



November 13, 2007

Department of Economic
Development,
Recreation, & Tourism

To Whom It May Concern:

393 Pembroke Street West
Pembroke, ON K8A 6X3

T. 613-735-6821 x 1501
F. 613- 635-7709

Please consider this not just a Letter of Support but a ringing endorsement for Renaissance Square ~ the new Algonquin College Campus in the Ottawa Valley.

In 2008, the City of Pembroke is celebrating the 180th anniversary of its founding. It is a small city built on the foundations of what was once a robust logging industry. That industry has been decimated over the past decade, and is a mere shadow of what once brought millions of dollars into the local economy. In the past three years alone, over 500 jobs have been lost locally through the closures of Smurfitt MBI, the Eddy Match Company, Commonwealth Plywood and numerous sawmills.

Pembroke is a community in transition, and its economic development strategic plan is a multi-faceted one based on our competitive advantages in an attempt to mitigate the aforementioned job losses. As we move from a resource based to a knowledge based economy, we are focussing on the following four sectors:

- Secondary Wood Products
- Health Care Services
- Retail Services, including call centres
- Tourism

Our objective is to develop a diversified economy which will help to stem the tide of youth migration while attracting new businesses and retaining old ones. One of the key cornerstones of this strategy is Algonquin College as it strives to become a centre of excellence for tourism and health care training, both of which reflect our competitive advantages and the local economy we are working to develop.

The new campus, which would be located on the shores of the Ottawa River just a block north of downtown, will be a major contributor to Pembroke's future well being. It will inject much needed energy to the current revitalization efforts in downtown, and it will help to strengthen Pembroke's economic position as "the heart of the Ottawa Valley". It will truly help a renaissance to occur!

As the global economy continues to affect local economies throughout eastern Ontario and beyond, a new Algonquin College campus presents an ideal opportunity to show support for not just the City of Pembroke, but also the





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County of Renfrew – both of which personify the frontier spirit for which Algonquin College is noted.

We don't just want the new campus. We need it. In recognition of the many challenges we are currently facing, we ask that you support it as well.

Sincerely,

Susan Ellis
Coordinator, Economic Development, Recreation & Tourism

Cc: John Yakabuskie, MPP, Renfrew Nipissing Pembroke
Cheryl Gallant, MP, Renfrew Nipissing Pembroke
Terry Lapierre, CAO, City of Pembroke

