

# WHAT'S HAPPENING AT GEICO

PEOPLE, PLACE, & PROSPERITY —



**OPPORTUNITIES THRIVE WHERE PEOPLE  
AND PLACE CONNECT**

## **SPRING AND SUMMER 2026 HIGHLIGHTS AND WHAT'S AHEAD**

Gitxaala Enterprises continues to build on its growth across all areas of the business. With ongoing investments, expanding operations, and new initiatives underway, we remain focused on creating economic growth and long-term benefits for the Gitxaala Nation and the region.

**MARY DENTON - DIRECTOR OF COMMUNICATIONS**

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## Crest Hotel & Convention Centre



**The Crest Hotel** continues to evolve as a premier destination for hospitality and events in Northern BC.

Since relaunching the **Convention Centre** under the Crest banner in November 2025, the property has re-established itself as a leading venue for conferences, weddings, celebrations, and business events in Prince Rupert.

Upgrades have been made to enhance the overall guest experience across the property. The Crest also welcomed new General Manager Sean Martin, who joined the team on May 4 and is supporting the continued growth of the property.

This work is part of a longer-term vision to bring the Crest Hotel and Chances Prince Rupert together as a unified resort destination, creating a space that can host larger events, conferences, and visitors right here on the North Coast.

## Crest Hotel & Convention Centre

Looking ahead, renovations for the **Saltwater Spa** are expected to begin this year, a new amenity inspired by Gitxaala as the People of the Saltwater. This addition will complement the hotel's existing food and beverage offerings and further elevate the overall guest experience.

**Now Hiring: Hosts, food runners, servers, and bartenders**



## Chances Prince Rupert

**Chances Prince Rupert** has undergone a full refresh, with upgrades to the gaming floor including new carpets, new chairs, slot machines, electronic tables, and an automated ticket redemption system.

Exterior improvements, including new siding and a fresh paint update, have also been completed, giving the property a renewed look from the outside in.



## Chances Prince Rupert (Cont'd)

The Grand Reopening was held on May 14, marking the completion of these upgrades and welcoming guests back to a refreshed, modern space. The event brought strong community attendance and energy to the property, with guests experiencing the updates firsthand and reconnecting with the space.

The team has also welcomed a new Assistant General Manager.

**Now Hiring: Janitorial and bingo staff**



## Tyee RONA

Tyee RONA continues to grow, with the successful purchase of additional lands from the City of Prince Rupert to support future expansion.

The City has issued a Notice of Proposed Property Disposition to Gitxaala Enterprises Corporation. The public notification period is now nearing completion, with the next step being consideration at an upcoming City Council meeting

**Now Hiring: Floor Department Manager**



## Gitxaala Environmental Services (GES)

**GES** has opened a new downtown office in Prince Rupert, relocating in early 2026 after outgrowing its previous space.

The team continues to support environmental monitoring and community-based initiatives, including participation in the Prince Rupert Earth Day cleanup and celebration.

GES is also advancing innovative marine monitoring work on the North Coast through a grant-supported project at the Port of Prince Rupert. Using tools such as drones and new monitoring technology, the team is helping to better understand and protect our marine environment while creating new opportunities for local expertise and employment.

Gitxaala Environmental Services is now SAFE Certified, reflecting the team's commitment to maintaining high standards in workplace safety and operations.



## Gitxaala Forestry Update

Work continues across several areas within **Gitxaala Forestry**, with a focus on both operations and community priorities.

Helicopter logging at Captains Cove is nearing completion, with work expected to wrap up by the end of June. Planning is also underway in the area to support future operations.

Sorting of timber will begin at the Terminal Dryland Sort, with the first two barges scheduled to be processed starting June 1. A third barge is expected to arrive at the end of May.



At Alpha River, road construction has been temporarily paused to protect an active eagle nest. Work will resume later in the summer or early fall once the young birds have safely fledged.

Crews are also gathering specific cedar trees for the new cultural centre in Lax Klan, supporting an important project for the community.

## Saltwater Bakery

**Saltwater Bakery** continues to grow its presence within the community and across Gitxaala Enterprises properties.

Breanne Adams, a Gitxaala citizen, has been promoted to Front of House Supervisor, reflecting the team's continued commitment to developing and supporting local talent.

