



CLAYOQUOT
WILDERNESS
RESORT

REMOTE • REFINED • REMARKABLE

ENVIRONMENTAL LEGACY PROGRAM
An M&IT Opportunity for the 21st Century



"GREEN CHIP" COMPANIES SET THE NEW GOLD STANDARD

Since its opening in 1998, Clayoquot Wilderness Resorts and Spa has signed-off each and every press release with the same 65 words. Words that define the spirit in which the resorts operate:

The remote and pristine nature of Clayoquot Sound attracted the resorts group to the area in 1997. The company has since been committed to exist within the area in an entirely sensitive and environmentally sustainable manner. The resorts employ local men and women, and through various education-based conservation and recreational offerings, contribute to the enhancement and global understanding of the Clayoquot Sound Biosphere Reserve Area.

In 2005, after eight full seasons of operation, endless consultation with local First Nations groups, and regional, provincial and federal agencies, and the underwriting of ongoing feasibility studies, Clayoquot Wilderness Resorts & Spa successfully introduced phase-one of its five-year, \$3 million (USD) **ENVIRONMENTAL LEGACY PROGRAM** to a corporate audience. The response from the M&IT industry and their clients was overwhelming—proving perhaps, that *green* is indeed the new gold.

THE LEGACY BEHIND THE LEGACY

UNESCO

Clayoquot Wilderness Resorts & Spa is located in the UNESCO-designated Clayoquot Sound Biosphere Reserve — one of 408 reserves in 94 countries world-wide. Prior to 1993, when the largest act of civil disobedience in Canada prompted world markets to boycott raw clear-cut lumber inventories originating from Clayoquot

Sound, the area's economy was natural resource-based. Commercial fishing and forestry employed all but few area residents and drew financial interests from all over the world.

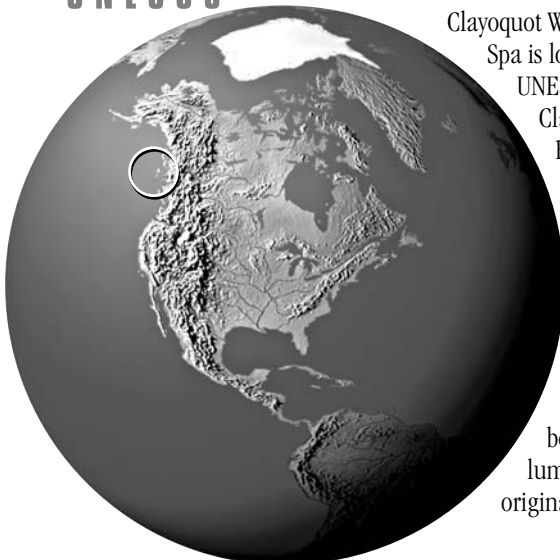
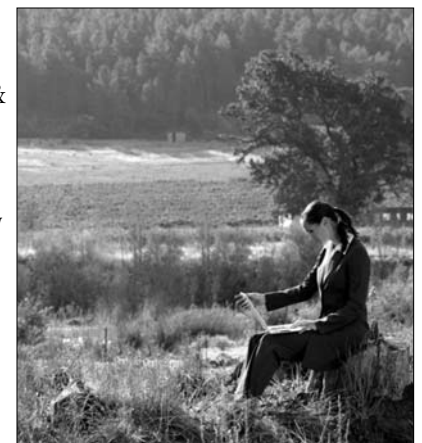
In the ensuing years, commercial fishing underwent a massive correction that centred on widespread closures, by the federal government, of west coast salmon fishing to allow wild stocks to replenish. Greenpeace, Friends of Clayoquot, and other environmental organizations made it impossible for forest companies to continue to clear-cut timber, and regional offices closed their doors for good.

Ironically, six years after it all began, Canada's largest forestry company held its west coast office retirement party at Clayoquot Wilderness Resorts floating lodge at Quait Bay, and Clayoquot Sound was once again making headlines around the world. But this time, because of its new resource-based economy — Ecotourism, and its discovery as one of the planets greatest natural treasures.

THE GROWTH OF "DO-GOOD" TRAVEL

Clayoquot Wilderness Resorts & Spa shares its Environmental Legacy Program with a global market on the eve of a tectonic shift in thinking about the way business is done, how we treat each other, and how we treat our environment. The events of 911, bio-weapons threats, industry-related catastrophes and the like, served to underscore how the actions of few affect the whole of the planet. And today, as leading-edge companies refine their corporate conscience, the resorts' legacy program is an idea whose time has come.

It is true that corporately-funded environmental initiatives will never replace the hedonistic rewards-based golf getaways that companies offer-up as incentive to vacation-starved sales departments, but, it is also true that legacy building is a new and important addition to the mix.



LEGACY BUILDING IS GOOD FOR BUSINESS. GREEN GETAWAYS:

- Provide a vehicle for customers and/or employees to positively impact the environment while in receipt of once-in-a-lifetime experiences.
- Improve employee performance, customer loyalty, long-term sustainability, and the bottom line.
- Allow the environment and often-times a third-party non-profit conservancy agencies to benefit through in-kind services or much-needed funding.
- Provide a permanent record of corporate conscience, or 'legacy' to build on and communicate.

In the end, through a broad-minded culture of giving and legacy building, all players win.

BUYING IN BY TAKING PART: STEWARDSHIPS

Most of the vast expanse of wilderness owned and operated by the resorts is old-growth forest. Large parcels are well-established second and third growth, and a portion is on the mend. It is the latter, wounded corner of the Biosphere, including neighbouring Crown Lands and Provincial Park, that will benefit from ELP initiatives. So too will non-profit environmental groups, wildlife rehabilitation programs, and wildlife researchers.

The Environmental Legacy Program is educational in nature, and requires the participation of all stakeholder groups, including underwriters. The program contains five main components, or stewardships, namely:



RAPTOR REHABILITATION & RELEASE

Birds of prey—rehabilitation, and release into the wild.



SALMON HABITAT RESTORATION

Research, restoration and creation of spawning habitats.



BLACK BEAR MAPPING

Research, tagging and monitoring feeding, denning and familial patterns.



WHALE ACOUSTICS

Monitoring marine traffic impacts on feeding and migration (3 species).



WINTER FEEDING GROUND ENHANCEMENT

Enhancement and creation of winter feeding grounds for Roosevelt elk.

Through hands-on involvement in whole or in part in the preparation and management of one or more environmental stewardship, corporate **underwriters (opportunities range from token to major-giving)** can offer employees and clients a once-in-a-lifetime opportunity to up the reward for performance and loyalty. **Certainly the pay-off begins with a five-star wilderness retreat** (Clayoquot Wilderness Resorts' version of a fun-in-the-sun grand prize),

but what better way to promise the ultimate reward, than to offer a way for individuals to leave their mark—to improve their world. In so doing, their collective efforts have enormous impact, **all in the name of the underwriter—the published hero-author of the legacy.**

The formula works. Public interest proves it, MI&T successes to-date prove it, and improved natural environments prove it. Everybody wins!



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