



3/23/2015

Gen Con LLC
120 Lakeside Ave #100
Seattle, WA 98122

To The Honorable Mike Pence
Governor of the State of Indiana
200 W. Washington St., Rm. 206, Indianapolis, IN 46204

Gen Con's Statement on Diversity and SB 101

Dear Governor Pence,

Last year, Gen Con hosted more than 56,000 attendees from more than 40 different countries and all 50 states at the Indiana Convention Center. Gen Con proudly welcomes a diverse attendee base, made up of different ethnicities, cultures, beliefs, sexual orientations, gender identities, abilities, and socio-economic backgrounds. We are happy to provide an environment that welcomes all, and the wide-ranging diversity of our attendees has become a key element to the success and growth of our convention.

For more than a decade, Indianapolis has provided tremendous hospitality and accommodation to our attendees, culminating in an estimated annual economic impact of more than \$50 million dollars to the city. Gen Con and its attendees look forward to receiving the same warm Hoosier hospitality throughout the term of our contract.

Legislation that could allow for refusal of service or discrimination against our attendees will have a direct negative impact on the state's economy, and will factor into our decision-making on hosting the convention in the state of Indiana in future years.

We ask that you please reconsider your support of SB 101.

Sincerely,

A handwritten signature in blue ink that reads "Adrian Swartout".

Adrian Swartout
CEO/Owner
Gen Con LLC