



April 18, 2012
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To Whom It May Concern:

I recently had the pleasure to meet with Jim Ripley and Tim Wiemken, owners of Tourist Radio, who outlined their plans to initiate an innovative tourist service in Kelowna and area.

The concept of Tourist Radio was discovered by Jim Ripley when he travelled in Australia and noticed road signs which alerted the visitor to a radio station providing travel information. The idea is simple and has a great potential to assist our visitors. Both Jim and Tim Wiemken are excited to bring this concept to the Okanagan and team up with Tourism Kelowna and the Ministry of Tourism to provide the information links and road signage necessary to make this program a success.

As a former broadcast executive for nearly 50 years, I am very aware of the power and influence of local radio. With a critical mass of Low-Power Relay Transmitters in the province or region of the province, plus cooperation with the Ministry of Transportation for posting Tourist Radio frequency highway signage, I believe a successful result can accrue to the visitor industry.

I was impressed with the idea of this proposal and by Jim's and Tim's enthusiasm and knowledge that will help them to meet their objectives and achieve success in this venture. Tourist Radio is a tool which could be useful to promote and educate our visitors to Kelowna and the Okanagan. I encourage you to investigate their proposal and hope you will be able to assist in the implementation of this radio service.

Yours very truly,

A handwritten signature in cursive script that reads "Walter Gray".

Walter Gray
MAYOR