

To Mayor June Caul and our Fort Frances town Council,

I hope this letter finds you well in these uncertain times. I want to take this opportunity to thank you all on the hard decisions you have made and swift action to protect the health and wellbeing of our community at large.

As a small business owner of the past few years, I know the surface level of your efforts taken seem easy enough; but the depth of work required to make things happen often goes unnoticed.

I thank you for your long days into the evening of deliberation, education and action during these times. As we can not meet in person, I hope you can allow me to explain myself in letter format.

This letter comes to ask you and the Committee of Adjustment and Planning and Development Executive Committee for additional deliberation in regards to my small business and the location it resides. During this economic crisis I have put myself in a situation, I hope to humbly ask for your assistance to remedy.

For the past 12 years I have worked as a Health Coach around our community. I have worked mobile most of the time with local sports teams, with our First Nation Communities and training in our local Memorial Sports Center.

I also work within clients homes who struggle with disabilities or mental health concerns that can not be met by our local establishments currently; who feel most comfortable with me in their own environment.

Working in so many homes, I was always asked to build home gyms and the word spread. Our First Nation communities also hired me to construct their own facilities and educate proper care, maintenance and use of fitness equipment and lifestyle coaching. This business came from my passion for making fitness accessible and inclusive to everyone - and it came suddenly.

In late 2019, upon opening my business up to wholesale distribution and construction of home and commercial fitness equipment I needed a space to run my business.

My business is diverse with nutrition coaching, personal training, classes and seminars and now needing to have the means for trucks to deliver to my site with a large shop door for my sales of thousands of pounds of equipment at once.

I found a shop on 840 6th Street West that I could rent that had enough space for my office, large door for equipment delivery, secure back lot storage for my distribution.

This also gave me a space where I could train my clients one on one, small groups or sports teams. I pride myself for working with our aged population and much of my equipment can be used by those with disability due to age or injury.

My goal is for people to be inspired to enjoy their life - by the means of being truly healthy and accepted by means of education and reflection on what matters to them. This was hard to do in a community space not offering that environment.

This location is zoned as Light Industrial (M1). I believe my sales and construction do meet in definition. A portion of my business would be requiring a zone in which recreation or fitness establishments are

permitted. These would be General Commercial (C2), Enterprise (E), and Tourist Commercial (TC) zones.

I will openly admit I had spoken to Chief Building Official / Municipal Planner, Cody Vangel prior to see if this would be acceptable space. He was extremely helpful and his guidance and professionalism I am greatly appreciative of. But not knowing how I could fulfil my contracts and knowing no other buildings fit my needs I did take this rental space. I can not afford to own two locations for separate but similar business needs.

From a standpoint of our town's financial security my athletic camps every year bring in on average 30-60 families spending nights in hotels and restaurants for sports tourism. And with this space we could increase that stream of healthy tourism to hundreds. I work alongside Northwestern Hockey Camp, the Fort Frances Lakers, Hosting coaching clinics from my years of education, Working with Jamie Davis to offer our local youth programming or bringing in guest coaches from around Canada.

This will draw many people from the USA and surrounding areas, over 114 of my clients already reside outside of Fort Frances. My establishment is completely mobile and I intend on hosting events such as strongman competitions, healthy lifestyle challenges, environmental initiatives as part of the "Reflection with Reflexion Studio".

I have invested in Fort Frances, on more than a financial level. My passion has always been to aid people in their wellbeing. I moved back to Fort Frances as a young professional because I value my home, I value the people and I hope this letter can ask my town leadership to value my passion as well.

My business was just starting when Covid shut us down and we will persevere no matter what comes next; but we hope it will be in our small studio in Fort Frances. Covid puts us in a large strain financially to pay the \$1800 non-refundable fee for rezoning application to not know if my business could continue once paid in the chance of getting denied.

I hope I could ask for a payment structure, delay or reduction of this fee. My business is set to aid our local economy and I hope to have a sense of community with the large plans me and my fiancée have for Reflexion Studio.

I thank you for your consideration and look forward to speaking with you at your earliest convenience,

Ian McKay

A handwritten signature in black ink, appearing to read 'Ian McKay', with a stylized, cursive script.