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Councillor Jaye Robinson,
Chair, Public Works Committee
c/o Dela Ting
10th floor, West Tower, City Hall
100 Queen Street West
Toronto, ON M5H 2N2

Dear Councillor Robinson:

Attractions Ontario is the authority on Attractions & Trip Motivators in Ontario, the voice of the industry and the source for consumers to discover Ontario's destination experiences. The association offers best-in-class, high-value access to consumers in bolstering attendance and business activity for the Attractions & Tourism industry. We represent over 450 members across Ontario, with the majority of them in the GTA.

Attractions Ontario was one of the stakeholders invited to participate in the discussions around the Vehicular Destination Sign Policy. I had a chance to review the policy with staff this past Wednesday, and have circulated the report for comment to our members that may be impacted by the policy.

The report in its final version captures the concerns and suggestions raised during the process. We at this time would support the adoption of this policy. If you have any concerns or questions, I may be reached at 416-868-4386 ext. 224 or at tyoung@attractionsontario.ca

Your partner in tourism,

A handwritten signature in black ink that reads "Troy Young".

Troy Young,
CEO, Attractions Ontario

