



To: All WinSport Canada Cross-Country Supporters

**RE: WinSport Canada Land Use Re-designation, Area Structure Plan Amendment and Cross-Country Trail Development**

Dear Supporters,

Please allow me to begin by thanking each and every one of you for supporting WinSport Canada's future development. It is only with the support of our stakeholders that we will be able to create the nation's first Winter Sport Institute, right here in Calgary.

It is of critical importance that support for WinSport Canada projects continue to be voiced, but we do ask that you work closely with us to ensure clarity and consistency of the message.

WinSport Canada acknowledges your concerns and appreciates your support, but we must remain conciliatory and professional in our communications with government officials and other groups. Most importantly, we must deal with facts; and WinSport Canada through its established channels, will work to ensure that the most up-to-date information is provided at each development milestone moving forward. We would like to make certain that you are aware that the cross-country ski trail development is but one part of a major endeavour to create the sport institute.

Many of you were able to join us for the open house on February 22<sup>nd</sup>, and I hope you were able to see our overall master plan which is the basis for our land use re-designation and area structure plan amendment. The basic points of our planned development are:

- 12% of WinSport Canada's land holdings have been identified as commercial development lands. Development of these lands will help to make Canada Olympic Park a destination for sport, recreation and entertainment and provide funds for the development of WinSport Canada facilities. This development will include hotels, restaurants, stores, offices and residential opportunities.
- Allocation of 164 acres to the City of Calgary, to be preserved as a 'special protection' natural area. The caveat on title of the dedication of the 164 acres to the City of Calgary will ensure WinSport Canada maintains the right to develop and operate a system of trails for cross-country skiing, mountain-biking, and hiking over the long term.



- Expansion of WinSport Canada's trail system, on a phased basis, with an initial expansion of 10 kilometers.
- There must be the development of the grade separated interchange at Canada Olympic Road/Bowfort Road and the TransCanada Highway for any development to move ahead.

WinSport Canada appreciates your patience in waiting for the development of additional trails at Canada Olympic Park. We share your desire to expand opportunities, but recognize that we must do so within a development plan and process.

This plan, called the Canada Olympic Park Master Plan, involves many of the projects mentioned above as well as work to finalize upgrades to our existing legacy facilities. The projects that have been under development for years and are now being finalized in the Land Use Re-designation and Area Structure Plan Amendment stages with the City of Calgary are all interdependent. No one project can be pulled from the plan without affecting the rest. This is why it is crucial that we all work together to support the entire range of projects approved; not only the trails.

I should also make it very clear that it is not WinSport Canada's intention to replicate the Canmore Nordic Centre. Over the past decade, the Government of Alberta has invested millions into that facility to make it truly world class. WinSport Canada's intention is to develop a recreational trail system capable of providing an urban training option for developing athletes and hosting regional competitions, as well as shorter length World Cup events every two years in cooperation with CNC. The primary use of these trails however will be to introduce thousands of Calgarians to winter sport and to encourage healthy and active lifestyles.

WinSport Canada's application will be heard by the Calgary Planning Commission on July 21. If the application is supported by CPC the application will be presented to City Council on September 12.

If you would like to help WinSport Canada secure a favorable result through this process, please provide a letter to the Ward Aldermen, Dale Hodges and Richard Pootmans, the Mayor, and the Calgary Planning Commission, with special regard to the following topics and points of interest to [eaward1@calgary.ca](mailto:eaward1@calgary.ca)

- Approval of the current applications will result in development of great benefit to Canada and all citizens of the City of Calgary.
- Support for the revised land uses of retail, restaurant, hotel and other services.



- Support the donation of 160 acres as a special park.
- The addition of the cross-country and multi-use trail system, managed by WinSport Canada is a welcome addition to the sport and recreation offerings at Canada Olympic Park; increasing participation in these sports.
- The resultant sport institute will enhance WinSport Canada's Canada Olympic Park as the premiere destination for recreation, training and high performance sport in the City of Calgary.
- This sport institute will have a tremendous effect on ensuring Calgary's place as the centre of winter sport in Canada.
- This sport institute will promote healthy and active lifestyles.

Should you have any specific questions please contact us at your convenience. Thank you again for your continued support in making the Canadian Winter Sport Institute dream a reality.

Sincerely,

A handwritten signature in blue ink, appearing to read "Jim Younker", is written over a light beige rectangular background.

Jim Younker  
Chief Operating Officer