

Katrina Jodoin

From: Linda Brick
Sent: August 19, 2025 9:59 AM
To: Katrina Jodoin
Subject: FW: Request for Letter of Support – Nicola Valley Birding Project (Community Gaming Grant)

From: Greg Girard [REDACTED]
Sent: July 22, 2025 12:37 PM
To: Linda Brick [REDACTED]
Cc: Michael Goetz [REDACTED]; Cynthia White [REDACTED]; Katrina Jodoin [REDACTED]; Kevin Natkinniemi [REDACTED]
Subject: Re: Request for Letter of Support – Nicola Valley Birding Project (Community Gaming Grant)

Hello Mrs Brick,

Thank you for reaching out. The birding route starts and ends in Merritt so to generate spending in the community. The route also allows us to become part of Destination BC's Bird Trail - <https://bcbirdtrail.ca/>.

The birding destinations are mostly at some of our backcountry lakes. Tim Bennett of Parks and Rec has given the OK and is providing a letter as well. We would like to include the Coldwater River Trail in the loop. There are options for information signs. If this is not acceptable to the City we can remove the trail from the route.

We have spoken to Ducks Unlimited as well and they are providing a letter and their support.

We must submit grant by end of August.

Greg

On 2025-07-22 11:19 a.m., Linda Brick wrote:

Good morning Mr. Girard,

An understanding of the project prior to submission of the grant application will assist all parties if there are any expectations in the implementation of the grant at a later date. Please advise if the Nicola Valley Birding Project will include any City of Merritt infrastructure, land, or commitments?

Accordingly, could you advise what is the deadline for the grant application and when would the letter be required?

Kind regards,

Linda Brick
Director of Corporate Services
City of Merritt



I respectfully acknowledge that the City of Merritt is located on the traditional, ancestral and unceded territory of the Nlaka'pamux and Syilx people.

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From: Michael Goetz [REDACTED]
Sent: July 22, 2025 10:14 AM
To: Cynthia White [REDACTED] Linda Brick [REDACTED] Katrina Jodoin [REDACTED]
Subject: FW: Request for Letter of Support – Nicola Valley Birding Project (Community Gaming Grant)
Importance: High

FYI

Mike Goetz

Mayor
CITY OF MERRITT

[REDACTED]
[REDACTED]

I respectfully acknowledge that the City of Merritt is located on the traditional, ancestral and unceded territory of the Nlaka'pamux and Syilx people.

From: Greg Girard [REDACTED]
Sent: July 20, 2025 3:00 PM
To: Michael Goetz [REDACTED]
Subject: Request for Letter of Support – Nicola Valley Birding Project (Community Gaming Grant)
Importance: High

Subject: Request for Letter of Support – Nicola Valley Birding Project (Community Gaming Grant)

Dear Mayor Goetz,

I hope this message finds you well.

I am writing to request a formal letter of support from the City of Merritt for the Nicola Valley Birding Project, which we are submitting for funding through the Community Gaming Grant – Environment Stream. This project aims to establish a designated bird watching route throughout the Nicola Valley, including key birding sites in Merritt and Electoral Areas M and N.

The Nicola Valley is home to an exceptional variety of bird species, both resident and migratory, making it a hidden gem for birdwatching enthusiasts. By developing infrastructure such as signage, accessible viewing blinds, educational materials, and community-led events, we aim to promote responsible ecotourism while enhancing public engagement with local conservation efforts.

Economic Benefits of the Birdwatching Route:

Tourism Diversification: Birdwatching is a growing niche market within the tourism industry. According to Nature Canada, over 9 million Canadians participate in birdwatching and wildlife viewing annually. By tapping into this audience, the Nicola Valley can attract new visitors beyond the typical peak seasons.

Increased Local Spending: Birders tend to stay longer and spend more in rural communities, utilizing accommodations, restaurants, gas stations, and retail stores. Studies show that birdwatchers can spend upwards of \$100–200 per day while traveling.

Job Creation & Local Engagement: This project will encourage employment and volunteer opportunities through habitat maintenance, guide training, local interpretation, and community events, creating value for both businesses and residents.

Branding Merritt as a Birding Destination: With support from the City, the project can help position Merritt as a leader in nature-based tourism and environmental education in British Columbia.

We believe that this project strongly aligns with the City of Merritt's goals around sustainable tourism, economic recovery, and environmental stewardship. A letter of support from your office would greatly strengthen our grant application and demonstrate unified community backing.

Please let me know if you require any additional information or would like a sample letter for your convenience. We would be happy to provide more details or meet in person to discuss the initiative further.

Thank you very much for your time and consideration.

Warm regards,

Greg Girard
TNV Project Coordinator

Nicola Valley Birding Route Project

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Co Founder / CMO EH Canada Marketing Group

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

2024 AWARDS: 2024 Best Tourism Marketing Services - Vancouver" Canadian Choice Awards - "Best Adventure Tourism Guide 2024" Corporate Vision Canadian Business Awards - "Tourism Marketing Consultancy of the Year" 2024 Global Awards - "2024 Best Adventure Travel Organization - Canada" LUX Global Excellence Awards plus 17 more awards.

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Greg Girard

Co Founder / CMO EH Canada Marketing Group

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

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