The bakery has expanded its offerings, with wholesale products now available at both the Crest Café and Chances Prince Rupert, and a signature Crest dessert set to launch this spring.



## Carbon Credits Climate Change Solutions

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### *What are carbon credits, and why do they matter?*

You may have heard the term *carbon credit* before, but what does it actually mean?

Simply put, **one carbon credit represents one tonne of greenhouse gases that has been kept out of the atmosphere** or removed from it. Carbon credits are a way to measure positive climate actions and make them count.

They're especially useful because not everyone can completely avoid producing emissions. For example, while low- or zero-emission technologies exist for boats, they're not always practical or safe for activities like fishing, which still rely on fuel. Carbon credits offer another way to help reduce the overall impact.

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### *The Great Bear Rainforest and carbon credits*

Back in 2006, Coastal First Nations, timber companies and the Province came together to create the **Great Bear Rainforest conservation project**. By protecting the forest and managing it responsibly, the project keeps massive amounts of carbon stored in trees and prevents emissions that would otherwise be released. These climate benefits are measured and turned into carbon credits.

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### *What this means for Gitxaala*

Gitxaala's traditional territory lies entirely within the Great Bear Rainforest project area. Because of this, the **Gitxaala Nation owns a share of the carbon credits** created through the project.

Gitxaala Enterprises is working to secure our share through an **Indigenous Atmospheric Benefits Agreement** with the Province. We're also developing some exciting initiatives that will allow us to sell these carbon credits here in British Columbia and across Canada.

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**There's more to come — stay tuned for updates as this work moves forward!**

## Supporting Indigenous Storytelling

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Gitxaala citizens Marion Brown and Danielle Wilson-Brown continue to bring important conversations to audiences through *Before I Go*, the podcast they created together to explore serious illness, caregiving, grief, dignity, and Indigenous identity. Supported once again by Gitxaala Enterprises Corporation for a second season, Marion and Danielle will further examine Indigenous ceremony, intergenerational care, and navigating healthcare systems through Indigenous perspectives. Featuring guests such as Elders, healers, caregivers, and community voices, the podcast creates space for stories that are too often unheard. GECO's continued support has helped expand the reach and impact of this meaningful project.

As part of their growing multi-generational partnership, Danielle recently led the launch of [VisionQuestInc.ca](http://VisionQuestInc.ca), showcasing the family team's broader work in media production, communications, and Indigenous-led storytelling.

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*"Before I Go began as a personal journey, but it has become a shared platform for truth, healing, and connection. We are deeply grateful to GECO for believing in our voices and helping us bring these stories forward together."*

— Marion Brown & Danielle Wilson-Brown

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Marion has also recently launched her new website, [visionquestinc.ca](http://visionquestinc.ca), highlighting her broader work through Vision Quest Communications.

## GECO's First Conference

### Transformative Change: Advancing Clean Energy

**Gitxaala Enterprises Corporation**, on behalf of the Gitxaala Nation, proudly hosted the First Nations Leadership Conference in Lax Kxeen (Prince Rupert) on February 25–26, 2026.

The two-day event brought together First Nations leadership, industry partners, and community voices to explore Nation-led approaches to clean energy, climate action, food security, and sustainable economic development.

Through keynote presentations and panel discussions, the conference created space for meaningful dialogue grounded in Indigenous knowledge and long-term community benefit.

#### What we heard:

*“Inspiring, relevant, and actionable.”*

*“More than a conference. It was a conversation.”*

*“A great couple of days of learning and sharing.”*

**Watch highlights: Video on our  
Gitxaala Enterprises Facebook Page**



## Gitxaala Summer Student Employment Program & Workforce Initiatives

Gitxaala Enterprises has launched its **Summer Student Employment Program**, creating opportunities for Gitxaala students across several of our businesses, including Gitxaala Forestry, Gitxaala Environmental Services, Saltwater Bakery, and the Crest Hotel.

The program is now underway, with strong interest from students. Through this initiative, Gitxaala Enterprises is supporting businesses to create meaningful work opportunities and build skills for the future.

Gitxaala Forestry has also hired Cyrus Nelson, a Gitxaala citizen who has a strong interest in forest engineering and planning. We are excited to welcome Cyrus to the planning team following his graduation from high school in June.

