

December 13, 2017

**Bridget Horel
Community Economic Development Officer
Central Coast Regional District**

Bridget:

Please accept this letter as a request for your support for the Cariboo Chilcotin Coast Tourism Association's application to the Northern Development Initiative Trust on behalf of its Great Bear Project.

The NDIT requires a resolution worded as follows to complete the application:

THAT, the Central Coast Regional District supports the application to Northern Development Initiative Trust from the Cariboo Chilcotin Coast Tourism Association for a grant of up to \$20,000 for the Great Bear Project from the Northwest Regional Development account.

The resolution should be directed to:

Jordan Hammond
Funding Programs Coordinator
Northern Development Initiative Trust

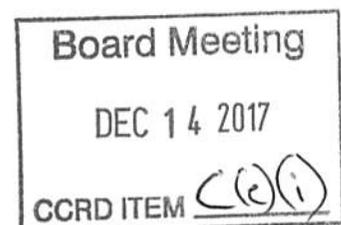
As we discussed earlier, we just completed our application to Destination BC for the 2018 Great Bear Project, which the CCRD supported last year. As your schedule permits, we require a simple one page letter of support again (similar to last year's from Tannis Sheddon). The Great Bear Project is working with most communities on Central Coast including Hartley Bay, Klemtu, Denny Island, Tourism Bella Coola, Rivers Inlet and Wuikinuxv. We need to do more with Nuxalk and Heiltsuk in the future...but our project is definitely gaining momentum.

Please let me know if you have any questions.

I'll forward background on Great Bear Project and last year's letter of support from CCRD as additional documentation.

Cheers,

**Tim Milne
Director
Great Bear Project
250-260-0096**





P.O. Box 186, Bella Coola, BC V0T 1C0
Phone (250) 799-5291 Fax (250) 799-5750 Email: info@ccrd-bc.ca

Encompassing the Coastal Communities of Ocean Falls, Bella Bella, Denny Island, Oweekeno and the Bella Coola Valley

December 12, 2016

Cariboo Chilcotin Coast Tourism Association
350 Barnard St #204
Williams Lake, BC
Canada V2G 4T9

Attn: Tim Milne

Re: GREAT BEAR PROJECT

The Central Coast is being drawn to the centre of the world stage with the designation of the Great Bear Rainforest and the return of the direct sailing from Port Hardy to Bella Coola. The Great Bear Project will help mobilize the local tourism industry to meet the new face of marketing.

The Cariboo Chilcotin Coast Tourism Association has been taking great efforts to assist our region reach our destination development goals, and this partnership is another opportunity to display and promote our regional tourism assets. In recognition of this, the Central Coast Regional District would like to support the Coastal Community Consortium, which includes Bella Coola Valley Tourism, Rivers Inlet, and Wuikinuxv Nation, in their application for funds to carry out the Great Bear Project.

We look forward to gaining the assets that are developed through the Great Bear Project and seeing our Central Coast communities and the local tourism economy thrive.

Sincerely
CENTRAL COAST REGIONAL DISTRICT

Darla Blake
Chief Administrative Officer

GREAT BEAR PROJECT

Situational Analysis

The Government of British Columbia recently announced protection of the Great Bear Rainforest, a 6.4 million hectare region on BC's North and Central Coasts. Stretching from Hartley Bay in the North to Rivers Inlet in the South, GBR comprises 25 per cent of the world's temperate rainforest and has been described as one last place where wild land still meets wild ocean.

The GBR is also one of the wildest wildlife sanctuaries known to man. In addition to five species of migrating salmon, orca and humpback whales, grizzly, black and spirit bears, sea lions, wolves and bald eagles roam the ecosystem. As living proof, DNA from 1000-year-old Western Red Cedar trees has been found to contain salmon DNA...a natural evolution intertwined as bears carry salmon carcasses into forests to feed themselves, inadvertently nourishing an entire ecosystem.

The GBR represents a future touchstone tourism marketing and branding opportunity for BC. Eco-tourism, wildlife and raw nature experiences as well as Aboriginal tourism are a growth industry in markets such as BC, Alberta and Pacific Northwest. Trends are based in a sense of responsible experience, cultural sensitivity and reduced eco-footprint. Overall experience is critical, but learning and education factor in.

Determining and promoting access is key for the future of GBR. The northern portal to Great Bear is via Prince Rupert and Hartley Bay. Bella Coola comprises the southern gateway via Highway 20 and the Bella Coola Valley and BC Ferries between Port Hardy and Bella Coola. This route, scheduled to launch for 2018 tourist season, is the marine link in what is known as Discovery Coast Circle Tour. The circle tour also involves Highways 97 and 99 (from Williams Lake) south to Squamish, across Gulf of Georgia to Nanaimo and north to Port Hardy.

Key First Nations in the region include Nuxalk (largely in Bella Coola Valley), Gitga'at (Hartley Bay), Kitasoo/Xai Xais (Klemtu), Heiltsuk (Bella Bella) and Wuikinuxv (Rivers Inlet). The Great Bear Rainforest remains the traditional territory of Coastal First Nations, whose rich traditions and stories date back more than 10,000 years.

GREAT BEAR PROJECT

Overview and Branding

Great Bear Project was designed to promote and develop consumer marketing assets for GBR and its access points in Prince Rupert/Hartley Bay and Bella Coola. Content and marketing will be produced to enforce the concept of Super, Natural British Columbia and align seamlessly with Destination BC in typeface, tone and graphic design.

From bears and whales to wild salmon hatcheries, First Nations culture and temperate rainforest, the Great Bear Project content remains Wild at Heart. Content and stories from GBR and its access points support the very fabric and adventurous spirit of British Columbia, from iconic wildlife images to isolated coastal landscapes and tall tales from people who call the region their home. It's these stories and scenes which connect audience and traveler with true frontier of British Columbia!

In addition to working closely with Cariboo Chicotin Coast Tourism Association and Northern BC Tourism, Great Bear Project has toiled in consultation with Destination BC's branding and creative team to ensure proper alignment. Great Bear Project has also worked hand-in-hand with many Coastal First Nations to ensure that branding and content are in alignment with their beliefs and idea of traditional territory and stewardship.

With more than 10 years' experience of production on BC Coast and more than 20 in BC's mountains and wilderness, the Great Bear Project crew is perfectly in tune with delivering content to help drive Destination BC's branding efforts in the Great Bear Rainforest.

Great Bear Project is a Tier 1 brand alignment consortium, utilizing logo tile and all Destination BC brand elements. These would include colours, still photography and cinematography styles, typeface/font and general approach to content and production.

GREAT BEAR PROJECT

Objectives

1. Promote community and foster marketing partnerships within GBR
2. Promote access to GBR from Prince Rupert/Hartley Bay in North and Bella Coola in the South
3. Highlight prime destination tourism development opportunity, home to First Nations and more than 10,000 years of stories, history and culture
4. Develop and produce relevant high-quality consumer and marketing content in 4K/HD video features, vignettes, still images and stories to dovetail with DBC branding
5. Develop and produce relevant high-quality television and documentary broadcast content to showcase Great Bear Rainforest
6. Leverage existing broadcast, online, social media and print to promote wildlife, ecosystem, raw nature and First Nations story of the Great Bear Rainforest