

April 1st, 2016

Ms. Katie Wells
Wells Business Solutions
1313 7th Avenue
Invermere, B.C.
V0A-1K0
RE: Steering Committee proposal for a Sub-regional marketing entity

Dear Katie:

On Wednesday March 30th the Radium Chamber of Commerce board of directors met with a majority of the Radium accommodator 2% collectors for a meeting that was called by the Radium accommodators directly post March 3rd accommodators meeting that was held with representation from the Valley wide DMO Steering committee, Kootenay Rockies, Village of Radium Hot Springs and Radium Chamber.

The majority of the accommodators present at the accommodators meeting supported the valley wide co-operative marketing initiative that is in the works at this time and would be watching this initiative carefully as a gauge to see how the valley wide co-operative marketing contributors to this initiative work together and how the valley wide marketing initiative unfolds going forward in the next couple years.

Majority of the accommodators present at the meeting on Tuesday support a position that the Radium Accommodators do not support the 1 Valley DMO concept at this time.

Similar to the Invermere/Panorama DMO position, Tourism Radium also has an existing contract in place and the process of renewing our contract with the Village of Radium will commence as planned at the end of 2016 and will go into effect July 1st, 2017.

There may be willingness to join a valley wide DMO in 2019 if the accommodators in Radium see transparency in the process going forward and all questions put to the committee get answered.

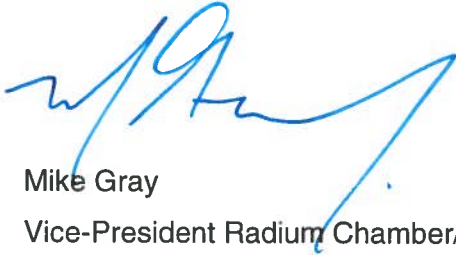
There also needs to be a commitment from the accommodators in Fairmont, Copper point, Super 8 and other non-collectors in the valley to actually show some type of written commitment in joining a valley wide DMO in 2019 or at a future date.

We see true value in working with Invermere/Panorama DMO, our valley wide marketing partners and Kootenay Rockies as our regional DMO and support the Valley Wide Marketing Co-op initiative.

Yours Sincerely;



Douglas McIntosh
President Radium Chamber/Tourism Radium board of Directors



Mike Gray
Vice-President Radium Chamber/Tourism Radium board of Directors

Charlene Schultz
Secretary and Membership Chair



On behalf of the Radium Hot Springs Accommodators