



April 18, 2016

The Honorable Pat McCrory  
North Carolina Office of the Governor  
20301 Mail Service Center  
Raleigh, NC 27699-0301

Dear Governor McCrory,

As members of the convention and meetings industry, we write with great disappointment that House Bill 2 continues to stand without repeal.

The convention and meetings industry brings together attendees, of all skin color, sexual orientation and gender identity, in destinations around the world every single day. Those attendees come together to learn from each other, to hear each other's perspectives and to uncover new ideas. The success of our industry relies on one key component: diversity. The new ideas that emerge from our education does not come from putting thousands of similar people with similar opinions in the same room – it comes from inclusion.

Simply put, HB2 is not a bill that reflects the values of our industry. And if you and your fellow lawmakers continue to hold fast, here is where North Carolina and your citizens may feel the pain:

- **Our industry holds 1.83 million meetings annually in the United States**
- **Our meetings bring \$28 billion in U.S. federal, state and local taxes annually**
- **More than \$280 billion in annual U.S. direct spending is spurred by our industry**

HB2 ensures North Carolina's future percentage of these taxes and spending will exponentially be reduced. Potential losses include the multiple millions of dollars your convention and visitors bureaus and convention centers have spent to promote North Carolina as a welcoming destination. A reduction in visitors could also impact a spectrum of businesses across North Carolina, many of them with minimum wage workers employed in the hospitality industry. With fewer riders in your taxis, fewer guests in your hotels, fewer diners in your restaurants and fewer shoppers in your stores the end result will be lose, lose.

We strongly urge you and the leadership of North Carolina's legislature to repeal this unconscionable law.

Sincerely,

A handwritten signature in black ink that reads 'Deborah Sexton'. The signature is fluid and cursive, with the first name 'Deborah' being larger and more prominent than the last name 'Sexton'.

Deborah Sexton  
President and CEO  
Professional Convention Management Association