

June 16, 2021

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

Please accept this letter as my endorsement for the proposed Bridal Veil Mountain Resort in Chilliwack. After viewing the Bridal Veil Podcast and learning more about the project I wanted to send this letter of support.

As a business person, and recreational consumer I see the value of this proposal for the local business community.

As a business owner providing commercial playground equipment I am a strong supporter of family activities that bring communities together for safe and exciting adventure and recreation that promotes personal development on multiple levels. It is a very unique opportunity to have the private sector willing to spearhead such a world class venue in Chilliwack.

Author Peter Kageyama highlights in "Love Where You Live" and "for The Love of Cities" many "co-creators" and how they make cities more lovable. And according to Kageyama successful cities consistently attract and retain an evolving community of co-creators – those committed entrepreneurs, artists, performers, organizers, and concerned citizens-who "make things, and make things happen." The author notes that while such a group represent a fraction of the population, they help produce a majority of the uniquely urban experiences consumed by the rest of us. The author aptly compares this phenomenon to Wikipedia, where less than 1% of users actively defines the user experience and encourages people to return time and time again.

Bridal Veil Mountain Resort is a rare example of an opportunity to create an attraction that will "encourage people from all over to return again and again" to the Chilliwack area.

As a recreational skier Bridal Veil Mountain Resort would be a must visit destination from my home in Alberta.

Please put me and my family down as supporters and we look forward to coming and enjoying a holiday in the future.

Sincerely yours,

Robert McCoy Canadian Recreation Solutions
Sherwood Park, AB.

████████████████████
████████████████

C.C. MountainResortsBranch@gov.bc.ca

Reg.Nolander@gov.bc.ca Reg Nolander, Senior Manager-Major Projects, MRB

mayor@chilliwack.com Ken Popove, Mayor, City of Chilliwack

Lum@chilliwack.com Jason Lum, Chair of the Board, Fraser Valley Regional District

kelli.paddon.MLA@leg.bc.ca Kelli Paddon, MLA for Chilliwack-Kent

dan.coulter.MLA@leg.bc.ca Dan Coulter, MLA for Chilliwack

[\[REDACTED\]](#) Robert Wilson, President, Bridal Veil Mountain Resort

MountainResortsBranch@gov.bc.ca; Reg.Nolander@gov.bc.ca; mayor@chilliwack.com; Lum@chilliwack.com;
kelli.paddon.MLA@leg.bc.ca; dan.coulter.MLA@leg.bc.ca; [\[REDACTED\]](#)