

SAMPLE LETTER FOR BUSINESS ORGANIZATION

(PLEASE USE YOUR LETTERHEAD)

(Date)

NOAA National Marine Sanctuary Program
Attn: John Armor, Acting Director, Office of Marine Sanctuaries
1305 East-West Highway, 11th Floor
Silver Spring, MD 20910

Dear Director Basta:

As _____, representing _____,
I would like to express my full support for and endorsement of this nomination to the National Oceanic and Atmospheric Administration (NOAA) for a national marine sanctuary in eastern Lake Ontario waters. As envisioned, the Great Lake Ontario National Marine Sanctuary would include many historically important shipwrecks and encompass hundreds of square miles off the coast of Eastern Lake Ontario, a waterway with many of the oldest submerged maritime heritage resources in the Great Lakes.

The unique beauty of the eastern Lake Ontario region, and its wealth of maritime heritage resources not only offers a fascinating story of people, cargo, and missions undertaken over hundreds of years of North American history, it also is a resource that supports hundreds of businesses in the region and is a foundation of the local economy.

In 2015, the County of Oswego submitted the concept of the NMS to the Central New York Regional Economic Development Council (CNYREDC) through a process they developed to identify ideas/projects that had the potential to transform the region in any one of a dozen or so predetermined business sectors. One of the priority sectors identified was tourism.

Appreciating the potential economic impacts that could be realized in the lakeside communities that would see the greatest influx of visitors should the sanctuary nomination proposal be approved and acknowledging that there would likely be significant new investment in the small business sector and in civic infrastructure enhancements, the CNYREDC recognized that this initiative could in fact be “transformative” and selected it as one of a very few in the tourism sector to be highlighted in their 5-year plan. The regional plan was subsequently selected as one

of the top three regional development plans in New York State and the region was awarded \$500 million over a five year period to implement their strategies.

_____ recognizes the rare opportunity that NOAA has presented in this call for nominations and its potential long-term economic benefits to the region. As such, we are pleased to be able to enthusiastically lend our support and join others throughout the region in this collaborative effort to develop an NMS here.

Sincerely,