



January 14, 2019

Mayor Ed Holder & City Council
City of London
300 Dufferin Avenue, P.O. Box 5035
London, ON N6A 4L9

Dear Mayor and members of City Council,

Re: The New London Children's Museum – Letter of Support

On behalf of Tourism London, please accept this letter of support for the London Children's Museum and their \$2 million funding request to the City of London.

The new Children's Museum at 100 Kellogg Lane will be an economic driver and tourist draw for the City of London, contributing to a diverse and resilient local economy. With an expected annual attendance of 145,000 and an estimated economic impact of \$6.4 million annually, this project will have a substantial impact on the number of visitations to the City of London.

As Canada's first Children's Museum and one of only nine to-date, the London Children's Museum is a unique local treasure. It is an asset to our City; one that highlights London's entrepreneurship and innovation. It offers tourists to this City a unique experience they are unable to find anywhere else in the region.

As a state-of-the-art educational and cultural destination in the City of London, the new Children's Museum will continue to offer an enriched and diverse experience to both tourists and locals alike. This project highlights and celebrates London's natural environment, history and innovation, and helps to reinforce the position that London as a desirable destination city.

Thank you for supporting and giving consideration to investing in the new Children's Museum that will not only enhance this project as a tourist destination but provide Londoners and their children a unique opportunity to enjoy its many features.

Sincerely,

A handwritten signature in black ink, appearing to read "John Winston", is written over the word "Sincerely,". The signature is stylized and fluid.

John Winston
General Manager