



18<sup>TH</sup> MARCH 2024

## LETTER OF SUPPORT

I am writing to express the strong support of the Bathurst Business Chamber for the proposed local tourism marketing project, Elevate Bathurst. We believe this initiative has the potential to significantly enhance Bathurst's position as a major tourist destination and bring substantial economic benefits to our entire community.

Bathurst enjoys unique global recognition due to its rich cultural and historical heritage, natural beauty and landscapes and its motor racing heritage. However, we believe we can capitalise further on this reputation by implementing a strategic marketing campaign that effectively showcases all that Bathurst has to offer.

The proposed project will undoubtedly attract a wider range of tourists to our region. This increased visitation will lead to a significant boost in spending at local businesses, encompassing not just tourism-related establishments like hotels and restaurants, but also retail stores, service providers, and other sectors.

The Bathurst Business Chamber represents a diverse range of local businesses, and we are confident that a thriving tourism industry will have a positive ripple effect on the entire economy. Increased visitor spending will translate to increased revenue for businesses, which in turn will lead to job creation, investment opportunities, and overall economic growth.

We commend the initiative behind Elevate Bathurst, and believe it offers a strategic and well-considered approach to maximising Bathurst's tourism potential. The Bathurst Business Chamber fully supports this project and urges the council to provide funding and any necessary support required for its successful implementation.

Sincerely,

A handwritten signature in black ink, appearing to read "Sam Forbutt". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Sam Forbutt  
Secretary  
Bathurst Business Chamber