

October 14, 2020

Ellen Devlin
City Clerks
2nd Floor, Wet Tower City Hall
100 Queen Street West
Toronto, ON M5H 2N2
Email: teycc@toronto.ca

Re: 60 Mill Street Toronto East York Community Council Meeting Oct 15, 2020 Item TE 19.9

I am writing to express Destination Toronto's support for the 60 Mill Street project in the iconic Distillery District.

Hotel construction and renovations are key indicators of the strength of a destination's tourism industry, and the economic vitality of the community. Over the past 5+ years new hotel room construction in Toronto has been lagging and has not kept pace with demand. A reality that creates an environment that puts the vibrancy of our tourism industry at risk. While now may not seem to be the time to be discussing new hotel construction - when most hotels are experiencing less than 20% occupancy - we are confident that investment like the 60 Mill project will in fact help the hotel sector to recover, which in turn, contributes to the economic vitality of the City and Province as a whole.

Data from our ground-breaking study on the Visitor Economy of Toronto, done in conjunction with the Toronto Region Board of Trade, shows that visitors to Toronto generate and inject \$10.3 billion dollars annually into the economy from the City's 27.5 million visitors per year. The significant impact of our industry is felt through tax revenue, job creation and growth, and overall spending in many ancillary industries. The economic benefits should make supporting new hotel developments and creating opportunities to grow the visitor economy a key pillar of the City's Economic Plan

At Destination Toronto we depend on a vibrant hotel community to enable our efforts to grow the local economy. It is critically important to our future success as a destination that we grow hotel room inventory in the downtown core, especially in an iconic area like the Distillery District. It is with this in mind that we express our support for this project.

Sincerely,



Scott Beck
President & CEO
Destination Toronto