



June 25, 2020

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Walt Judas, CEO  
Tourism Industry Association of BC (TIABC)  
[wjudas@tiabc.ca](mailto:wjudas@tiabc.ca)

Beverley DeSantis, Chair  
TIABC  
and CEO, Tourism Kamloops  
[bev@tourismkamloops.com](mailto:bev@tourismkamloops.com)

Dear Mr. Judas and Ms. DeSantis:

Thank you for your letter dated April 20, 2020, providing suggestions as to how we can help B.C. community destination marketing organizations (DMOs) cope with the negative financial impacts of the COVID-19 pandemic. I appreciate you taking the time to write.

The COVID-19 pandemic is affecting all aspects of people's lives, including jobs, savings and most importantly, health and safety. Our government is committed to working with our partners across B.C. and Canada to do everything we can to keep all people healthy, safe and supported.

On May 25, our government announced new funding for DMOs affected by COVID-19 travel restrictions through a \$10 million grant. This funding will help MRDT-supported community DMOs retain crucial staff positions and offset fixed expenses from May to October 2020. The full news release can be found online at: <https://news.gov.bc.ca/releases/2020TAC0022-000927>.

Thank you for sharing your experiences and ideas, as we know many businesses and organizations continue to face challenges. An Economic Recovery Task Force has been established to ensure the Province's economic response to COVID-19 is effective and responsive to the needs of British Columbians. The Task Force will help ensure the benefits of provincial

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programs are reaching their intended targets and complement federal programs, while also discussing long-term economic recovery following COVID-19. Further information regarding the Economic Recovery Task Force can be found online at:

<https://news.gov.bc.ca/releases/2020PREM0046-000618>.

Be assured that we will continue to work with business leaders and organizations across the province on how to best support and respond to the needs of businesses of all types and sizes. We will continue to help people, families and businesses so that British Columbians are supported.

For information on B.C.'s Action Plan and other government resources and updates, visit:

[www.gov.bc.ca/covid19](http://www.gov.bc.ca/covid19)

Thank you again for taking the time to write.

Sincerely,

A handwritten signature in blue ink that reads "Carole James". The signature is written in a cursive, flowing style.

Carole James  
Minister and Deputy Premier