

Wednesday, March 11, 2020

The Honourable Bill Morneau
Minister of Finance
Department of Finance Canada
Parliament Buildings
Ottawa, Ontario K1A 0A6

Dear Hon. Bill Morneau,

As the World Health Organization declared COVID-19 a pandemic today, the Canadian government announced a comprehensive response package to combat and mitigate the impacts of the outbreak in Canada. CSAE urges you to include tax-exempt associations suffering from event cancellations and reduced meeting attendance, as well as economic pressures on staffing, prevention and education, in the allocation of the more than \$1 billion of federal funding support.

The Prime Minister has said Canada is 'well-prepared' for both the public health threat and economic impacts of the virus. The harsh reality is the impact of COVID-19 puts the viability of associations and not-for-profit organizations at risk as they depend on revenue from meetings and events.

The Canadian Society of Association Executives (CSAE) is the largest organization representing the interests of trade and professional associations in the country. Our mandate is to advance association excellence and one of the ways we do so is by advocating on behalf of our members and the broader association sector.

More than 600,000 meetings occur in Canada each year, with more than 35 million attendees. These events contribute more than \$27.5 billion to Canada's gross domestic product (GDP) and directly support 200,000 full time jobs in Canada.

The COVID-19 pandemic has already prompted the cancellation of dozens of major meetings and events in Canada. Associations are now forced to consider cancelling or postponing events that are dependent on in-person attendance. The ripple effect is massive, as venues and businesses that support the sector including tourism and destination agencies, convention centres, hotels and other facilities across the country are feeling the impact. Further, many associations have limited resources and will be greatly impacted if employees are forced to take sick leave or are quarantined as a result of COVID-19.

CSAE is doing its part to provide the association community with resources and advice on mitigating losses. Financial assistance is greatly needed to protect associations. With the announcement of federal funding to combat and mitigate the impacts of the outbreak of COVID-19 in Canada, we ask that associations be included as recipients of temporary aid to stem the economic fallout.

CSAE is committed to working with the government on the management of this pandemic. Please contact Casey Pope at 416-363-3555, extension 225, or casey@csae.com should you have any questions or wish to arrange a meeting.

Sincerely,



Tracy Folkes Hanson, CAE
President & CEO

CC Hon. Chrystia Freeland
Deputy Prime Minister and Chair of Cabinet Committee on COVID-19 Response

Hon. Melanie Joly
Minister of Economic Development and Official Languages

Hon. Mary Ng
Minister of Small Business,
Export Promotion and International Trade

Jeremy Broadhurst
Chief of Staff to the Deputy Prime Minister

Elder Marques
Chief of Staff to the Minister of Finance

Rick Theis
Policy Advisor to the Prime Minister