

EQUAL PARTS

Subject: City of Hamilton's Tourism Strategy

Dear Mayor and Members of Hamilton City Council,

As the President and CEO of Equal Parts Hospitality, I am writing to express my support for the City of Hamilton's 2024-2028 Tourism Strategy. As a proud member of the local business community, I have witnessed firsthand the positive impact that tourism has on Hamilton's economy and its growing reputation as a premier destination for visitors. Tourism plays a vital role in supporting businesses like ours, and I am excited about the future outlined in this strategy.

The strategy's focus on protecting and enhancing Hamilton's brand is particularly important to me. A strong, positive brand not only attracts visitors but also builds local pride and confidence in the city as a place to live, work, and invest. The continued success of high-profile tourism events, festivals, and conventions directly benefits local businesses, from restaurants and hotels to retail and entertainment. Events like the Grey Cup and the Canadian Country Music Awards bring visitors from all over the country, driving business and helping to showcase what Hamilton has to offer on a national stage.

I am also especially appreciative of the strategy's commitment to addressing safety and cleanliness in the downtown core. The need for increased police presence and enhanced safety measures cannot be overstated, particularly as Hamilton continues to attract more visitors and major events. Ensuring that our city feels safe and welcoming is crucial for the success of tourism, and I fully support the emphasis on improving safety, cleanliness, and security in key areas.

Equal Parts Hospitality is committed to supporting Hamilton's tourism efforts, and we look forward to working alongside the City and Tourism Hamilton to ensure the continued success of the 2024-2028 Tourism Strategy. With a focus on protecting Hamilton's brand, increasing safety and cleanliness, and fostering a welcoming environment for visitors, I am confident that Hamilton's tourism sector will continue to thrive.

Thank you for your ongoing leadership in advancing tourism in our city. I look forward to the positive impacts this strategy will have on both our business community and the wider Hamilton economy.

Sincerely,



Jason Cassis
President & CEO, Equal Parts Hospitality