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December xx, 2022

Re: SOARE Rural Economic Diversification and Infrastructure Program

To Whom It May Concern,

The Sea to Sky region – from Squamish to Pemberton – with its awe-inspiring natural assets, is a well-known outdoor recreation mecca generating significant tourism export revenue for British Columbia each year. While tourism has been a dominant sector within the Corridor for many years, new sectors complementary to tourism have recently emerged. The region’s attractive lifestyle draws residents who value environmental sustainability and recognize the considerable business opportunity the Corridor presents. Emerging economic sectors in Outdoor Recreation, including Recreation Technology and Performance Apparel Design, and Adventure-based Media, Marketing, and Film, are of growing importance to the region in the number of active firms and the employment they represent.

Outdoor Recreation is, in fact, an emerging strength for BC’s economy. Hundreds of sporting and athletic design companies and goods manufacturers call BC home, and outdoor adventure media brands and film companies represent a growing subset of BC’s burgeoning and export-generating entertainment industry.

And there is significant momentum to develop BC’s Outdoor Recreation cluster. In 2019, the [BC Apparel and Gear Association](#) launched to help scale up and promote the performance apparel and gear sector in BC, closely followed by the establishment of the Kootenay Outdoor Recreation Enterprise (KORE), a Kootenay-based, non-profit, grassroots organization dedicated to makers and creators in the outdoor manufacturing sector. Since then, various BC regions, including the Sea to Sky, have been working to identify, plan, and undertake initiatives and form networks, to support the development of Outdoor Recreation clusters.

The establishment of the Sea to Sky Outdoor Adventure Recreation Enterprise Society (SOARE) fulfills the needs of this emerging cluster in the Sea to Sky region while facilitating the future development of this cluster for BC overall. SOARE has the potential to bring significant economic benefits to BC and increase the accessibility of resources to traditionally marginalized communities and reduce barriers to entry by improving education prospects, especially for indigenous youth, people with disabilities, women entrepreneurs, and workers. A formal network also can support the sector in adopting more sustainable practices and processes, reducing emissions by fostering innovation, local supply-chain development, and a circular economy.

Establishing a SOARE Centre for Business Acceleration and Innovation will become a home for Sky-to-Sky makers, educators, and supporting organizations and will help advance this developing cluster. SOARE’s ongoing programming and services will work to empower and connect entrepreneurs and the present and future workforce to the benefits of this emerging area of the economy.

We look forward to working with SOARE and its partners to strengthen this emerging Outdoor Recreation cluster and add diversity and resiliency to the Sea-to-Sky and BC’s economy.

Sincerely,

ADD NAME

ADD POSITION

ADD ORGANIZATION