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A Newsletter from the Town of Princeton

January 2018

## BUSINESS DEVELOPMENT

10 Things to consider before starting a business in 2018:

1. Why do you want to start a business?
2. Is there a market for your idea?
3. Who is your target market?
4. Do you have the time needed to commit to running your business?
5. Do you have sufficient funding to get you through the start-up stage?
6. Have you researched and secured the name?
7. Have you secured the url to go with your name?
8. Do you have insurance?
9. Do you have a marketing plan?
10. Have you done a business plan?

### Upcoming Seminars in 2018

Writing a Business Plan  
 Developing A Marketing Strategy



## BUSINESS DEVELOPMENT

### GET YOUR BUSINESS ON GOOGLE

We'll Show You How!



Google My Business connects you directly with customers, whether they're looking for you on Search, Maps or Google+.

Town of Princeton  
Business Development Office  
250-295-3135



## DOG AND BUSINESS LICENCE RENEWALS



Dog and Business licence renewals will be mailed out very soon. If you do not receive your renewal in the mail or if you no longer require a dog or business licence, please call:

Town Hall at 250-295-3135 or  
 Email [info@princeton.ca](mailto:info@princeton.ca)

## WASTEWATER TREATMENT PLANT

Mayor and Council have made municipal infrastructure one of their priorities. An upgrade to the Wastewater (sewer) Treatment Plant was started in 2017 and is progressing well.

On November 7, 2017 Twin Valley Contracting (TVC) began construction of the Sanitary Bypass system at the wastewater lagoons in Princeton, BC. The project included the following components;

- Installing 590m of 375mm DR35 PVC sanitary line;
- Setting 3 bypass structures and their associated sluice gates and weirs;
- Placing five (5) inlet/outlet structures; and
- Returning the site back to existing ground conditions while ensuring a minimum of 1.2m cover over the top of pipe.

The project is expected to be completed by spring 2018.



## TOWN OF PRINCETON 2018 PRIORITIES

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Mayor and Council as part of the budgeting and annual reporting requirements have completed their annual review and discussions on priorities for 2018. The annual process provides direction for Council and staff on the projects for initiation, implementation and/or completion in the current year. Below are a few of the identified priorities for 2018. The full list of priorities will be available, on our website, in the new year.

### **HEALTHCARE**

Support for Healthcare in the community remains a top priority. Council participates in the activities of the Health Care Steering Committee and has been actively involved in the recruitment of our doctors.

### **PRINCETON HEALTH WELLNESS AND AQUATIC CENTRE**

Council's priority for 2018 will be to identify funding sources for the construction of the centre. Council is committed to improving our community's health and wellness and will continue to seek opportunities for positive and healthy choices.

### **PARK IMPROVEMENTS**

Parks and green spaces are very important to our community. Over the past few years, council has been strategically improving and upgrading some of our community parks. Improvements to a park may include new playground equipment, picnic tables and a refresh of the park area.

### **DOWNTOWN BEAUTIFICATION**

Council has committed to the beautification of downtown Princeton and will be identifying areas and take steps to initiate cleanup efforts.

### **HOUSING STUDY**

The Town of Princeton will research funding opportunities, to allow us to contract a consultant to conduct a housing study. The study will provide the latest statistical information and analysis of housing trends by considering housing needs. The last study was completed by the Princeton Attainable Housing Society in 2009.

### **CONSERVATION SERVICES**

Council has been actively calling for the Province to reinstate the Conservation Services and Office in Princeton. In 2007 the Conservation Services developed a zone management concept from a district concept and the Province of British Columbia was divided into eight (8) zones. The Town of Princeton has undergone many changes in services levels including the closure of the Princeton Conservation office in 2013. For the past three years Mayor and Council have formally requested the Province to provide a full time conservation officer and to reinstate the conservation office in Princeton. Mayor and Council will continue working toward this goal in 2018.

### **ECONOMIC DEVELOPMENT**

Attraction of new businesses and the retention of the existing businesses is important to the economic health and growth of our community. Council has budgeted for the preparation of a community profile that will provide a framework for action in addressing the key challenges and opportunities for economic development in the Town of Princeton.