

EX35.2 - Confidential Attachment 3  
made public on July 5, 2016



PROPOSAL FOR CASA LOMA  
AS A HERITAGE ATTRACTION  
AND SPECIAL EVENT VENUE







CORAL GABLES COUNTRY CLUB



ROSEWATER



LIBERTY GRAND ENTERTAINMENT COMPLEX



COURTHOUSE



Thank you for the opportunity to submit this proposal for the development and operation of Casa Loma as a Heritage Attraction and Special Event Venue. As President and CEO of Liberty Entertainment Group, I am confident that we are uniquely qualified to address the improvement, lease, and operation of the Main House and Grounds of Casa Loma and ensure it will become a self sustaining facility visited and enjoyed by both tourists and the citizens of Toronto.

Known for redefining Toronto's restaurant and special event experiences, Liberty Entertainment Group has a proven track record for success in creating and successfully managing an exclusive roster of 15 venues across the City of Toronto and the City of Coral Gables, Miami. Our diverse portfolio of venues in Toronto includes Liberty Grand, Rosewater and Ciao Wine Bar on Yorkville. While the Coral Gables Country Club, Coral Gables Athletic Club, and Cibo Wine Bar make up some of our exceptional portfolio in Miami. Our experience in private, public sector partnerships as is the case for Liberty Grand at Exhibition Place also provides us with the experience and knowledge in managing the nuances of such a relationship as it relates to Casa Loma.

Being a leader in the entertainment, restaurant and special events industry for over 25 years, combined with our well-rounded and dynamic business acumen, with over 1200 employees, Liberty Entertainment Group has the expertise to redefine and re envision the future of one of this city's most prolific and loved venues. I'm confident our strong team of professionals could apply Liberty's formula for success to Casa Loma.

An important ingredient to our successful formula is relationship building with the community. As a Toronto-based company, who's CEO has been raised in this great city, we understand and value the local community and pride ourselves in our active involvement in it. For example, I currently sit on the Board of Directors for the Toronto Transit Commission. I've also been involved in many other Toronto boards and committees, including the War of 1812 Commemorative Committee, Ontario Place Revitalization Roundtable, the Tourism Toronto Board and the Toronto Museum Project. Having the opportunity to be part of these diverse committees provides me with a greater understanding of the needs and interests of the community, which plays a large role in the success of Liberty Entertainment Group. By knowing who our customers and community are and what matters to them, we continue to successfully create venues, restaurants, special events, and unique experiences to accommodate their needs and interests.

As a hands on leader, I understand the importance of being directly involved in all of the projects I'm accountable for. This is why, if given the opportunity, I will be the CEO of Casa Loma. By being directly involved in the early stages of the project, and oversight throughout, my team and I would ensure Casa Loma's success. I've also engaged well seasoned and high profile experts to be part of the Casa Loma advisory team.

The four key roles of the team include leadership in cultural programming, cinematic arts programming, fine arts programming, and community liaison and communications. The members of this team have well-rounded and dynamic expertise that would greatly benefit the ongoing development and growth of Casa Loma.

I've also engaged a director of attractions to focus exclusively on maintaining and enhancing the heritage attractions of Casa Loma, and a museum curator to develop the new Toronto Museum component of Casa Loma. My team and I understand and appreciate the importance of upholding Casa Loma's iconic image as a historical and heritage landmark, and we will continue to honour this by not only preserving it, but enhancing it.

The Liberty Entertainment Group will be introducing the most innovative, state of the art tour guide system which will allow the Casa Loma Experience to be fully integrated with the most current software technologies.

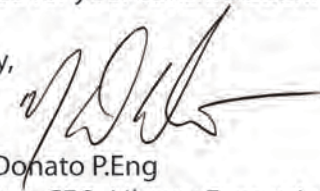
In order for the City of Toronto to benefit from the full potential of this iconic site, we will also be upgrading the current facilities and introducing additional components in the main house which will enhance and support the visitor experience and also engage the local community.

