

City of Cold Lake Delegation Application for Wicked Watersport Rentals Inc.

I am proposing to Cold Lake City Council to establish a delegated commercial boat vessel slip to be assigned to Wicked Watersport Rentals at Slip #2 at the Cold Lake Marina.

Currently, Wicked Watersport Rentals Inc. is going into its 7th season of business here in Cold Lake. A leader in tourism, we have provided safe, fun and exciting watersports on Kinosoo Beach and at the Cold Lake Marina. Our Wicked Party Pontoon Boat is currently the only boat for rent from the Cold Lake Marina and has provided many families fun and relaxation on Cold Lake. Our vision has always been that all people, from all walks of life, be able to experience the beauty of Cold Lake, so last year we began providing \$15 boat tours of the lake that last 45 minutes. As I captain the vessel, I mention all the development Cold Lake and Kinosoo Beach has undergone, promote various small businesses and community events and have become an unofficial ambassador for tourists visiting the area. In the past 7 years we have partnered with Travel Alberta and Seeker Media Group developing a creative marketing campaign that highlights both the beach and our community. Marketing tools such as Go East of Edmonton allow us the opportunity to use our company as a vessel to drive tourists here to the Lakeland and experience activities on the water while also seeing all our community has to offer.

These opportunities are only available with a boat slip at the Cold Lake Marina. Currently, all the marina slips are private slips and there is an extensive wait list; the establishment of a much needed commercial slip that is transferrable upon the sale of the business would allow the business to continue to grow and not only satisfy our loyal local customers, but continue to attract people to our community as well. For these reasons, I hope that Council will vote on making Slip #2 a seasonal commercial boat slip for Wicked Watersport Rentals and be transferrable upon sale of the business. This slip would become non-transferrable upon the liquidation of the business but could be used to attract new water tourism in the future. As a 19 year member of the community and 22 year member of the RCAF, I am starting to plan my retirement and that means the ultimate sale of Wicked Watersport Rentals Inc. I love my business and I love this community and I want to see both grow and I believe that Wicked Watersport Rentals is part of the Cold Lake story. Having an assigned slip would make sure this business remain in the community and possibly grow further.

Lastly, the City of Cold Lake has been a supporter of Wicked Watersport Rentals Inc. since Council members and the Mayor helped me cut the ribbon on the business on Kinosoo Beach in 2013. We ask they continue to support us in this request and would like to thank everyone for their support for all these years.

For your approval.

Sincerely,

Raymond J. Cowell
Owner/Operator
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Kinosoo Beach
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