

Good afternoon, Mayor Atkinson,

Northern BC Tourism is applying for some funding to support regional tourism initiatives and we are hopeful we can count on support from the District of Mackenzie.

1.) Through the **Northern Healthy Communities Fund**, we are applying for funding to support the continued evolution of the [Northern BC Tourism Resiliency Program](#). This award-winning program supported nearly 300 Northern BC tourism and tourism-related businesses and organizations over the last 3 years through personalized one-on-one support, access to experts, and a ton of resources to aid in their navigation in the recovery of the sector. What was clear from the engagement with these businesses is the need for ongoing support and connection to quality resources. With the success of the program over the last 3 years, and the changing landscape in Northern BC's economic pillars, this program would evolve to further assist non-traditional tourism businesses with servicing the visitor economy and connecting to the larger attraction efforts of the region's iconic attractions and thematic corridors.

We hope that we can count on the District of Mackenzie for a **letter of support** for our application and would be happy to discuss how this program has and will continue to support the tourism and tourism-related businesses and organizations in your community. The application deadline is May 12th. I've attached a draft support letter for you to amend.

2.) Through the **Marketing Initiative Fund** with Northern Development Initiative Trust, Northern BC Tourism is applying for some funding to support the development of a coffee table-style travel journal for the promotion of the region as a tourism destination. This format will serve to support visitor, resident, and investment attraction efforts for the communities across Northern BC in an attractive format that gives the publication a keepsake quality, which further extend the reach of the publication. The publication will be available to communities to support their attraction efforts.

We hope that we can count on the District of Mackenzie for a **letter of support** for our application. We've prepared a sample support letter for this email that you can amend to your liking. This application deadline is also May 12, 2023.

Please let me know if you have any questions.

Jennifer

Jennifer Moore

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