

March 20, 2014

Deputy Mayor Norm Kelly
City of Toronto
10th Floor, West Tower, City Hall
Toronto, ON, M5H N2

Re: EX40.1 Request to Amend the Tripartite Agreement for Billy Bishop Toronto City Airport

Dear Deputy Mayor Kelly,

Further to an email received from you on March 19, 2014, I am submitting this letter on behalf of the Business Events Industry Coalition of Canada. These comments are for distribution to the Executive Committee for the Special Meeting (40) – Tuesday, March 25, 2014 at 9:30 AM.

It is the position of the Business Events Industry Coalition of Canada (BEICC) that a strong competitive environment is mandatory to attract and engage meetings and events to be hosted in Canada. This environment helps to contribute to over \$72 Billion of indirect spending into the Canadian economy each year (source MPI Canadian Economic Impact Study 2009).

The BEICC is the voice of the meetings and events industry in Canada and is comprised of organizations dedicated to the betterment and promotion of the meetings and events industry. We represent eight associations with members in Toronto and across Canada. Our members include people working in meeting and business event planning firms, hotels, conference centres, convention and visitor bureaus, transportation companies, audio visual firms, caterers, décor companies and photographers.

Economic prosperity in the business meetings and events industry in Canada is the corner stone of BEICC. Our coalition is comprised of professional member associations that are integral to the sustainability of this industry. BEICC is keenly focused on helping raise the awareness of this \$33 Billion economic engine in Canada. (source MPI CEIS 2009).

Improved infrastructure that allows for increased capacity in the meetings and events sector as well as increased competition between suppliers positions the Canadian meetings and events market to be more attractive to international events and entices the Canadian market to locate meetings locally.

The BEICC supports the expansion of the runway at Billy Bishop Airport as this will not only allow for increased capacity of travelers to Canada, but will effectively

allow for a greater competitive market in the airline industry. A greater capacity of travelers into the GTA will also create a greater demand on hotel accommodation and meeting space. This in turn will open the opportunity to provide additional jobs in this sector as well as more investment to support the demand.

In summary BEICC supports these drivers:

- 1) Increased competition within the business meetings and events market is healthy to attract and engage additional events;
- 2) Increased infrastructure additionally contributes to this competitive environment by providing more opportunities to host meetings and events;
- 3) Stability in this sector increases jobs and additional economic activity.

Thank you for allowing us to make a submission to the Executive Committee on this vitally important issue.

Sincerely,



Joe Orecchio
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Cc: Meeting Professionals International (Toronto)
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Professional Convention Management Association
Canadian Association of Exposition Management
Canadian Society of Special Event Planners
International Special Events Society of Canada
Canadian Association of Professional Speakers