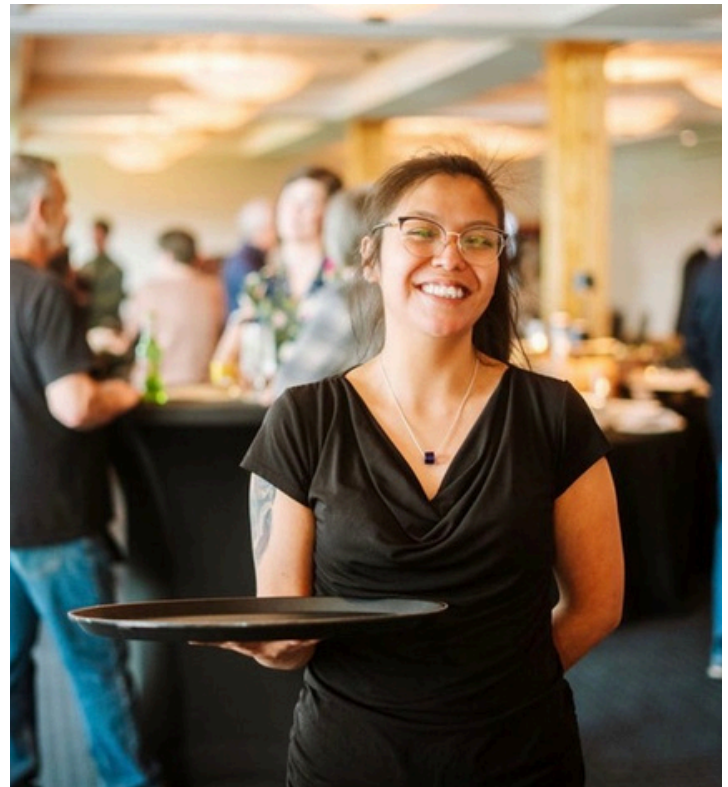


## Gitxaala Summer Student Employment Program & Workforce Initiatives

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From May 12–14, Gitxaala Enterprises brought in Darrin Rigo to support recruitment efforts and attract more people to work in Northern BC and across our businesses. With over 220 employees across our operations and continued growth, we remain committed to hiring locally while highlighting the opportunities available within Gitxaala Enterprises.

This work reflects our ongoing commitment to investing in our people, building skills, and creating meaningful employment opportunities for both our community and the broader region.



## Partnering with Gitxaala Artists

Art continues to play an important role across GECO projects.

At our recent conference, we featured a butterfly design by Evan Aster, symbolizing transformation and connection. The artwork was incorporated throughout the event.

We have also continued our collaboration with Gitxaala artist Robin Eaton Robinson, whose work has been featured across materials and installations, bringing a strong cultural presence and visual identity to our spaces.



Panel art by Robin Eaton Robinson



*Evan Aster*  
*Gitxaala Nation*

*Waxwogmyemk- Butterfly*  
*"The butterfly symbolizes transformation, metamorphosis, beauty, balance and grace. Butterfly in Sm'algyax is Waxwogmyemk."*  
*-Evan*

## Lax Klan Community Projects Update

### Cultural Centre Project

Progress continues on the new Cultural Centre in Lax Klan. Site preparation and foundation work have been completed, and the project is now moving into the timber construction phase.

Gitxaala Forestry has been actively sourcing and preparing the specialized logs required for the build, with additional materials expected to arrive soon.



### Fuel Station Upgrades & Expansion

Planning is underway to upgrade and expand the community fuel station to better meet current and future needs.

Proposed improvements include increased storage capacity, upgraded dispensing systems, and improved monitoring technology. Early planning is also exploring the addition of marine fueling to support vessels in the area.



### Lax Klan Motel Development

Work is progressing on the design and business plan for a new motel in the village. Early plans include a 15-unit development with a range of accommodation types to support community and visitor needs.

Discussions with potential partners are ongoing, with more details to be shared as the project advances.



## LOOKING AHEAD

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**We look forward to building on this momentum across all Gitxaala Enterprises businesses.**

Visit our website at [www.gitxaalaenterprises.com](http://www.gitxaalaenterprises.com) and follow us on **LinkedIn** for updates on upcoming projects, events, and future conference announcements.