



**Written submission from
Lake Huron Shoreline Tourism
Marketing Partners**

**Mémoire de
Lake Huron Shoreline Tourism
Marketing Partners**

In the Matter of

À l'égard de

**Bruce Power Inc. – Bruce A and B
Nuclear Generating Station**

**Bruce Power Inc. - Centrale nucléaire de
Bruce A et Bruce B**

Request for a ten-year renewal of its Nuclear
Power Reactor Operating Licence for the
Bruce A and B Nuclear Generating Station

Demande de renouvellement, pour une période
de dix ans, de son permis d'exploitation d'un
réacteur nucléaire de puissance à la centrale
nucléaire de Bruce A et Bruce B

Commission Public Hearing – Part 2

**Audience publique de la Commission –
Partie 2**

May 28-31, 2018

28-31 mai 2018

February 1, 2018

To: The Canadian Nuclear Safety Commission

From: Paul Crysler, President,

The Lake Huron Shoreline Tourism Marketing Partners (LHSTMP's).

Re: Bruce Power application for 10 year operating licence renewal.

I have submitted this letter in my role as President on behalf of the Lake Huron Tourism Marketing Partners. Our position is one of total support for the current licence life-extension request by Bruce Power for 10 years.

For more than 30 years we have marketed a variety of what we call core trip motivators that would attract tourists and potential new residents to the area. While promoting these we also have helped to fund various aspects of projects related to these to keep them on the forefront of market readiness and current in appeal to these two main groups. While the tourist group has been split into 13 different categories by interest, age and financial means, we have targeted those groups who would be attracted by the natural motivators in our area. Our region of focus has been primarily the waterfront from Point Clarke north to Southampton and on several occasions the entire Bruce Peninsula and the County of Bruce. Inland communities always have included Ripley and Paisley in particular.

The main trip motivators include beaches in general and we developed a County brochure highlighting the main features of our top 10 beaches which include Sauble. Surfing on Kincardine has been newly developed as has kite boarding in Oliphant. Fishing and paddling (canoes and kayaks) go hand-in-hand but we have developed guides for each that include access points and signage giving distances, approximate travel times, difficulty and relevant amenities on route. Lighthouses and rural gardens historically have been significant attractors and we have featured these in brochures. We initiated cycling routes in the County about 8 years ago and this has become one of our biggest attractors across many tourist categories. We feature both touring routes across the county as well as the several mountain bike tracks within the county. All are rated for difficulty and have local items of interest. Culinary amenities, accommodations retail opportunities are promoted by local municipalities and on our website. Our website, www.sunsets.com is highly recognised and used as a tourism research tool for all of the above plus events in our area. Bruce Power is one of the important 9 members of the board for us. We also partner with Bruce County and Region 7 Tourism Organization.

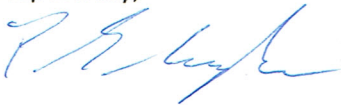
Bruce Power has long been a major player in the development of the well-being on several fronts for our communities while providing a wide range of many high quality and well-paying jobs. As a result our communities are sought out for employment across many other sectors as well. Support for the arts, current health care, recreation for all ages, education and social programs are just a few areas they support that contribute significantly to having healthy communities. The openness and transparency of their operations and proposed changes has been exceptionally good through their public information sessions. These sessions have gone a long way in building awareness and support for

all that they do. The most recent plan for life extension has been a real and tangible help for those in planning and financing for housing, education, spin-off support businesses, tourism and more. Through all of this the communities have a real trust and appreciation for the significant efforts made by Bruce Power to provide stable, affordable and safe energy.

Through the years many of us have become quite familiar with the various levels associated with reviews for licence renewal and we appreciated the checks and balances in this along with the opportunity for the public to gather and submit information. As a result we are very comfortable with the integrity of the process.

Our group's mandate does not include any work that relates to Bruce Power's initiatives with indigenous communities, but these are usually reported on in the media or releases from Bruce Power.

Respectfully,

A handwritten signature in blue ink, appearing to read 'P. Chrysler', written in a cursive style.

Paul G. Chrysler,

President, LHSTMP's