

From: Jonathan M Watkin <info@panachecyclingsports.com>
Sent: Tuesday, February 4, 2025 10:11 AM
To: Council <council@northcowichan.ca>
Subject: Bid for Canadian National Cycling Event for Cowichan Valley

Dear Mayor Rob Douglas and Council

Panache Cycling Sports is currently working on a bid to host the Canadian National Gravel Cycling Championships for the years of 2026/27.

The Cowichan Valley is the ideal region to host such an event given the significant investment made to build a thriving cycling infrastructure and also having hosted pillar cycling events such as Belgian Waffle Ride, BC Bike Race, Cowichan Crusher, and our own Burnt Bridge Classic Gravel Fondo.

The estimated economic impact to the Cowichan Valley is expected to be significant. For example, a National Cycling Event was last hosted in the district of Saanich in 2022/23, and had the following economic outcome:

\$863,000 total Economic Impact for the event for Each Year (provided by Tourism Victoria)
\$10,000 in local taxes
300 jobs supported
878 total hotel nights

The Media exposure was also significant which helped promote the region to people all over Canada and helped create longer term interest in visiting the region for future vacation trips.

As part of the bidding process, we would appreciate the District of North Cowichan to provide a letter of endorsement and support to bring this event to the Cowichan Valley. Panache Cycling Sports is also requesting the same letters of support from the CVRD, Tourism Cowichan, and Key Businesses who will benefit directly.

The deadline to submit our proposal is in two weeks, so any effort to get us a letter before this time would be greatly appreciated.

If you have any questions about this opportunity, please don't hesitate to reach out to us.

Thanks so much,

--

Jon Watkin
President and CEO - Panache Cycling Sports
www.panachecyclingsports.com
Cell: 250-415-3246