



March 19, 2020

The Honourable Bill Morneau
Minister of Finance
90 Elgin Street
Ottawa, ON
K1P 5E9

Dear Minister Morneau,

RE: Loss of revenue due to COVID-19 pandemic

I am writing to urge your consideration of financial support for Canadian associations like the Heating, Refrigeration and Air conditioning Institute of Canada (HRAI), in light of the significant loss of revenue resulting from cancelled trade shows, conferences and training initiatives.

We applaud your government for taking strong and decisive action to support the provinces and health care workers in the early stages of response to the COVID-19 pandemic. Securing incomes for Canadians who are precariously employed or suffering a loss of work is a valuable step for the overall health of our society and Canada's economy over the long-term.

The federal government and provincial governments have made clear that large scale events should be cancelled to prevent the spread of the virus that causes COVID-19. These are the right steps to take in the face of an unprecedented pandemic.

At the same time, one result of this action, which is beyond anyone's control, is the significant loss of revenue for associations that build capacity for businesses and workers across all sectors of the economy. Our core business as an association is focused on *convening* gatherings of industry personnel for information exchange (trade shows, conferences), business development (peer exchange groups, seminars, chapter meetings) and technician training.

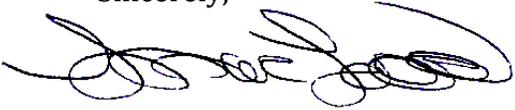
By doing the right thing—cancelling our CMPX 2020 trade show, and cancelling all upcoming in-person training sessions for tradespeople (18 courses)—our association will suffer a revenue loss of just under \$1.5 million, which is a substantial portion (closed to 40%) of our annual revenue. We have issued layoffs as a result and are grateful for the

enhanced protections now afforded to workers at our association. We hope to be able to welcome back these staff in short order. Any support for associations like HRAI that have been affected by the pandemic will make it easier to do so. And because HRAI is an important hub of technical and business support for an industry worth \$7 billion to the economy on an annual basis, investments in keeping HRAI viable will, by extension, deliver benefits to our more than 1,250 member companies.

We know our situation is not unique. From coast-to-coast, groups planning large events will be losing revenue. We hope only to ensure that this does not result in a long-term loss of capacity for our organization to continue its important mission. We encourage you to implement financial relief for associations and non-profits that provide professional development, training, networking opportunities and provide valuable insights to government as part of the next phase of financial support for Canadians.

We look forward to working to working with your staff to provide insights on an approach that would help us, and other associations, recuperate costs associated with the pandemic. This will greatly assist over 50,000 workers in our sector develop new skills, and businesses in our sector develop and deliver energy efficient technologies for years to come. Capacity building is a critical component of the economic recovery that lies ahead and HRAI hopes to be part of the solution.

Sincerely,

A handwritten signature in black ink, appearing to read 'Sandy MacLeod', with a stylized, cursive flourish.

Sandy MacLeod
President & CEO

cc Hon. Jonathan Wilkinson, Minister of Environment and Climate Change
Hon. Seamus O'Regan, Minister of Natural Resources
Matt Jones, Assistant Deputy Minister, Pan-Canadian Framework Implementation Office
Mollie Johnson, Assistant Deputy Minister, Low Carbon Energy Sector
Dennis Kozina, HRAI Chair
Martin Luymes, HRAI VP, Government and Stakeholder Relations