



Ref: 39399

May 27, 2020

Walt Judas  
Chief Executive Officer  
Tourism Industry Association of BC  
Email: [wjudas@tiabc.ca](mailto:wjudas@tiabc.ca)

Beverly DeSantis  
Chair, Tourism Industry Association of BC Policy Committee  
Chief Executive Officer, Tourism Kamloops

Dear Walt Judas and Beverly DeSantis:

Thank you for your letter of April 20, 2020, addressed to the Honourable Carole James, Minister of Finance and Deputy Premier, and me, regarding proposals to provide financial assistance to Community Destination Marketing and Management Organizations (CDMOs).

CDMOs provide an important service on behalf of British Columbia's (BC) tourism sector, helping to highlight the attractions and experiences that make each of our regions unique. We recognize the challenge that the pandemic has created for CDMOs, which rely on the Municipal Regional District Tax revenue to fund their operations, and I appreciate you bringing forward ideas about how to support these organizations during this public health emergency.

As we move into the next phase of the pandemic response and implement the BC's Restart plan, CDMOs will play an important role in our sector's recovery. That is why I am pleased to advise you that we are providing \$10 M in one-time, emergency grant funding to CDMOs to alleviate some of the immediate pressure they are facing.

I would also like to thank the Tourism Industry Association of BC for working with us to develop guidance that will help tourism businesses adjust their operations in light of the pandemic and provide consumers with confidence that they can safely enjoy the many experiences and attractions our beautiful Province has to offer, once it is safe to do so.

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Your continued partnership and advocacy on behalf of BC's tourism industry is greatly appreciated. I am confident that by working together, we will help the industry and the many families that depend on it for their livelihoods navigate this pandemic and come out the other side.

Thank you again for writing.

Sincerely,

A handwritten signature in black ink, reading "Lisa Beare". The signature is written in a cursive, flowing style with a large initial "L" and "B".

Lisa Beare  
Minister of Tourism, Arts and Culture

pc: Honourable Carole James