

June 26, 2014

Ontario Trillium Foundation
800 Bay Street, 5TH Floor
Toronto, ON
M5S 3A9

To Whom It May Concern:

**RE: Letter of Support For The Lake Huron North Channel Cycling Route Initiative As Part
Of The Trans Canada Trail and Waterfront Trail**

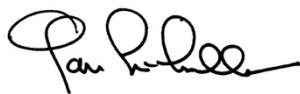
Tourism Sault Ste. Marie and our private sector partners would like to provide a letter of support for the Lake Huron North Channel Cycling Route as part of the Trans Canada Trail (TCT) and the Waterfront Trail. The 370 km Lake Huron North Channel Cycling Route/Trans Canada Trail will be a signed, primarily on-road (country-road) cycle touring route that will connect 18 communities, three First Nations and regional tourist attractions from Sault Ste. Marie to Sudbury.

In 2013, Tourism Sault Ste. Marie helped undertake a \$50,000 study, which was completed by the MMM Group for Tourism Northern Ontario to facilitate the development of a tourism and recreational cycling route which links Sault Ste. Marie and the communities along the North Shore to Sudbury. The study focused on key factors such as keeping cyclists off the Trans-Canada Highway where possible, encouraging support from community stakeholders along the route, as well as identifying economic, tourism and health benefits. The study recommended a 370 km final route and implementation plan for the project.

Tourism Sault Ste. Marie, along with Tourism Northern Ontario and its stakeholders have initiated project implementation activities. We are pleased to be working with Waterfront Regeneration Trust (WRT), Trans Canada Trail Ontario (TCTO) and other partners to develop the Lake Huron North Channel Cycling Route. It is exciting that through the Trans Canada Trail network, Northern Ontario communities will be connected to over 1,000 communities across Canada. We understand that that trails can support healthy living, active transportation, connecting with our environments, tourism and economic development, and opportunities for education on our cultural and natural histories.

We believe the Lake Huron North Channel Cycling Route will help with our efforts to create a strong, diversified economy in the north and therefore, we support TCTO and WRT's efforts to seek funding and support toward the development of the Lake Huron North Channel Cycling Route.

Yours truly,



Ian McMillan
Executive Director
Tourism Sault Ste. Marie

