

Hon. Melanie Mark
Minister of Tourism, Arts, Culture & Sport
Room 133, Parliament Buildings
Victoria, B.C. V8V 1X4

February 24, 2022

Dear Minister Mark,

It was good to see you in Victoria on Budget Day. I'm glad we had a chance to connect, albeit briefly at the Helijet terminal.

You mentioned that one of your big priorities this year revolves around sport. Yesterday I met with my Policy Committee to discuss TIABC's proposed policy vis-à-vis the hosting of major sporting events to build/rebuild, among other things, BC's visitor economy.

The consensus was that while in each case due diligence must be done in the form of a cost-benefit analysis and other scrutiny, the advantages of hosting major sporting events generally outweigh any drawbacks. Along with overall economic impact, the Policy Committee discussed benefits such as job creation, venue utilization, community pride, destination brand building, media attention, marketing opportunities, pre and post meetings and test events, off-season business prospects, inspiring youth, creating social legacies, and using major sporting events as a forum for reconciliation.

As we develop our formal position, please know that TIABC is excited about the prospect of hosting the Invictus Games, FIFA World Cup, and the 2030 Winter Olympics in British Columbia. Recognizing that we've still got a lot of work to do to secure one or more of these prestigious events, we nonetheless want to offer our support and gratitude for your efforts. Please let us know if or how we can help.

Thank you Minister. I look forward to seeing you in a couple of weeks at the BC Tourism & Hospitality Conference.

Best Regards,



Walt Judas
CEO, TIABC