

FONOM

The Federation of Northern Ontario Municipalities

May 26, 2014

Ministry of Tourism, Culture and Sport
Office of the Minister
Hearst Block, 9th Floor
900 Bay Street
Toronto, ON M7A 2E1

Dear Minister,


The Federation of Northern Ontario Municipalities (FONOM) wishes to express its support for the Lake Huron North Channel Cycling Route. The vision for this initiative is to develop a route that is geared towards touring and recreational cycling and connects communities between Sault Ste. Marie and Sudbury as well as other key destinations and attractions.

This cycling route would promote the tourism industry in the north which is listed within the Growth Plan for Northern Ontario as an existing and emerging priority economic sector. Supporting this initiative would build on efforts to fulfill the commitments outlined in the Growth Plan for Northern Ontario. This includes investing in strategic public infrastructure, encourage regional co-operation to expand and diversify northern Ontario's tourism industry, and links northern Ontario tourism to provincial and national marketing campaigns.

Investing in public infrastructure such as paving highway shoulders will enhance the safety of cyclists while making northern roads safer for all traffic. The development of this route encourages regional co-operation and expansion as it has formed a partnership with the Waterfront Regeneration Trust. The Lake Huron North Channel Cycling Route would be an extension of the existing Waterfront Trail which is a continuous 1400 kilometre route. Lastly, this route will link northern Ontario tourism to broader tourism campaigns as this initiative has also developed a partnership with Trans Canada Trail to designate the Lake Huron North Channel Cycling Route as part of the official Trans Canada Trail route.

It is important that support be given to this cycling route as a means of promoting the northern Ontario tourism industry for northern residents and visitors to northern Ontario.

Sincerely,


Alan Spacek
President

cc: Tourism Northern Ontario