



July 28, 2020

Tom Mrakas
Mayor of Aurora
Town of Aurora, Ontario

Dear Mayor Mrakas,

Swimming Canada was very pleased to contribute to the feasibility study recently conducted by ISG for the Town of Aurora. We are thrilled the Town of Aurora may be interested in expanding its current Aquatics facility. We would like to extend our assistance and guidance as needed. We have various people in our organization or partners who may be able to assist with some ideas and practical case studies. Personally, as a former resident of the Lake Wilcox area, this is tremendous news for the entire York region aquatic community.

The impact of a 50m pool to the Town or Aurora and surrounding area would be immense. Ontario has a rich history of aquatics and a new facility would be a tremendous service to the extended community including the Town of Aurora. Learning how to swim is the primary objective of any aquatic facility but the additional benefits to the community are exponential.

The health advantage to the citizens of Aurora would be tremendous. The activity and skill of Swimming is an essential life skill that saves lives, and promotes healthy living in communities right across Canada. This new facility will enhance the town of Aurora brand and attract families to the community benefiting residents for decades to come. Timing is perfect as the Government of Canada working with its provincial and municipal counterparts has provided substantial funding for shovel ready projects that are designed to create jobs and leave a lasting legacy.

- A 50 metre pool in northern York Region is a priority for both Swim Canada & Swim Ontario given the approximately 1.5M that live in York region and especially the northern communities of Newmarket, East Gwillimbury, Stouville, Uxbridge, Richmond Hill, Vaughan and King City which make up a population of more than 800,000.
- A 50 metre event facility right off a highway within driving distance of 75% of Swim Ontario's 20,000 members would be an attractive location for a wide variety of competitive events including provincial & regional championships.
- Now is a good time to apply for government infrastructure funding and both Swim Ontario and Swim Canada would support such a proposal if asked.



We can't stress enough the value of having a second sport training with event hosting facility in York Region. The study sites the ability to generate substantial revenues for hosting up to 18 events per year. Both Swim Canada and Swim Ontario feel the event calendar as sited in the study to be a very realistic expectation and welcome and support additional hosting options as contemplated in the study. The economic benefits accruing from Sport Tourism have the potential to contribute up to \$8m per year to the Town of Aurora.

Please let us know how we can assist the town of Aurora moving forward.

Should we be able to provide you with any other information please do not hesitate to contact me directly on my cell phone at 5149749902.

Kind Regards,

A handwritten signature in black ink, appearing to read 'Ahmed El-Awadi'.

Ahmed El-Awadi
Chief Executive Officer
Swimming Canada