The architectural heritage of Casa Loma is even more important than programs, events, and activities offered. This is why I've hired the top local architects and design companies to ensure the preservation of Casa Loma's historical structure and unique heritage features. In fact, one of the architect companies on the team has been involved with the ongoing restoration of Old City Hall, which was originally developed by architect E. J. Lennox, who was also the original architect for Casa Loma. I think this further demonstrates that I understand the importance of maintaining Casa Loma's authenticity and believe that the roster of dynamic professionals I have strategically combined to create the Casa Loma team bring the very best expertise in their fields.

The experts on the advisory team, and specialists to maintain the heritage components of the castle, combined with Liberty Entertainment Group's leadership in successful business management, special events, attractions and restaurant expertise, will ensure the perfect combination to make the City of Toronto and visitors to the city, rediscover Casa Loma all over again.

Thank you for your consideration.

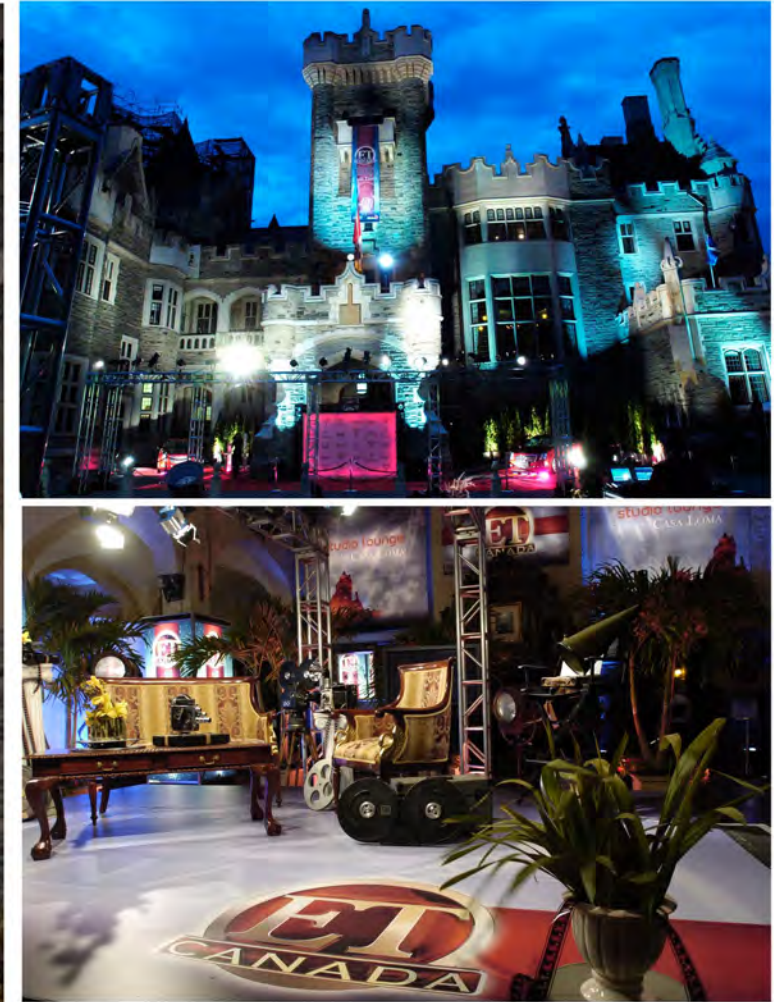
Sincerely,



Nick Di Donato P.Eng  
President + CEO, Liberty Entertainment Group



## Casa Loma as a Private Special Event Venue



Liberty Entertainment Group created and produced Global TV's widely televised Entertainment Tonight Studio Lounge at Casa Loma during Toronto's International Film Festivals 2007 and 2008. This is an example of the prolific special events intended for Casa Loma.



# The Vision

Over the past 6 years Liberty Entertainment Group has researched and assessed the opportunities presented by the site. Our team has developed the following approach to re-envisioning Casa Loma. We will maintain access to the existing heritage elements but we will also maximize the potential but we will also maximize the potential of Casa Loma's extraordinary heritage assets – architecture interiors, landscape, city views, storyline - in a new integrated visitor experience that we believe will breathe new life into the site, and drive revenue and repeat visitation. This new vision will be for all who come to Casa Loma, not just for those specifically looking for a heritage experience. Rather than thinking of the event and heritage elements as separate, our approach will be to think of Casa Loma as an integrated mixed-use development in which each component builds upon and increases the success of the other.



