



Office of the Mayor

2760 Cameron Road, West Kelowna, British Columbia V1Z 2T6
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March 6, 2013

File No.: 0110.01

Mr. Jim Ripley
1204 Cerise Drive
Kelowna, BC V1Y 9R8

Dear Mr. Ripley:

Re: Tourist Radio – West Kelowna FM 102.5

TouristRadio.ca has the potential to become an excellent tool for visitors to be aware and informed of activities in West Kelowna and the Okanagan.

Providing additional opportunity for business and community stakeholders to promote and market themselves utilizing radio would enhance the visitor experience in West Kelowna.

The District of West Kelowna's 2012-2014 Strategic Priorities – 2013 Update ranks economic development as its number one priority. Investing in economic development, small business support, and enhancing tourism in West Kelowna are primary goals and objectives for our community.

On behalf of Council, the District of West Kelowna supports TouristRadio.ca to include West Kelowna FM 102.5 as a future station in 2013.

Yours truly,

A handwritten signature in black ink, appearing to read "Doug Findlater".

Doug Findlater
Mayor

cc District of West Kelowna Council
Jason Johnson, Chief Administrative Officer