



August 16, 2021

Joseph A. Fernandez  
CAO  
Town of Lake Cowichan  
39 South Shore Road, PO Box 860  
Lake Cowichan BC V02 2G0

Dear Joseph A. Fernandez:

This letter is to inform you of a project **Vancouver Island Economic Alliance (VIEA)** is conducting to promote opportunities in Island communities using [ftzvi.com](http://ftzvi.com) (**Foreign Trade Zone VI**) as a gateway to the community information tool developed by the BC Government.

FTZVI provides direct access to Government of Canada duty and tax deferral programs; promotes opportunity in the goods production/manufacturing sectors; and works to attract foreign direct investment to the Island region. By profiling assets and aspirations of Island communities and specific investment opportunities for large scale enterprises such as manufacturing, product assembly, agri-food and seafood production, warehousing and distribution, aligned with community plans, our region can take full advantage of the new government 'community information' website by directing the attention of investor prospects to island communities.

To assemble this information and thereby help shorten the gap between community economic aspirations/attributes and the specific interests of prospective investors, FTZVI has contracted, **Cedar Arch Consulting Ltd.** to facilitate stakeholder engagement to gather and organize data at the community level so as to facilitate easy access to relevant site selection information important to investment decisions. This community engagement project aligns with FTZI's priorities of collaborating with stakeholders, supporting local and regional initiatives, and improving the economic climate for retaining, expanding, and attracting businesses.

As part of this project, municipal and regional economic development offices, First Nations development corporations and key industry stakeholders, academic institutions, ports and airports will be invited to share relevant information that will be made accessible on [ftzvi.com](http://ftzvi.com)—information such as locational attributes and land availability associated with investment opportunities that may align with the related needs of potential investors. This information will better enable FTZVI to provide informed preliminary responses to investor prospects and direct these prospects to the communities and stakeholders who are most likely to have the ecosystem components necessary for effective responses to these inquiries.

**Pip White of Cedar Arch Consulting Ltd. will be reaching out to you soon to invite you participate to this project. See this as a front door to the community data the BC government has assembled for you <https://communityinformationtool.gov.bc.ca/cit-dashboard/home>.**

FTZVI has a presence in the global trade network and regularly receives inquiry about opportunities in the Island region. Thus, ftzvi.com will provide a convenient entry point to your community that is accessible to prospective investors who are unlikely to wander through the profiles of every community in BC to find your data. The new BC government site is an excellent source of detailed information important to investment decision-makers and this project will help drive interest to your data.

Results from this project will be available as a public service at ftzvi.com.

Project funding is provided by the Government of Canada through the CanExport program and the Island Coastal Economic Trust.

If you haven't heard of VIEA. We thought you should know that:

- VIEA serves ALL of the Vancouver Island region—from Ogden Point to Cape Scott, including the Gulf Islands;
- VIEA is a non-government, non-profit organization with membership fees scaled by number of employees to be broadly accessible--\$165.00 - \$1,000.00 per year;
- VIEA exists to inform, connect and unite decision-makers and to lead creation of economic opportunities;
- VIEA provides tools to improve economic prospects for the broadest possible number of stakeholders—making these available to enhance public and private economic and business development.

We encourage you to consider participating as a member of the Vancouver Island Economic Alliance. More information can be found at <https://viea.ca/about-viea-membership/become-a-member>.

'Together, We're Better!'

A handwritten signature in black ink, appearing to be 'G. Hanson', written over a horizontal line.

George Hanson, President & CEO