



January 28, 2021

Mr. Tony Paulic
Director of Information Technology
Northumberland County
555 Courthouse Road, Cobourg
ON, K9A 5J6

RE: Universal Broadband Fund application

Dear Tony,

The Northumberland Manufacturers' Association (NMA) is a not-for-profit association representing over 90 manufacturers and industry supporters from across Northumberland for the past 17 years.

As much as we are an advocate and leader in our industry, we also depend on partnerships with our local government teams to ensure the future of our industry and its skilled people continue to thrive.

On behalf of the Board of Directors and members of the NMA, I would like to offer our full support and endorsement of Northumberland County's funding application to Innovation, Science and Economic Development Canada-Universal Broadband Fund (for the purposes of delivering broadband to underserved areas using a utility-based model).

The digital infrastructure of our community is one of our industries most important assets. Not only does it allow us to continue our high-performance manufacturing day-to-day, but makes us competitive, keeps us connected, and gives us the chance to implement change and innovation.

Technology runs our facilities, allows us to communicate, pushes our production and we cannot continue to implement new technologies, AI, and machine learning without the infrastructure to do so.

Northumberland Manufacturers' Association
739 D'Arcy Street, Cobourg, Ontario
289-677-4988 www.thenma.ca

As mentioned, the funding will support our businesses – our facilities – but we also recognize it will better support our employees. Having a WHOLE community that is quickly connected, means we can recruit and attract employees to our community to work and live.

If the funding is approved, we would be more than happy to call upon our 90 member companies to engage in this opportunity.

Sincerely,

Darla Price
Managing Director (on behalf of Board of Directors)
Northumberland Manufactures' Association
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