



Creating your company letter to City of Toronto government officials

Key Talking Points

This is the list of items we think should be addressed in your letter to convey how badly this cancellation has affected your business. The uniqueness of this situation is that all of you paid to create a second temporary location to sell and market your permanent business both of which have been closed down. Most businesses are not caught in this temporary secondary expense scenario. Please only offer up what you are comfortable with, and what states your case most effectively

- Name of your company, and product service provided
- How long you've done Canada Blooms (and how many other shows you do) and why
- Costs to do the show, garden build, florist area, electric, signage, decoration, booth build, staff, Stock etc.
- Expected immediate return and past sales performance
- Expected 12 month return and marketing impact
- If appropriate how your business uses the show for seasonal sales and launch
- The importance of this platform in your overall business annually
- The impact the cancellation has had on your business to date
- The impact of subsequent show cancellations if appropriate
- Estimated cost saving to you if the show had been cancelled 6 weeks in advance of March 12
- The expected impact on your business now that non-essential businesses have been closed
- Layoffs, accumulating costs
- The immediate need for cash

Who to send this letter to

When sending this letter, please ensure you address it directly to Mayor John Tory. Please be sure to cc the Exhibition Place Board of Governors along with us. All contact information is below.

To:

John Tory, Mayor of Toronto - mayor_tory@toronto.ca

CC:

City Manager, Chris Murray - chris.murray@toronto.ca

Chair of the Board of Governors – Councillor Mark Grimes - councillor_grimes@toronto.ca

Councillor Joe Cressy - councillor_cressy@toronto.ca

Councillor Stephen Holyday- councillor_holyday@toronto.ca

Councillor Jim Karygiannis - councillor_karygiannis@toronto.ca

Councillor Anthony Perruzza - councillor_perruzza@toronto.ca

Canada Blooms – info@canadablooms.com