



November 25, 2020

Dear Mayor and Members of Council;

I have been asked to prepare a letter in regards to my interest in getting an annual winter festival going in the City of Kawartha Lakes.

I am the current volunteer president of Snowshoe Canada a national non profit sports group that promotes outdoor health and fitness during the winter months.

I also own a cottage on Balsam Lake and have been a cottager in the area since 1977.

Many communities have this sort of festival during the winter months to promote health and encourage people from the local area to get out and enjoy winter activities. In addition to the health benefits these festivals bring tourism dollars to local businesses.

In my attempts to get this concept off the ground I have had some positive discussions with Councillor Doug Elmslie, Tourism staff member Laurie McCarthy, Mayor Andy Letham and Parks and Recreation Manager Jenn Johnson.

I have been one of the main organizers connected to the annual Snowshoe Kawartha event in Fenelon Falls on the first Saturday February for the last 4 years and would like to see this one day event expanded to include more activities in other parts of the city.

I think the first step in getting this going is to have the City council officially recognize this as an annual event to take place within the city and set in motion a plan to build the event gradually over the years.

The festival would be a joint effort between the city and local sports and volunteer groups.

There are already some small winter events happening within the city being operated by mostly volunteers so adopting an official city endorsed weekend would help to tie things together and promote the festival on wider scale.

Some examples of events that have been done at other festivals have included

Snowshoeing, skating, pond hockey, dog sled rides, snow sculptures, snow man making, skiing, fireworks, outdoor concerts.

Indoor activities could include a figure skating demonstration, curling, charity hockey game or evening dancing.

In closing, I would like to see the City adopt a resolution to begin organizing a winter festival and set in motion plans to build the event over the next few years.

I look forward to continued discussion about this event.

Yours truly;

David Robinson

President