

Jennifer Goad
Executive Director
Mountain Resorts Branch
510-175 2nd Avenue
Kamloops B.C. V2C 5W1
Jennifer.Goad@gov.bc.ca

Dear Ms. Goad:

RE: Bridal Veil Mountain Resort

My name is Rob Ell. My extensive tourism experience in the Fraser Valley includes serving as the Founding Chair of Tourism Chilliwack and Board Member of Chilliwack Economic Partners Corporation (a partnership between the City of Chilliwack, the Downtown Chilliwack Business Improvement Association and Chilliwack Chamber of Commerce to facilitate business growth and development in the community).

For more than three decades, I was also the Co-Founder and operator of Dinotown (previously Flintstones Bedrock City) located near the proposed Bridal Veil Mountain Resort. The park hosted millions of guest visits and employed thousands of young British Columbians.

As a passionate supporter of B.C.'s tourism and hospitality sector, I wholeheartedly support the proposed Bridal Veil Mountain Resort and believe it will provide significant benefits to the City of Chilliwack, the Fraser Valley, local First Nations and the province. In addition to strengthening B.C.'s international reputation in the mountain resort market, the resort would also elevate the region as a tourist destination and become a major economic and tourism driver for the Fraser Valley. It would also create a massive amount of high paying jobs for the local community, many of them first-time jobs.

Compared to the day-use gondola project, Bridal Veil Mountain Resort and its additional recreation and hospitality opportunities would attract thousands more visitors per week, generating more overnight visits, more jobs, more local spending, and more local hotel tax revenue to support Fraser Valley tourism marketing efforts that have been chronically underfunded for too many years.

Bridal Veil Mountain Resort has the potential to provide the high level of four-season fun that one typically only experiences at a resort like Whistler-Blackcomb. Based on these reasons, I encourage the Mountain Resort Branch to approve this project moving to the next stage in the mountain resort application process.

Sincerely,



Rob Ell