

February 18, 2016

Mayor and Council
City of Kelowna
City Hall
1435 Water Street
Kelowna, BC, V1Y 1J4

Dear Mayor and Council,

On behalf of Tourism Kelowna I would like to inform you that the Tourism Kelowna Board of Directors remains committed to constructing a beautiful Visitor Centre on the Queensway Jetty. This location, is an historic ferry landing and we are restoring the area to its original use; greeting visitors.

Research shows that Visitor Centres located in high volume pedestrian areas are highly successful at encouraging more exploration and increasing spending at local attractions and businesses. Interactions with visitors result in extended trips, higher visitor satisfaction, return trips and word-of-mouth referrals. Optimizing the tourism opportunity to economically benefit our community is a role that we enthusiastically embrace, and we are confident that this new centre will become an important success factor.

We are grateful for our partnership with the City and your willingness to lease us the land required for this important venture. We are confident in our ability to finance the construction of a wonderful building that complements the many current and future downtown improvements.

This beautiful public amenity will provide a sense of place and communicate Kelowna's heritage and culture and we request that you recognize it's importance by considering it one of the City's 2016-17 priorities.

Regards,

A handwritten signature in black ink, consisting of a large, stylized 'D' with a horizontal line extending to the right and a small flourish at the end.

Daniel Bibby, Chair

c.c. Ron Mattiussi, City Manager
Nancy Cameron, CEO, Tourism Kelowna