



Humber Institute of Technology
& Advanced Learning

LAKESHORE CAMPUS
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humber.ca

The Faculty of Business

July 30, 2021

Re: Letter of Endorsement for Johnny Hawke CORDA Funding Proposal

Deborah Kimball
CORDA Secretariat
431 Hiawatha Line
Hiawatha First Nation, ON K9J 0E6

Dear Ms. Deborah Kimball,

I wish to express my support for the project proposed by Mr. Johnny Hawke as part of the Canada Ontario Resource Development Agreement (CORDA). Mr. Hawke's project has the potential to create many positive impacts both locally and in a broader, demonstrative context. In addition, I am confident that Mr. Hawke's experience organizing disparate stakeholders into coalitions to make a meaningful impact on the world portend success for his project.

Mr. Hawke is working with our team, including faculty members from Humber College, University of Guelph, and the University of Waterloo, on a digital learning experience that showcases innovative, sustainable tourism practices. His initiatives foster community resiliency and, with regard to his work with our provincially funded Sustainable Tourism Future project, demonstrates the viability of a community focused, authentic, regenerative tourism model.

In addition to working to bring greater awareness of Mr. Hawke's exciting community-based project to a wide diverse audience, we are also committed to providing in kind support to ensure that the project has the greatest positive impact. Please feel free to contact me if you would like to further discuss Mr. Hawke's important role in our project.

Warmest regards,

A handwritten signature in black ink, appearing to read 'Culum Canally'.

Culum Canally, PhD.

267-377-7573

Culum.Canally@humber.ca

Professor of Tourism Management

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