



**PLANNING**

Date: June 24, 2022

Town of Innisfil  
2101 Innisfil Beach Road  
Innisfil, Ontario  
L9S1A1

Re: Reference letter in support of Cetana Group of Companies

To Whom it may concern,

In the fall of 2021 the Town of Innisfil, was introduced to the founding representatives of the Cetana Group of Companies. From the introduction, we understand Cetana to be a newly formed property local area development company built on a history of industry leadership in sustainable community planning, green building design, clean/smart technology development, and low carbon economics. These concepts, at a high level, align with Innisfil's strategic planning goals to grow in a healthy and sustainable way.

We understand that Cetana was founded on the principle that community development should be reimaged through the lens of sustainability and wellness, emphasizing climate adaptation principles and people centric designs. They indicated their specific mandate to inspire responsible leadership starting with the design/build of a new community pilot project in Innisfil that will better address the concerns current development models are having on our environment, and our social wellbeing. Centana communicated that they intend to reimagine healthy buildings and livable communities for Southern Ontario and lead the market for lasting change.

Through our discussions with Cetana executives, we believe that their plans may align well with our vision for the Town of Innisfil, and our objectives for economic development and growth. We are very pleased that they have chosen the Town of Innisfil to begin their journey to build sustainable and resilient communities; we look forward to working closely with Cetana over the coming months and years, offering our resources as needed to help them meet their objectives.