- Improvements as a Heritage Attraction

By broadening the interpretation within the Main House and Grounds beyond the life and times of Sir Henry Pellatt to the history of Toronto itself, including the histories of Toronto's diverse communities. We will achieve this through an expansion of the heritage story on the third floor and providing a Toronto Museum component which will be continually evolving and redefining itself.

- Improvements as a Special Events Venue

We will achieve this by continuing the use of the ground floor spaces for weddings, dinners, business meetings, film shoots, etc. The special events business will be enhanced by the offerings of special cultural programming. Liberty Entertainment Group will bring in the best skilled professionals to market, create, and execute the city's most prolific events. **Black History, Italian Heritage, Fashion Week, Gay Pride, Pan Am Games** are examples of a few of the events to be created and hosted at Casa Loma.

- Increasing the Overall Usage by Visitors to and Residents of Toronto

We will achieve this through improvements to the heritage attraction ie: exciting new exhibits, dynamic programming, enhanced content and by driving regular traffic to a full service dining experience.

## Our Objectives

- To preserve and improve this unique heritage asset while maintaining ongoing usage and access to the public over the long term.  
Our approach is respectful of the heritage of Casa Loma and is designed to preserve those elements that should be preserved as they are, while also offering a refreshed visitor experience and fine dining experience.
- Maximizing revenue to the city by providing guaranteed income starting at \$1.5million and increasing to what may be double the city's current income from the property.



# The Future

Our approach to Casa Loma as a heritage attraction is twofold; preserve those aspects that ought to be preserved as is, while also enhancing and broadening the visitor experience.

- **Preserve the Heritage Attraction**

Our approach is to preserve year round public access to a heritage attraction during day time hours, including all of the heritage aspects of the building, all of the interior furnishings, all of the period room settings. We will continue the relationships with historical ties to Casa Loma (the Queen's Own Rifles Girl Guides of Canada, Toronto Organ Society and Toronto Garden Club) and the Henry Pellatt story.

In recognition of the Kiwanis Club we will develop a museum component to reflect their long-term contribution to the castle. Founded in 1921, The Kiwanis Club of Casa Loma was nationally recognized for saving Sir Henry Pellatt's magnificent Casa Loma in the year 1937, and restoring the castle through a management agreement with the City of Toronto.

We also intend to maintain with only minor adjustment the current ticket pricing. We believe strongly however that the visitor experience must be dramatically improved in order to meet visitor expectations for value for money.



Kiwanis  
Tour  
Guides  
circa 1950s

- **Enhance the Heritage Attraction**

We propose to enhance the heritage experience through a number of initiatives:

## New Technology

First, we will make the central interpretation of the Main House and Grounds and Sir Henry Pellatt much more engaging by replacing the current Acoustiguide audio-only headsets with an exciting new smartphone, ipad/ipod multi-media application. By changing to this platform we will bring the historic spaces to life and allow visitors to shape their own experience as they walk through Casa Loma, accessing text, images, audio and video files as fits their interests and all this is achieved without making any changes to the physical interiors and furniture. We will develop the content for the ap through our own resources and will seek the appropriate curatorial oversight to ensure the integrity of the Casa Loma content. The benefit is that we will literally own and control the content we offer our visitors, and will have the ability to update the content regularly. For instance we will be able to translate the content into foreign languages in reaction to what we learn about trends in foreign tourism. We will also be able to customize tours for school children of different ages. Freed from the contractual constraints placed on content development as imposed by vendors such as Acousticguide, we will be able to fine-tune the core storytelling in response to what we learn about what our visitors interests. Furthermore, by making the ap available to our visitors for downloading on itunes, we can extend the Casa Loma experience beyond the time of the visit, and encourage word of mouth and repeat visitation.

## School Programming

We will develop programs that dovetail with the Ontario school curriculum. Our approach will be to dramatically increase the school visitations to Casa Loma, taking advantage of content that can be readily shaped to meet school's needs. We could provide educational materials ranging from the Industrial Revolution which shaped Henry Pellatt's life and success to the Toronto story of the Great Depression which brought the Pellatt empire crumbling to its knees.

