

MEMORANDUM

TO: Members of Planning and Economic Development Committee

FROM: Bryan W. Tuckey, Commissioner of Planning and Development Services

DATE: October 7, 2009

RE: **The Keynote, York Region's Conference and Meeting Planner**

I am pleased to present to you the proposed The Keynote, York Region's Conference and Meeting Planner.

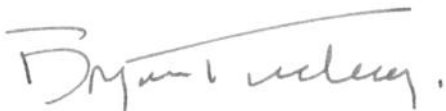
The Keynote, York Region's Conference and Meeting Planner is designed to promote York Region as an ideal location for business travel, corporate meetings and conferences. The full-colour, 18-page magazine style publication, features participating hotel capacity charts, green marketing initiatives plus unique programs offered by York Region based attractions, galleries and golf courses that would complement a meeting held in York Region.

To stimulate new conference and meeting business, from now until December 2010, there are 20 hotels offering a 10% the entire business meeting costs plus several hotels are support a green environmental initiative through the provision of a "Trees in Trust" donation on behalf of the company booking a meeting.

The Keynote, York Region's Conference and Meeting Planner will be distributed to meeting planners through industry publications including Ignite, Meetings Toronto and Speaking of Impact and will be direct mailed to businesses located in York Region and Southern Ontario.

This initiative was identified in the 2009 York Region tourism work plan and production and distribution costs were provided through the partnership between Tourism Toronto and the regional tourism program.

Please contact Brenda McGowan, Manager, Tourism Development at 1-877-464-9675 ext 1553 if you require additional information and copies.

A handwritten signature in black ink, appearing to read "Bryan W. Tuckey".

BWT/bm

Attachments – The Keynote, York Region's Conference and Meeting Planner