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March 2, 2009

Ms. Ulli Watkiss  
City Clerk  
City of Toronto Clerk's Department  
10th Floor, West Tower, City Hall  
100 Queen Street West  
Toronto, ON M5H 2N2

To the attention of Frances Pritchard, Administrator, Toronto South Community Council

Re: Designation of the 2009 Canadian National Exhibition and Horse Show as an Event of Municipal Significance

Dear Ms. Watkiss,

I am writing to apply to have the Canadian National Exhibition and Horse Show (CNE) planned for August 3<sup>rd</sup> to September 7<sup>th</sup>, 2009 designated as an event of municipal significance for the purpose of being granted Special Occasion permits by the Liquor License Board of Ontario and an extended Casino License by the Alcohol and Gaming Commission of Ontario. The Special Occasion Permits will be for a number of licensed restaurants operating during the CNE held at Exhibition Place. The Casino License will be extended to include the time period from the beginning of the CNE Horse Show (August 3<sup>rd</sup>) until Labour Day.

The CNE is Canada's largest annual exhibition with an annual attendance of 1.3 million. An economic impact study conducted in 2003 revealed that the CNE generates \$48 million in direct new spending in Toronto alone, including \$32 million in wages and salaries – the equivalent of 1,213 full time jobs. These figures apply to the 18 days of the fair. It is anticipated that the staging of the Horse Show during the period of August 3<sup>rd</sup> to August 20<sup>th</sup> will increase the attendance and economic impact over and above these numbers.

I would ask that if you require any further clarification pertaining to this application, please do not hesitate to contact me at (416) 263-3840.

Thank you for your consideration of the above.

Best regards,

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David Bednar  
General Manager, CNE  
DB/pc

