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January 18, 2013

Councillor Denzil Minnan-Wong  
Chairman, Public Works and Infrastructure Committee, City of Toronto

Councillor Mark Grimes  
Chairman, Mayor's 2015 Pan / Parapan American Games Secretariat, City of Toronto

Councillor Michael Thompson  
Chairman, Economic Development Committee, City of Toronto

To Councillor Minnan-Wong, Councillor Grimes and Councillor Thompson:

Tourism Toronto's Sport Tourism Sales Team has worked extensively with Sports Focused Consulting (SFC) over the last four years. We were delighted with the results of the inaugural Toronto Triathlon Festival (TTF) in July 2012. We look forward to building on this momentum.

Tourism Toronto unequivocally supports the TTF platform. We are excited about how the TTF will be utilized as the Official Test Event for the Toronto Pan Am Games. As well, we believe the triathlon legacy that will be left after the Games are over, will allow a strong base of amateur triathlon development to reside in Toronto.

As you know, thanks in part to you and the City's co-operation; Tourism Toronto is ranked "number one" North American Convention and Visitors Bureau in North America with respect to "client service excellence". Tourism Toronto's "Sport Tourism Strategy" involves selling and promoting the Greater Toronto Regions as a premier sport hosting destination in Canada and our mandate is to deliver overnight stays within our destination and grow the number of new events being hosted in our destination.

Importantly, SFC's partnership with Triathlon Canada has translated into the City of Toronto hosting the 2013 National Triathlon Championships – quite an honour indeed. This will attract hundreds of more Elite Racers and thousands of tourists and spectators to Toronto. This, of course, is in addition to the thousands of Age Group Racers who will participate in the TTF race.

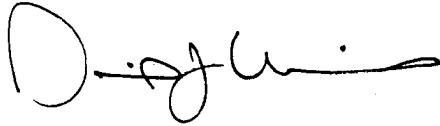
We will work closely with event partners to ensure that all of our many resources are utilized to ensure that the success of last year's TTF is built upon. We have extensive experience in hosting athletes and we are excited about showcasing our city, and specifically, our revitalized waterfront, to Torontonians and the world, in July 2013, and for many years to come.

**Queen's Quay Terminal at Harbourfront**

207 Queens Quay West, Suite 590, Toronto, ON, CANADA M5J 1A7  
Tel: 416-203-2600 • Fax: 416-203-6753  
Visitor Info: 416 203 2500 • Toll Free Visitor Info: 1 800 363 1990  
Website: [www.torontotourism.com](http://www.torontotourism.com)

We believe that utilizing the DVP (northbound lanes) and the Gardiner (eastbound lanes) for the bike leg of the race created the "wow factor" that differentiated our triathlon from others around the world. In an overcrowded global calendar of endurance events, we need to continue to create an experience that tourists remember, so that they will return year after year to Toronto!

Sincerely,

A handwritten signature in black ink, appearing to read "David Whitaker". The signature is fluid and cursive, with a large initial "D" and a long horizontal stroke at the end.

David Whitaker  
President and CEO, Tourism Toronto

cc: Michael Williams, General Manager, Economic Development.