

IAAPA PUBLIC AFFAIRS UPDATE

Gathering Momentum In Canada

In North America, the primary purpose of public affairs is to work with members in the U.S. and Canada to educate and engage public and private sector leaders for the purpose of influencing legislation and regulations that protect and advance the business objectives of the attractions industry.

During my first IAAPA Expo held last November, it became clear that we weren't living up to our purpose since many of our Canadian members did not feel adequately represented. Since that time, we continue to work closely with Bob Williams, General Manager of Callaway Park, and a small work group comprised of attractions industry leaders from around Canada to reach consensus on the most meaningful ways public affairs can reengage. While the work of this group continues to evolve, in the short term it was agreed that we will:

- Offer one North America GR Committee seat to a Canadian operator.
- Host two in person meetings each year, one to be held in conjunction with the IAAPA Expo and one to be held in Canada.
- Distribute timely and relevant information about what's happening at the provincial and federal levels of government.
- Begin building strategic relationships with key public and private sector leaders at the provincial and federal levels to become an active part of policy conversations that protect and advance the interests of Canada's attractions industry.

Our work culminated last week when IAAPA representatives met with operator and manufacturer members, and public and private sector leaders across Eastern Canada. Here are the top two takeaways from those meetings. First, the challenges impacting Canada's attractions industry are similar to those impacting the U.S. attractions industry (e.g., workforce development and retention, supply chain disruption, inflationary pressure, border restrictions, etc.). Second, public and private sector leaders are eager to partner with IAAPA given the importance of the operators we represent in Canada, and the issues we advocate for globally.

We would like to thank Bob Williams and the Canada Work Group for their leadership, and the following Eastern Canada-based members we met with last week:

- Triotech
- Connect&Go
- Beavertails

- La Ronde Six Flags
- Zoo De Granby
- Ripley's Aquarium of Canada
- CN Tower
- Canada's Wonderland

Our team looks forward to scheduling meetings in Western Canada for the same purposes soon. In the meantime, we will continue moving the agenda forward.

Thank you.



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