



Making a difference...together

Capital Regional District

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File: 0220-20

Southern Gulf Island Tourism Partnership  
PO Box 797  
Salt Spring Island BC V8K 2W3  
**Via email:** [jamie@southerngulfislands.com](mailto:jamie@southerngulfislands.com)

Attention: Jamie Sterling, Executive Director

Dear Jamie Sterling:

**RE: SOUTHERN GULF ISLAND TOURISM PARTNERSHIP FUNDING**

Through a recommendation made by the Capital Regional District (CRD) Salt Spring Island (SSI) Local Community Commission, and on behalf of the CRD Board, I write to advocate that the Southern Gulf Island Tourism Partnership (SGITP) allocate a minimum of \$10,000 annually from the hotel tax proceeds it receives to specifically support events and initiatives that enhance visitor experience on Salt Spring Island.

SSI hosts a number of events that play an important role in attracting visitors. These events contribute directly to the local visitor economy by supporting accommodations, food services, retail, and transportation, while also showcasing the island's unique culture, arts, and natural environment.

We recognize and appreciate that the SGITP already provides funding that supports SSI; however, this request is intended to complement that support by creating a dedicated allocation specifically for events. Dedicated event funding would help ensure these initiatives remain sustainable and continue to deliver tangible benefits to visitors and local businesses alike.

Thank you for your consideration. We would welcome the opportunity to discuss this further and explore how such an allocation could be structured to achieve shared tourism objectives.

Sincerely,

Cliff McNeil-Smith  
Chair, Capital Regional District Board

cc: CRD Board  
CRD Salt Spring Island Local Community Commission  
Ted Robbins, Chief Administrative Officer, CRD