## Contemporary Cultural Programming

We will develop contemporary cultural programming, art exhibitions, lectures and film screenings of the quality offered at Harbourfront Centre, designed to bring a 'contemporary feel' to the mix of offerings at Casa Loma. These exhibits can be integrated into the heritage experience and provide support for our repeat visitation agenda.



The creation of a theatre, fully equipped with state-of-the-art audio/visual equipment in the existing lower level of Casa Loma. The theatre will exhibit both the history of Toronto and the Sir Henry Pellatt story.

- Enhance

### The Toronto Story

We will broaden the Casa Loma story to include the history of Toronto, utilizing the spaces available on the third floor we will be able, with a partnership with Toronto archives, to tell this broader story. This approach will allow us to incorporate the history of all Torontonians from all diverse backgrounds, and to bring the story of Toronto to the present day. We believe in particular that by developing an exhibition that tells the history of Toronto's diverse neighborhoods and communities we will have greater success in drawing a broader demographic and increasing school visitation. Part of the broadening of the story will be to develop a changing exhibition program that offers a reason for visitors to return to experience different multiple exhibits. We imagine a changing exhibition program which can be organized either by decade – an exhibition on 1930s Toronto for instance, followed by the 1940s six months later – or by neighbourhood– an exhibition on the Italian community of Toronto followed by an exhibition on the Chinese community of Toronto. Multiple exhibits targeting a diverse community and market sector.

### Importance of Heritage Attraction

Heritage attraction is among Casa Loma's most valuable features. This is why Liberty Entertainment Group will hire a dedicated director of attraction as an integral member of the Casa Loma team. This role is key to maintaining the castle's current focus on the life and times of its builder, Sir Henry Pellatt, as well as enhancing Casa Loma's heritage attraction to include other historical features of the period, including the history of Toronto.

The director of attraction will work closely with the experts on our advisory team, including the directors of cultural programming, cinematic arts programming, fine arts community programm community communications, and the museum curator. Together, this strong team would ensure the seamless integration of cultural programming; historical attractions, community relations and interests, and the castle's authentic historical features to enhance the unique Casa Loma experience.

This talented and diverse team of experts combined with Liberty Entertainment Group's leadership in special events and successful business management would quickly establish a regular and loyal year round customer base that would maximize revenue, while preserving and celebrating the castle's existing unique brand as a historical attraction in the community.





## The Opportunities

We are excited about the potential at Casa Loma and our ideas, and look forward to developing these ideas with the city of Toronto and will work closely with the city to ensure that our proposed improvements to Casa Loma are consistent with the City's vision of the heritage mandate for Casa Loma.

### We See Opportunities

For creating a more engaging experience of the existing heritage focus on the life and times of Sir Henry Pellatt, through the use of new technologies creating smart phone and note pad adaptive uses and experiences.

For extending well beyond the Pellatt story to a more engaging cultural experience that is tailored to appeal to Toronto's current diverse population, broadening the mandate to include the wider story of Toronto to the present day, and is designed to encourage repeat visitation through a vibrant changing exhibition and cultural programming.

Oakroom Restaurant Concept



Oakroom

### The Dining Experience at Casa Loma

Key to our approach to generating repeat visitation from the local community and increasing the profile of the heritage experience of Casa Loma is incorporating a full service dining experience. A destination dining experience which will revolutionize the way Casa Loma is perceived within the market place – increasing substantially the desirability of the site for return visits not only from the local community but also the tourist market. This addition of a 'third use' that is complementary to the heritage attraction and event centre uses, provides synergy and cross-promotion potential for each of the three businesses. The restaurant would draw visitors to the site for the dining experience who would then see the offerings of the heritage attraction experience and the special event opportunities.

