

April 23, 2019

Shuswap Sports Society  
C/O PO Box 130  
Salmon Arm BC V1E 4N2

Dear Board of Directors,

Shuswap Tourism/CSRD is pleased to take this opportunity to support the City of Salmon Arm and the Shuswap Sports Society and their bid to host the 2021 RBC Cup – Junior National Hockey Championships.

Shuswap Tourism is a community based destination management and marketing organization which assists in tourism development, marketing and promotional services for tourism businesses and stakeholders within the geographic boundaries of Armstrong, Chase, Enderby, Salmon Arm, Sicamous, and CSRD Electoral Areas C, D, E, and F. These services promote the long-term development and marketing of the Shuswap region to increase visitation for recreational, leisure, or business purposes.

Shuswap Tourism is currently working on the implementation of the 2015 Tourism Development Plan which states that one of the top five development sectors is Sport Tourism. We have been working with Salmon Arm on the development of new events that will promote Sport Tourism in Salmon Arm and the surrounding Shuswap region. The 2021 RBC Cup – Junior National Hockey Championships will be a key event in the implementation of the Sports Tourism sector development of the Shuswap Tourism development plan.

The community of Salmon Arm has sporting facilities that will meet the full requirements to host this event. Salmon Arm is also an extremely supportive community with many experienced volunteers that can assist with the planning and execution of this event. The community also has outstanding accommodations, unique dining options, and diverse recreational opportunities that will make the experience of this event one that the teams and their families will remember for a long time.

This event will bring visitors from the surrounding Shuswap communities, Kamloops, Kelowna, Vernon, Vancouver, and other communities in BC and Alberta. The communities throughout all of these regions support their local hockey teams and will definitely support this event in Salmon Arm.

Shuswap Tourism, along with all of the communities in the Shuswap, will provide financial support in the amount of \$10,000.00 for this event. Shuswap Tourism will also provide in kind support of staff and other marketing resources to the City of Salmon Arm and the Shuswap Sports Society to support every aspect of this event. All of our communities in the Shuswap region will support this event in Salmon Arm and we will strive to provide an exceptional experience for the teams and their families. Our goal as well is to always provide opportunities to increase economic benefits for our businesses and exceptional recreational opportunities for residents and visitors to our beautiful region.

Sincerely,

  
Robyn Cyr – Manager  
Shuswap Economic Development  
Shuswap Tourism  
Columbia Shuswap Film Commission