

Sample Letter

July, 2024

Nanaimo Hospitality Association

I am pleased to offer this letter of support from the City of Nanaimo for the Nanaimo Art Gallery's application seeking funding for a business study aimed at expanding its facilities.

The initiative to establish a new Nanaimo Art Gallery traces back to 2013, with Nanaimo City Council's endorsement of a comprehensive three-phase development plan at 150 Commercial Street. Aligned with the 2014-2020 Cultural Plan for a Creative Nanaimo, this strategic vision prioritizes the phased growth of the Gallery. The City of Nanaimo, in collaboration with the Nanaimo Hospitality Association, has already provided funding for a Feasibility Study, exploring expansion options to establish a "Class A" public art gallery. Subsequently, City staff have actively engaged with Gallery personnel on site analysis and selection processes.

The next crucial step involves developing a robust business plan that will assess the Nanaimo Art Gallery's current operations, address community needs, analyze market trends, and explore potential partnerships. This plan will incorporate detailed financial modeling to ensure a sustainable growth strategy, enhancing the Gallery's operational efficiency and solidifying its role as a vibrant cultural cornerstone within our community.

An expanded Nanaimo Art Gallery promises to significantly enhance its positive impact within Nanaimo, aligning closely with the goals outlined in the City Plan - Nanaimo Reimagined. By investing in visitor-facing infrastructure and leveraging cultural assets, this initiative not only supports comprehensive destination development plans but also positions Nanaimo as a compelling cultural destination, enriching tourism opportunities throughout the region.

Thank you for considering our endorsement of the Nanaimo Art Gallery's business study application. We look forward to the continued growth and success of this invaluable cultural institution.