The vision we have for dining is a mid to high-end restaurant which is accessible to the general population and with a focus on excellent food quality and service. We believe that the setting of Casa Loma, evocative of the glamour of the Gilded Age, and its heritage nature will be the catalyst for success. As the CN Tower 360 restaurant is as successful as it is for its dramatic views and contemporary architecture and design, the Casa Loma restaurant will be successful for its unrivaled setting, embraced in heritage architecture and respecting Toronto's history. We believe this is a much needed added attraction in Toronto's tourism portfolio. The capacity of the restaurant will be approximately 140 guests. Only minor interior modifications will be required to service the restaurant; however those changes will not impact any of the designated interiors and will be carefully monitored by our Heritage Architectural Team.



## Winter Wonderland - Focus on Increasing Visitation Year Round at Casa Loma



Liberty Entertainment Group will develop an annual winter wonderland complete with ice sculptures and performances to occur in the gardens which are currently not utilized during the winter season.

## Develop and Utilize Smartphone and Tablet Technologies to Enhance the Casa Loma Experience



New, innovative technology will allow the currently static rooms and artifacts to come to life on a hand held screen with animated scenes and characters.



# The Next Steps

The Liberty Entertainment Group's contribution to the future development of Casa Loma's main house and surrounding grounds is to create a destination of significant heritage, cultural and philanthropic value to the community within a property of existing historical and architectural value to the City of Toronto. All the while respecting and adhering to the city's heritage preservation standards.

## The Renewal Strategy Highlights

To successfully achieve this objective Liberty Entertainment Group has created a team that will consist of three major divisions;

- 1 Operational Management;
- 2 Contract Advisory Professionals;
- 3 Planning and Development Team.

### Heritage Attraction and Special Event Venue Operations

Liberty Entertainment Group's proposal to lease, improve and operate Casa Loma as a heritage attraction and events venue has three components:

Under the direction of our planning and development team, Liberty Entertainment Group has comprised an on-staff team of professionals to ensure implementation and the on-going overseeing of the following initiatives:

#### 1. Enhanced Heritage Programming

Build upon core heritage assets and re-brand Casa Loma as a reflection of the Imagination and Creativity of early 20th Century Toronto with the following initiatives:

- Create social history galleries of Toronto
- Create Permanent Heritage Museum Displays reflecting the history of; City of Toronto, Sir Henry Pellatt, the Kiwanis Club of Casa Loma, Casa Loma, the surrounding grounds
- Redesign areas for community events, and additional programming opportunities, particularly for the educational component
- Create a state-of-the-art theatre component for both the heritage attraction programming and special events programming
- Re-develop the unutilized tunnel to incorporate a museum of the history of Toronto's underworld creating a dramatic entrance way into a new Toronto Museum (a potential City of Toronto future initiative)
- Re-develop the unutilized towers of the castle to incorporate miniature model structures reflecting Toronto's architectural history from the 19<sup>th</sup> to 21<sup>st</sup> century.
- Upgrade and operate the casual dining facility for daytime visitors

#### 2. Dynamic New Business Development

Liberty Entertainment Group will enhance Casa Loma's reputation as a premier special events venue:

- Renovate and redecorate one of the City's most elegant and historical ballrooms.
- Reconfigure and construct a new innovative visitor space in the lower level of the castle to augment the existing visitor space and the potential for private events.
- Provide gourmet catering services through the upgrade of a full service kitchen facility with expert staff.
- Introduce high profile community, charitable and festival events and develop strong media and event planner connections and local client network.
- Create and establish one of the city's most prolific restaurants for local residential and tourist markets

#### 3. Operation of Casa Loma Attractions

To assist in the achievement of the vision and to further strengthen ties with the community, in addition to existing programming, Liberty Group will include special programming such as:

- Recreational and educational programming for school communities
- Introduce high profile community, charitable and festival events and develop strong media and event planner connections and local client network.
- Create displays to mark significant events in the City's history and showcase its diversity. Programmed displays for specific target markets (ie: cultural, religious, educational)
- Create multi-use interactive content with dedicated devices or mobile phones to interact with content on screens introducing existing and new audiences to a completely new social, entertainment and educational experience.
- An added-value local resident membership plan



Toronto's Structure Museum  
Located in Casa Loma Towers



Toronto's Underworld Museum  
Located in Casa Loma Lower Level Tunnel



**The Globe and Mail** Mostly Sunny High Here 75  
 TORONTO, TUESDAY, SEPTEMBER 9, 1932. 5 Cents Per Copy 36 PAGES

**Wanted, Dead or Alive**  
**\$26,000 IN REWARDS**

**Armed-to-Teeth Police Search for Boyd Gang**

See Also Pages 11, 12 and 13.

