



VIRTUAL REALITY FAMILIARIZATION TOUR COMPLETE

Site selectors can visit Terrace virtually to support investment attraction efforts

The City of Terrace can now offer investors and site selectors a virtual familiarization tour using virtual reality (VR) video. A recently completed project by the City of Terrace combined 360° video of key sites and features of the community, two-dimensional videos and infographics, and online hosting to make touring Terrace possible from anywhere in the world.

Faced with of the COVID-19 pandemic, rising use of technology, and competing locations in the market, investors can consider many more locations for their projects than they would otherwise with the help of VR, which offers them a major gain in efficiency and cost-effectiveness when previewing locations. This means Terrace may see itself on more shortlists due to its ability to save site selectors money and time associated with travelling for site visits.

Guided by recommendations in Terrace's investment strategy, the project started in 2021 and took approximately one year to fund, procure, execute, and complete. Following a competitive Request for Proposals procurement process, the City selected the Kitimaat Valley Education Society and its partner, Origin, to carry out the project of which the final budget of \$50,410 was supported by \$42,500 in grants from Northern Development Initiative Trust and CanExport Community Investments. At the AME RoundUp summit earlier this year, City staff were able to test a beta version of the tour at a trade show booth shared with the Northwest Regional Airport. The VR tour received positive reviews and helped attract visitors to the booth, as well as identify improvements to make to the tour.

The tour is complete and can now be shared with interested investors. Those interested in accessing the tour can receive an access code to find the tour on the Oculus Lab website. Information on the tour, a sample 360° video, and the form to request the access code or headset can be found at terrace.ca/VRtour.

In addition to furthering Terrace's ability to attract investment through lead generation and site selector liaising, the project was also helpful in progressing the development of a workforce involved in higher technology sectors and film production for Terrace.

"Developing a virtual reality platform isn't just about gimmicks but demonstrates our local capacity in the Terrace and Kitimat areas to build something cutting edge that is relevant to the modern investment world. People can now look to a place like Terrace and start to see tech

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sector opportunities that up until now may have been invisible." - Carrie McKay, KVES Corporate Training Manager

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