

**From:** [Terri Brennan](#)  
**To:** [Council](#)  
**Subject:** Rowing Canada request for grant funding letters of support  
**Date:** Wednesday, February 14, 2024 2:04:37 PM  
**Attachments:**

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Council, Rowing Canada Aviron has requested additional letters of support for their grant funding applications. They are preparing to submit applications to Island Coastal Economic Trust and Pacifican (Tourism Growth Program) for support of the new Shell House. I've attached their draft letters for your consideration.

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## Jennifer Blunt

National Training Centre Campaign Lead | Conseillère de la campagne du Centre national d'entraînement

Rowing Canada Aviron

321 – 4371 Interurban Road, Victoria BC, V9E 2C5

cell 416.997.7134

[jblunt@rowingcanada.org](mailto:jblunt@rowingcanada.org)



[rowingcanada.org](http://rowingcanada.org) | [@rowingcanada](https://www.instagram.com/rowingcanada)

Thank you.

**Terri Brennan** she/her  
Executive Coordinator  
Office of the Mayor and CAO  
T: 250-746-3117  
E: [terri.brennan@northcowichan.ca](mailto:terri.brennan@northcowichan.ca)

North Cowichan is situated on the traditional territories of the Quw'utsun Nation, which includes the Cowichan Tribes, the Halalt First Nation, the Lyackson First Nation, the Penelakut Tribe, and the Stz'uminus First Nation. The Municipality also sits on the traditional territory of the Snuneymuxw First Nation.

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February 14, 2024

Pacific Economic Development Canada (PacifiCan)  
Vancouver Island and Coast  
200-535 Yates St  
Victoria, BC,  
V8W 2Z6

**Re: Rowing Canada Aviron's National Training Centre and Home for Canadian Rowing in the Cowichan Valley**

To Whom it May Concern,

The Municipality of North Cowichan would like to express our support for Rowing Canada Aviron's (RCA) application to the PacifiCan Tourism Grown Program for Phase Three of their initiative to establish a National Training Centre (NTC) and a new Home for Canadian Rowing on Quamichan Lake in the Cowichan Valley.

Economic development, diversification, and creating opportunities for our communities and residents is an important element of our Municipal vision and strategy. The NTC project aligns well with this and can play a crucial role in helping our community recover from the impacts of COVID-19 and with building resiliency for the future.

The NTC will clearly foster economic prosperity, generate employment opportunities, and attract skilled professionals and tourists to the region; all of which align with our need for economic diversification. This initiative is not solely about rowing or a shell house: it's about creating a diverse, vibrant, and economically sound community for current and future generations in the Cowichan Region.

The economic contributions of the NTC project to our community are substantial. With approximately \$2 million already injected into our local economy and an additional \$3 million in capital expenditures expected, this initiative is creating jobs and benefiting local supply chains. The projected annual injection of \$4 million in salaries, program spending, hotel stays, and other tourism-related spending will further invigorate our local economy.

The NTC's ability to host national team trials, training, and regattas will bring hundreds of "rowing tourists" to the region, benefiting local businesses in non-peak times and enhancing our region's profile as a sports destination.

We believe this project will also foster a culture of volunteerism and help us attract other provincial and national team programs to our region, further transforming it to a hub for high-performance sports and sports tourism.

Moreover, beyond the economic merits, we believe that the presence of the National Rowing Team athletes and coaches will unify, ignite, and inspire our residents of all ages for generations to come. We see this initiative as a powerful force for community cohesion and well-being.

In conclusion, we are delighted that Rowing Canada Aviron has chosen North Cowichan and the Cowichan Valley as the new home for Canadian rowing and we wholeheartedly support their application to the PacificCan Tourism Growth Program.

Sincerely,

Rob Douglas Mayor

[mayor@northcowichan.ca](mailto:mayor@northcowichan.ca)

cc: Terry Dillon, CEO, Rowing Canada Aviron North Cowichan Council  
Ted Swabey, CAO, North Cowichan

7030 Trans-Canada Highway  
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February 14, 2024

Denice Regnier  
Manager, Programs & Corporate Affairs  
Island Coastal Economic Trust  
#108-501 4<sup>th</sup> Street  
Courtenay, BC  
V9H 1H3

**Re: Rowing Canada Aviron's National Training Centre and Home for Canadian Rowing in the Cowichan Valley**

Dear Ms. Regnier:

The Municipality of North Cowichan would like to express our support for Rowing Canada Aviron's (RCA) application to the Island Coastal Economic Trust (ICET) Capital and Innovation Program for Phase Three of their initiative to establish a National Training Centre (NTC) and a new Home for Canadian Rowing on Quamichan Lake in the Cowichan Valley.

Economic development, diversification, and creating opportunities for our communities and residents is an important element of our Municipal vision and strategy. The NTC project aligns well with this and can play a crucial role in helping our community recover from the impacts of COVID-19 and with building resiliency for the future.

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In conclusion, we are delighted that Rowing Canada Aviron has chosen North Cowichan and the Cowichan Valley as the new home for Canadian rowing and we wholeheartedly support their application to the ICET Capital and Innovation Program.

Sincerely,

Rob Douglas Mayor

[mayor@northcowichan.ca](mailto:mayor@northcowichan.ca)

cc: Terry Dillon, CEO, Rowing Canada Aviron North Cowichan Council  
Ted Swabey, CAO, North Cowichan