The hunt for the four gangsters who broke out of the Don Jail yesterday was intensified last night and this morning.

Discovered while at 6.56 a.m., when a dog guard made the first check of prisoners were Leonard Jackson, Steve Jackson, Robert Adams, Fred and William Russell Jackson. They were thought to be locked up under maximum security regulations in the second floor of the main building in a separate cell block known as Death Row.

While all gangsters were being questioned in an effort to learn whether the gang received inside help, reports of police, armed-to-the-teeth, hope to learn prison which they believe will eventually result in the capture of the wanted men.

Chief Constable John Chisholm, who arrived by air from Hamilton last night, took personal charge of the greatest manhunt in Ontario's history. The metropolitan force was transformed into a mobile organization, with every law enforcement officer in city and county ready to shoot on sight.

The Toronto and other districts received a methodical patrol of the blocks of heavily armed officers. They were under strict observation.

The plan remains to the present.

It is not yet clear whether the escape was the result of inside help or if the gangsters used or stole the keys.

The Ontario, Quebec, Manitoba and Saskatchewan police forces are being alerted to the escape.

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**Footie Thinks Inside Deal Aided Break**

Sketch of jail-break is drawn by Major Campbell and shown to newspaper reporters later this afternoon.

It shows four cells opening out on corridor leading to escape window. The report said building built at number of hundreds and dozens of prisoners, as pencilled on cells 11, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.



# The Improvements

The Liberty Entertainment Group has helped increase public awareness of our Canadian and Toronto heritage through the dramatic transformation of original historic sites into brilliant settings for events and attractions.

## Improvements to the Main House and Grounds

Liberty Entertainment Group for the past 20 years has been involved in many heritage building restoration projects. For each project, Liberty Entertainment Group has received awards and accolades from the Heritage and Construction Communities as well as from the general public. Liberty Entertainment Group has become an organization which is well recognized for the respect afforded to Heritage buildings while repurposing them for hospitality and attraction uses.

The overall Casa Loma restoration and construction project will not be significant in terms of size and scope and magnitude as compared to several of the other projects previously completed by Liberty Group. Fortunately Casa Loma is in a relatively good state of repair and in good architectural condition on the interior of the facility. The City of Toronto has done extraordinary work in restoring the exterior. The main objective of the Liberty Entertainment Group restoration will be to bring the facility as close to its original design as is possible. The majority of work required will be to complete an update in technological and physical plant services such as HVAC and IT services to reflect the amenities of current society. Although the scope of work is not large, the Heritage significance and preservation requirements of Casa Loma cannot be minimized. Liberty Entertainment Group will work with the best professionals in the field to achieve this objective.

The combination of Liberty Entertainment Group's heritage facility restoration experience and the support of VG Architects and MHBC Architects, design and consulting and maintenance expertise, will ensure that the Casa Loma site will continue to be the city's most prolific and respectful Heritage site for decades to come.

Liberty Entertainment Group will undertake all required improvements and outfit the facilities with all necessary furniture, fixtures and equipment entirely at its' own expense. It is our intention to invest approximately \$7 million in upgrades and improvements to the Casa Loma main house and grounds to develop the existing facilities and the additional foodservice facilities through-out the venue. Such areas include: existing library and conservatory; main floor satellite rooms, upper level areas; lower level areas; terrace; grounds; kitchen facilities.

## DIRECT BENEFITS:

- A renewed exposure of Casa Loma to the community and Toronto residents will eliminate Casa Loma's sole reliance on tourists
- Interior renovation and restoration financed by private sector investment rather than draining the city's capital budget will eliminate pressure for the City
- Liberty Entertainment Group, will enhance the hospitality component by providing additional facilities and services within Casa Loma

## MAIN LEVEL BANQUET FACILITIES: (EXISTING LIBRARY + CONSERVATORY)

The design component will include the restoration of the historical details of the interior. Design elements such as brilliant crystal chandeliers, rich tapestries and custom banquet furnishings will enhance the opulence of the space. These spaces will continue to operate as Casa Loma's banquet facilities for private events when the castle is not open for public viewing. There will be a substantial investment made to the upgrade of all catering kitchen facilities which will allow for full food and beverage service directly executed on the premises. Liberty Entertainment Group will be responsible for all required upgrades.

