

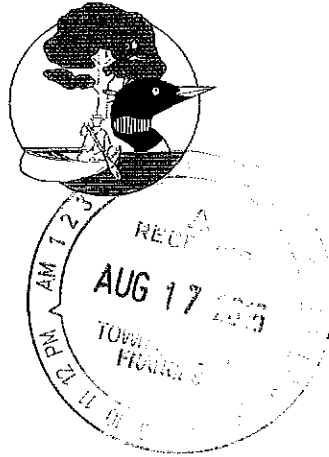
North Western Ontario Tourism Association

P.O. Box 59
Morson, ON P0W 1J0

Email: info@nwota.com
URL: www.nwota.com

August 1, 2015

Mayor Roy Avis
Town of Fort Frances
320 Portage Ave.
Fort Frances ON P9A 3P9
CAN



Dear Roy,

Recently the North Western Ontario Tourism Association put together a list of businesses that we could reach out to for membership and support. If you are receiving this letter, you are a tourism operator or business that is located near one or more of our members or you have done business with one or more of our members.

NWOTA is primarily an advocacy group made up of tourism operators, small and large tourism associated businesses and individuals interested in the success of tourism in our "World Class" area of Northwest Ontario.

On issues of major concern we work closely with the Kenora District Camp Owners Association (KDCA) which is made up of similar members from north of us located within the Kenora District of the Ministry of Natural Resources. Some NWOTA members are also members of KDCA. Whether you are a tourism operator or one of the many businesses that local resorts do business with, these issues affect you.

We are pleased that our efforts contributed greatly to

- the changes that have taken place at Border Services to improve the crossing experience for our U.S. guests. It was long in coming but we are still involved to continue these improvements.
- Our organization was strongly represented in working with MNR so new regulations would not harm our excellent fishery which is so important to our businesses and the residents of the area.
- Work continues with the working committee jointly with Kenora District Camp Owners (KDCA) on hunting issues and game management.

It is important that all levels of Government know the issues that small business face in Northwest Ontario and we must continue to be heard. There is strength in membership numbers and we are involved in a major effort to expand membership of both resorts and the many support businesses with which we purchase equipment and supplies. The success of all of us is success for many in NW Ontario.

Most recently, 2014 membership allowed us to:

- work with the Ministry of Natural Resources & Forestry and committee that put forth recommendations for the changes being made to Fisheries Management Zone 5.
- continue working with CBSA to ensure that tourists travelling to Canada are having a good experience crossing the border. It is very important to our organization to keep the lines of communication open between CBSA and the tourism industry.

We were also able to get the information to members that are US residents and own/operate resorts in Canada about the new work permits. (We know that it wasn't a pleasant experience but it was all new to the CBSA officers as well as the operators – hopefully the processing system will be tweaked for next season)

- we also continue to work with KDCA, NOTO and Sunset Country Travel Association to ensure that our members are aware of anything new that may affect your business. It is important to NWOTA that the voice of tourism in Northwestern Ontario is heard on every level.

"Tourism - Our Most Renewable Resource"

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This year NWOTA will:

- continue to work with CBSA, NOTO, KDCA & Sunset Country.
- continue to work with MNRF to ensure that tourism is not forgotten when they are looking at changes/revamping their regulations and policies.
- focus on building our membership numbers. We need you and your neighbouring businesses to ensure for the voice of tourism in Northwestern Ontario is continued to be heard. We also need you so that NWOTA is confident in reiterating YOUR concerns/issues to the government agencies.

If you are not a member of NWOTA or you have been a member but haven't sent in your membership dues, please do so. The Officers and Board of Directors of NWOTA, all volunteers, have been and continue to work very hard on some issues that threaten the success of our businesses. Every effort has been made to keep dues affordable for all. Your membership and financial support are critical to our continuing to help this area.

Your involvement can be as simple as being a member or more helpful by coming to meetings and offering to assist in any way you can. Either way NWOTA would like your support and input on the issues facing the tourism industry.

If you have any questions please contact the NWOTA office at info@nwota.com

Regards,

A handwritten signature in black ink, appearing to read 'Lucas Adams'. The signature is stylized with a large, sweeping 'L' and a cursive 'A'.

Lucas Adams
President