

# SIERRA DISTRIBUTORS (2017) LTD.

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To; **Mountain Resorts Branch**  
510-175 2nd Avenue  
Kamloops B.C. V2C 5W1

May 20, 2021

Attention: **Jennifer Goad**  
[Jennifer.Goad@gov.bc.ca](mailto:Jennifer.Goad@gov.bc.ca)

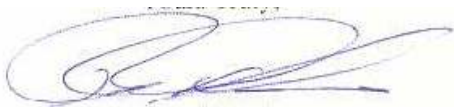
RE; **RE: Bridal Veil Mountain Resort**

Dear Ms. Goad:

Please accept this letter as our declaration of support for the proposed Bridal Veil Mountain Resort in Chilliwack. We believe there are many reasons that this project will benefit local First Nations, the City of Chilliwack, the Fraser Valley and British Columbia. They include:

- Create thousands of direct and indirect jobs.
- Have a multiplier effect acting as the catalyst for growth in a wide variety of industries including construction, tourism and hospitality, recreation management, arts and culture, and business management.
- Spur additional residential growth and development in the surrounding communities and significantly increase local and provincial tax streams.
- Be a regional, national, and international four-season tourist and recreation attraction.
- Provide opportunities for Indigenous cultural and traditional facilities as businesses that will create a unique cultural tourism appeal.
- Support existing community businesses and encourage new businesses through local sourcing and procurement.

Thank You,



Richard Matthew  
President