

July 15, 2019

Eh Canada Travel & Adventure
#54 – 120 Finholm N. Street
Parksville, BC V9P 1J5

Attention: Greg Girard

Re: Experience Nicola Valley Blog Site

Community Futures Nicola Valley is a federally funded, not for Profit Corporation. We provide Small Business Counselling and Loans, Community Economic Development, and work with stakeholder groups to create prosperous, engaged communities.

As we are the representative Community Economic Development (CED) agency for Merritt and the Nicola Valley, CFNV is definitely aware of the importance of social media presence. The Blogging Program initiated in Merritt through Experience Nicola Valley has been a very effective tool for all. When the volunteer bloggers actually share their real life experiences through their blog, whether it is an attraction or an event, this is a very effective way to attract the visitor, and an invite for them to come and experience this for themselves. They can also visit the "Living Website". With the technology today, websites are not just facts and figures; you can portray the day to day excitement and experiences in your community. This is what the traveler wants to see and will come and experience the small rural communities for themselves.

CFNV has worked with Greg Girard and invited him to host Webinars on Facebook and other social media outlets. It is very important for our clients to understand the importance of showcasing their business on Social Media. Greg and Colin Girard are highly trained, very skilled and very professional, and they are a welcomed positive influence in our community. This team is highly experienced and most knowledgeable.

We are in touch with the pulse of the community and fully recognize the important services provided by the Experience Nicola Valley Blogging Program and this is a great tool for all Non-Profit organizations and Groups in any small community.

Sincerely,



Tom Reynolds, Chairperson
Community Futures Nicola Valley