



ISLAND COASTAL ECONOMIC TRUST ANNOUNCES FUNDING FOR SUNSHINE COAST VISITOR INFORMATION PARK

For Immediate Release

July 6, 2011

Gibsons, B.C. – Mayor Barry Janyk, Chair of the Island Coastal Economic Trust and Mayor of Gibsons, on behalf of the Board of Directors, today announced funding by the Island Coastal Economic Trust (ICET) of \$69,500 for the Sunshine Coast Visitor Information Park project. The total cost of the project is estimated at \$275,000 dollars.

The project will transform an uninviting site at the bypass into Gibsons into a beautifully landscaped Visitor Information Park. The landscaped park will serve as the backdrop to an easy to read map of the region, complemented with quality graphics to highlight the unique assets of each region of the Sunshine Coast. In addition, the plans include convenience facilities, vehicle and bicycle rest area, park benches and local information.

This new Visitor Information Park will serve to attract the significant traffic volume bypassing the communities, provide them with information on area amenities, festivals and events and hopefully encourage them to stay longer in the area.

“The Island Coastal Economic Trust is really pleased to participate in the development of this regional tourism amenity,” stated Barry Janyk, Chair of the Trust. “The project is yet another example of what the Province had in mind when it created the Trust - the opportunity for communities to develop projects suiting their needs while allowing them the opportunity to be a part of the decision making process for the allocation of the Trust’s funds. This aesthetically pleasing site will provide a great first impression of the Sunshine Coast for visitors and will encourage them to stay longer, enjoy our amenities and provide real benefits for the area and their businesses.”

“This project is a wonderful example of a community coming together to make a project happen. More than one third of the funding is coming from local businesses and professionals donating materials and services as well as a crew of volunteers donating their time and sweat equity. The balance is cash provided by local governments, businesses and community organizations. Without their contributions, this project would never have happened,” stated Michele Platje-Devlin, President of the Gibsons and District Chamber of Commerce. “It’s a great example of a community making things happen.”

About the Island Coastal Economic Trust

The Island Coastal Economic Trust was established in February 2006 under an Act of the Province of British Columbia. It provided a \$50-million endowment that is managed by an independent Board of Directors comprised of thirteen members – eight Mayors and five provincial appointees from the prescribed area.

The Board's mandate is to make strategic investments in economic development priorities including forestry, transportation, tourism, mining, energy, economic development, agriculture and aquaculture, and small business. The ICET region encompasses all Regional Districts and municipalities on Vancouver Island north of the Malahat as well as the Powell River and Sunshine Coast Regional Districts.

ICET has approved over \$42 million for over 75 projects on the Island and Sunshine Coast since starting its grant program in 2007. The total impact of these investments is estimated at over \$238 million.

A full overview of ICET can be found at www.islandcoastaltrust.ca

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