as the Corporation's Strategic Advisor for a term of one year. George was formerly the President and CEO of the Vancouver Island Economic Alliance and brings a wealth of experience in developing local economies on Vancouver Island.

### Quotes

"Nanaimo is one of Canada's most desirable communities and continues to attract new residents and investors from across Canada and around the world. The NPC will play a key role in making sure we support our existing business community to be even more successful in their endeavours while attracting new investment from farther afield. Creating a Nanaimo that delivers prosperity for our entire community is one of our Council's key goals."

Leonard Krog  
Mayor  
City of Nanaimo

"The Board of the NPC is excited to be working with George Hanson as our Strategic Advisor. George is well known and regarded for his expertise in economic development and is the perfect person to help us get the organization out of the gate on the path to success."

Richard Horbachewski  
Chair  
Nanaimo Prosperity Corporation

"I am happy to be helping the Nanaimo Prosperity Corporation build a thriving and resilient local economy on a foundation of collaboration and innovation, supportive of existing enterprises and attractive to investors. Effectively addressing increased economic complexity requires inventive, progressive solutions. The challenges are great, yet so too are the opportunities. Nanaimo's economy is brimming with potential. A focused, results-orientated approach will be used to deliver the corporation's single goal - 'A Prosperous Nanaimo' - while complementing and supporting the other four goals in City Plan for a 'Green, Connected, Healthy and Empowered Nanaimo'."

George Hanson  
Strategic Advisor  
Nanaimo Prosperity Corporation

## Quick Facts

- The Nanaimo Prosperity Corporation is the economic development corporation through which business, government, First Nation and community partners collaborate to build Nanaimo's economy, and increase the level of shared prosperity enjoyed by those who live here.
- The NPC is owned by the City of Nanaimo, Snuneymuxw First Nation, Nanaimo Airport, Nanaimo Port Authority, Chamber of Commerce and Vancouver Island University.

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