## LOWER LEVEL EVENT FACILITIES: (PORTION OF EXISTING EATERY AND GIFT SHOP LOCATION)

This lower level area will be transformed into an innovative visitor space to augment the potential for private events. Design approach will maintain a traditional elegance through use of crystal chandeliers, marble flooring, and mirrored accents. The intention is to transform this space into a significantly profitable area.

## LOWER LEVEL CASUAL FOODSERVICE: (PORTION OF EXISTING EATERY)

Develop and redesign the lower level area foodservice facility to reflect a contemporary casual dining approach. The facility will be redesigned with a new fresh look to reflect a bright, contemporary atmosphere. In addition, this facility will provide casual catering for smaller scheduled events in the other parts of the castle.

## SEASONAL OUTDOOR TERRACE:

The patio will be designed with stackable outdoor bistro tables, chairs and umbrellas. Comfortable furnishings intended to encourage sales from tourists and student groups as they enjoy the view of the spectacular gardens.

## FINE DINING RESTAURANT: (EXISTING OAK ROOM, SMOKE ROOM AND BILLIARD ROOM. MAIN LEVEL)

Establish one of the city's most prolific full service dining restaurants housed in one of the most significant landmark venues. The restaurant will boast the opulence of the city's history and the sumptuousness of culinary expertise.



# Who Is Liberty Entertainment Group



## Nick Di Donato B.A.Sc. P.Eng - President + CEO, Liberty Entertainment Group

For over two decades the Liberty Entertainment Group, led by Nick Di Donato, has been redefining Toronto's special event, restaurant and nightlife experience. As developers and operators of numerous landmark establishments the Liberty Entertainment Group has become recognized as one of the most successful and innovative companies in the industry.

Founded in 1986, the Liberty Entertainment Group has gained success and acknowledgment for creating an impressive roster of unique venues that garner immediate recognition. Each venue is rich in detail and originality and caters to a diverse clientele. Constantly ahead of the curve Liberty is distinguished for its ability to set trends, push limits and create the impossible.

Liberty Entertainment Group is sure to successfully achieve the city's objectives for this Casa Loma Initiative. With the experience of similar projects ie: Liberty Grand and Coral Gables Country Club, the Liberty Entertainment Group has a clear understanding of the requirements necessary to resurrect city properties into magnificent, vibrant facilities. The implementation of the outlined plan will ensure that Casa Loma is transformed into an exciting cultural and heritage venue, specifically achieving the city's objectives to: increase overall year-round usage; preserve and improve the unique heritage asset; profit from the increased operational revenue; and benefit from private capital investment.

The Liberty Entertainment Group encompasses many unique and distinct businesses under its umbrella. Each of these properties retains its own character, target market and operational diversity. As a result of such diversity, the Liberty Entertainment Group brings a dynamic and practical marketing approach to its proposed development concept for Casa Loma. Liberty Entertainment Group's unbounded expertise, combined with its proven track record for success, will work collaboratively with its Consultants to ensure the success of Casa Loma as a heritage attraction and special events venue.

## NICK DI DONATO P.ENG. CITY INITIATIVES AND BOARDS



### TORONTO TRANSIT COMMISSION

In 2012, Nick Di Donato was selected as one of only four civilians to be appointed to the Toronto Transit Commission Board of Directors as Commissioner. The TTC operates the third largest transit system in North America. The Commission is responsible for the consolidation, co-ordination and planning of all forms of local passenger transportation within the urban area of Toronto, servicing some 4.5 million people in the GTA.



### INVEST TORONTO

In 2009, Nick Di Donato joined the Board of Directors for Invest Toronto. Invest Toronto engages the private sector in promoting Toronto as an investment opportunity through marketing, conducting trade missions and coordinating with other governments and business. Through enhanced foreign investment marketing efforts, