December 23, 2013

Dear [Redacted]

Re: Your request for access to information under Part II of the Access to Information and Protection of Privacy Act [Our File #: IBRD/7/2013]

On September 6, 2013, the Department of Innovation, Business and Rural Development received your request for access to the following records/information:

"To provide any and all information contained within the records and files of the NL government with respect to all "Proposals or Business Development Plans" submitted in connection to any funding requests for Cain's Quest and/or Cain's Quest Snowmobile Endurance Race and/or any of its affiliates/subsidiaries."

The scope of this request was revised on October 8th, December 3rd and again on December 17th 2013 to now limit the request to the Table of Contents, Index, Executive Summary and portions of the report pertaining to objectives for the 2006 Proposal and 2006 Final Report.

I am pleased to inform you that your request for access to these records has been granted in part. The sections of the Proposal and Final Report that best match your request have been provided. Access to some information contained within these record, has been refused in accordance with Section 30 as specified in the Access to Information and Protection of Privacy Act. See attached references.

As required by subsection 7(2) of the Act, we have severed information that is excepted from disclosure and have provided you with as much information as possible. In accordance with your request for a copy of the records, the appropriate copies have been enclosed.

Section 43 of the Act provides that you may ask the Information and Privacy Commissioner to review this partial refusal of access or you may appeal the refusal to the Supreme Court Trial Division. A request to the Information and Privacy Commissioner shall be made in writing within 60 days of the date of this letter or within a longer period that may be allowed by the Commissioner.
The address and contact information of the Information and Privacy Commissioner is as follows:

Office of the Information and Privacy Commissioner
34 Pippy Place
P. O. Box 13004, Stn. A
St. John's, NL. A1B 3V8

Telephone: (709) 729-6309
Facsimile: (709) 729-6500

In the event that you choose to appeal to the Trial Division, you must do so within 30 days of the date of this letter. Section 60 of the Act sets out the process to be followed when filing such an appeal.

Please be advised that responsive records will be published following a 72 hour period after the response is sent electronically to you or five days in the case where records are mailed to you. It is the goal to have the responsive records posted to the Office of Public Engagement's website within one business day following the applicable period of time. Please note that requests for personal information will not be posted online.

If you have further questions, please feel free to contact Christina Harrington, ATIPP Coordinator, at 729-6137 or by e-mail at christinaharrington@gov.nl.ca.

Sincerely,

Rita Malone
Deputy Minister (A)

Enclosure(s)
ATIPPA Exceptions

Disclosure harmful to personal privacy

30. (1) The head of a public body shall refuse to disclose personal information to an applicant where the disclosure would be an unreasonable invasion of a third party's personal privacy.

(2) A disclosure of personal information is not an unreasonable invasion of a third party's personal privacy where

(a) the applicant is the individual to whom the information relates;
(b) the third party to whom the information relates has, in writing, consented to or requested the disclosure;
(c) there are compelling circumstances affecting a person's health or safety and notice of disclosure is mailed to the last known address of the third party to whom the information relates;
(d) an Act or regulation of the province or of Canada authorizes the disclosure;
(e) the disclosure is for a research or statistical purpose and is in accordance with section 41;
(f) the information is about a third party's position, functions or salary range as an officer, employee or member of a public body or as a member of a minister's staff;
(g) the disclosure reveals financial and other details of a contract to supply goods or services to a public body;
(h) the disclosure reveals the opinions or views of a third party given in the course of performing services for a public body, except where they are given in respect of another individual;
(i) public access to the information is provided under the Financial Administration Act;
(j) the information is about expenses incurred by a third party while travelling at the expense of a public body;
(k) the disclosure reveals details of a licence, permit or a similar discretionary benefit granted to a third party by a public body, not including personal information supplied in support of the application for the benefit;
(l) the disclosure reveals details of a discretionary benefit of a financial nature granted to a third party by a public body, not including
   (i) personal information that is supplied in support of the application for the benefit, or
   (ii) personal information that relates to eligibility for income and employment support under the Income and Employment Support Act or to the determination of income or employment support levels;
(m) the personal information is about an individual who has been dead for 20 years or more; or
(n) the disclosure is not contrary to the public interest as described in subsection (3) and reveals only the following personal information about a third party:
   (i) attendance at or participation in a public event or activity related to a public body, including a graduation ceremony, sporting event, cultural program or club, or field trip, or
   (ii) receipt of an honour or award granted by or through a public body.

(3) The disclosure of personal information under paragraph (2)(n) is an unreasonable invasion of personal privacy where the third party whom the information is about has requested that the information not be disclosed.

(4) A disclosure of personal information is presumed to be an unreasonable invasion of a third party's personal privacy where

(a) the personal information relates to a medical, psychiatric or psychological history, diagnosis, condition, treatment or evaluation;
(b) the personal information is an identifiable part of a law enforcement record, except to the extent that the disclosure is necessary to dispose of the law enforcement matter or to continue an investigation;
(c) the personal information relates to employment or educational history;
(d) the personal information was collected on a tax return or gathered for the purpose of collecting a tax;
(e) the personal information consists of an individual's bank account information or credit card information;
(f) the personal information consists of personal recommendations or evaluations, character references or personnel evaluations;
(g) the personal information consists of the third party's name where
   (i) it appears with other personal information about the third party, or
   (ii) the disclosure of the name itself would reveal personal information about the third party; or
(h) the personal information indicates the third party's racial or ethnic origin or religious or political beliefs or associations.

(5) In determining under subsections (1) and (4) whether a disclosure of personal information constitutes an unreasonable invasion of a third party's personal privacy, the head of a public body shall consider all the relevant circumstances, including whether
   (a) the disclosure is desirable for the purpose of subjecting the activities of the province or a public body to public scrutiny;
   (b) the disclosure is likely to promote public health and safety or the protection of the environment;
   (c) the personal information is relevant to a fair determination of the applicant's rights;
   (d) the disclosure will assist in researching or validating the claims, disputes or grievances of aboriginal people;
   (e) the third party will be exposed unfairly to financial or other harm;
   (f) the personal information has been supplied in confidence;
   (g) the personal information is likely to be inaccurate or unreliable;
   (h) the disclosure may unfairly damage the reputation of a person referred to in the record requested by the applicant; and
   (i) the personal information was originally provided to the applicant.
The Labrador
Snowmobile Endurance
Race

March 2006

Proponent:
The White Wolf Snowmobile Club
P.O. Box 364
Labrador City, NL A2V 2K6
Tel: (709) 944-7401
Fax: (709) 944-3002

Submitted to:
The Atlantic Canada Opportunities Agency (ACOA)
under the Business Development Program (BDP)
Date: October 7th, 2005
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A. EXECUTIVE SUMMARY

The snowmobiling industry in Labrador has been growing at a tremendous rate in large part due to the development of superior groomed and signed trails. With considerable investment of resources to date, snowmobiling has certainly earned its designation as the "major growth industry in Labrador." Incidentally, on the national front, the snowmobiling industry contributes over $4 billion dollars to the Canadian economy. In our neighboring province of Quebec, snowmobiling generates in excess of $1.2 billion dollars to their province's coffers. Labrador is certainly positioning itself as a snowmobiling destination and great potential exists for considerable revenue to be generated in this province through this industry.

With this significant potential in mind, the White Wolf Snowmobile Club is proposing a benchmarking snowmobile event – the Labrador Snowmobile Endurance Race – an event sure to entice non-resident visitation, market the existing trail system, and provide economic benefit to the communities of Labrador City, Wabush, and Churchill Falls. As the "pilot project," the Labrador Snowmobile Endurance Race will evolve in 2007 to encompass all of Labrador's snowmobile trail system and will be grandeur in both scale and economic impact. As the marketplace has yet to be truly tapped with respect to the enormous expanse of groomed trails and pristine surroundings in Labrador, it stands to reason that this type of undertaking is perfect for the White Wolf Snowmobile Club.

This project falls within the purview of the Business Development Program guidelines as it will provide economic benefit to the area and is economically viable with an estimated 200-300 visitors to the area in March 2006.
B. BACKGROUND

In 1995 the Department of Tourism, Culture and Recreation (DTRC) commissioned the PLURAM group to produce a detailed strategic development plan for snowmobile tourism and recreation in the province. This strategy completed in May 1996, recommended the development of a state-of-the-art interconnected trail system and the implementation of a "unique" snowmobile tourism product.

The PLURAM strategy recognized the excellent climatic conditions for an extended snowmobile season in Labrador, particularly for long-range expedition type snowmobiling, which would draw non-resident snowmobilers to the area. In fact, Labrador's trail system has been described to rival the best in North America with its virtually indestructible base of snow and temperatures that quickly set a freshly groomed trail.

This trail system was designed meet the following agreed upon objectives:

- To provide basic transportation infrastructure that would encourage the development of new small cottage industries.

- To provide a direct groomed trail between the communities of the Labrador Straits, through the south coast communities, accessing the north coast communities and connecting Central and Western Labrador.

- To provide an additional economic generator for communities along the route through increased snowmobile usage, accommodations, etc.

- To establish a unique and appealing (high quality) tourism attraction that would draw non-resident snowmobilers to the area.

White Wolf Snowmobile Club has been an integral partner in the development of the trail system in Labrador West. The club has served as a model of success for other regions of the province. The club has been the initiators and enablers in snowmobile recreation activities in Labrador West and has the knowledge and experience to run a successful endurance race.
C. RATIONALE

White Wolf Snowmobile Club and Labrador Winter Trails has spent the past several years focusing on trail development. Now that the trails are completed, the focus must shift to effective operations and management of these trails. The Labrador Snowmobile Clubs are now implored to take a more active role to ensure that the transportation and tourism benefits associated with these trails are fully realized.

Canada is recognized as being one of the prime snowmobiling areas in the world. As such, it has the potential to attract more visitors to Canada during the winter and to encourage them to stay longer and spend more. If so, it could significantly enhance the winter tourism product mix, particularly in rural areas, where snowmobile tourism is synonymous with economic development. Snowmobile tourism, specifically in this case, a snowmobile Endurance Race, could help to address the seasonality of tourism and its impact upon operator profitability.

It is the strategic mission of the Canadian Tourism Commission to deliver world-class snowmobile tourism product and experiences to both the novice and the experienced snowmobile markets, while supporting a sustainable winter tourism product that will create long-term community economic development and growth. It is this mission that has been adopted by Labrador Winter Trails and the White Wolf Snowmobile Club.

These trails are vital to our efforts to extend our province's tourism season and expand on our existing tourism infrastructure. The potential for positive economic impact and spin-offs are astounding. The Canadian Council of Snowmobile Organizations (CCSO) reports snowmobiling-related dollars spent by Canadians is in excess of $2 billion annually, and the industry has experienced significant growth in Canada—five per cent yearly since the early 1990's. The infrastructure will position us to attract more of those dollars to Newfoundland and Labrador from national and international markets.

There is great potential for growth in this industry in our province. Snowmobiling has long been a popular winter activity in Newfoundland & Labrador, having 10 per cent of total registered snowmobiles in Canada and 27% of the population own one or more snowmobiles. The activity in snowmobiling in Newfoundland & Labrador is mostly for recreational uses by residents. However, in recent years there has been growth in the use of snowmobiles by non-residents for touring purposes.

Snowmobile magazines such as: Snow Goer, Canada's Snowmobiling Magazine; the Atlantic Snowmobiler; and the SuperTrax, the world's #1 snowmobiling authority have profiled Labrador as the "next big snowmobiling paradise for the Been There, Done That Crowd. (See Appendix B – copies of magazine articles).

An event such as the Labrador West Endurance Race would provide a benchmarking point for a Pan Labrador Race, anticipated in March 2007. The Pan Labrador would provide the various communities through the vast geographic region of Labrador, to feel connected. An event of this magnitude would evoke large-scale community spirit and involvement. Not only would the race highlight the communities of Labrador it will also
serve as a showcase opportunity for lodges and outfitting camps along the race route. Nonresident participants will have ample opportunity to view the lodges and meet the operators. It is the desire of the organizing committee to have nonresident participants return to Labrador on other snowmobile related outings.

Increased non-resident visitation would provide great net economic benefit to the rural communities of Labrador. The Iron Dog Race that occurs in Alaska each year brings 25 teams of 2 people plus all their additional team members for equipment maintenance and family and friends for support. As well, members of media and sponsorship representatives will also take part in the coverage of this event, spending more dollars in the area.
2006 Snowmobile Endurance Race
Western Labrador
Canada
Introduction

The idea for a snowmobile race in Labrador was around for quite some time. From a tourism perspective, it was felt that the region needed something to attract visitors from outside the area. Labrador needed a special event to highlight the area as a premiere tourist destination. It would have to be something that would be long standing with economic benefits and it would have to be something new, exciting and popular worldwide. Taking into account that Labrador is known for its extended winter season and rugged landscape, it seemed only fitting to create an event that would showcase the true beauty of this northern region. A winter recreation event seemed like a logical approach for the area.

One of the more popular activities during a Labrador winter is snowmobiling. With more then 1500 km of some of the finest groomed trails and ideal conditions for off trail riding, Labrador promises visitors an incredible snowmobiling experience and wild adventure all in one. This attraction coupled with the growing snowmobiling industry meant that the answer was simple; A Snowmobile Endurance Race.

An event of this caliber would attract race fans, winter enthusiasts and people who are willing and able to invest financially in registering a team for a chance at a considerable prize purse. Equally as important, it would be the only event of its kind in the country and it would likely draw visitors from outside the area to come and experience a wonderful and unforgettable journey across the challenging but majestic Labrador.

The idea was presented to the White Wolf Snowmobile Club and a committee was formed. It was from here, the race began to take on a life of its own.

Planning

During the early stages of the planning, committee members looked at dates to hold the race, where the race would run and of course what name should go with this event. Research produced a model to follow: The Alaskan Iron Dog. This race has been in operation for 21 years and has seen tremendous success it’s lifetime so far. It gave the committee somewhere to start and laid much of the groundwork for what would need to be accomplished in months to follow.

After much consideration, the date for the race was set for March 18th. The entire event would run from March 17th – March 24th. This decision was based on numerous factors such as weather patterns for that time of year, other events scheduled for that month and the long weekend.
The route was a bigger challenge to finalize. It was important not to go too big too soon. It was felt that a 1000 km race would work well in the pilot year. The race was to begin and end in Labrador City with a major layover in Churchill Falls. The idea was to create a lot of attention for the area as well as generate some revenue for both of the communities. The route was laid out in such a way that there were accommodations along the route for the racers, it was feasible to position fueling stations at various points and there would be no safety hazards. It was designed in such a way that it was possible to estimate the timeline for racers to arrive at various points. It was believed that the race would last 3-4 days.

The committee had decided a suitable name for the race would be Cain's Quest. This name represents the adventure the race promises to be and captures the essence of the land that hosts it. Following the story of one of Jacques Cartier's famous expeditions to North America, Cain's Quest came from a reference that Cartier made to the harsh landscape. He referred to the coast of Labrador as "The land God gave to Cain". From this story and the vision of the race, Cain's Quest was born.

It was quickly realized that an event of this magnitude would require a considerable budget and someone to spearhead the event under the direction of the committee. Funding proposals to Service Canada, the Atlantic Opportunities Agency (ACOA) and the Department of Innovation, Trade and Rural Development (INTRD).

All three agencies recognized the benefit of Cain's Quest this year and in years to come. ACOA agreed to fund 67.5% of the total project cost while INTRD agreed to cover 25% of the total eligible project cost. Service Canada, under the Labour Market Development Agreement, sponsored a Job Creation Sponsorship position for an Event Coordinator and agreed to cover many associated costs for this position. Any remaining monies would come from sponsorships and registration fees.

Registration fees were set at three amounts. (Cost depended on time of registration). Ranging from $400.00 per racer - $500.00 per racer, the earlier one registered the more they saved. All registration fees would go into the prize purse and the rest of the purse would come from sponsorship. Based on the anticipated number of registrants and the goal set for sponsorship, the purse was set at $20,000.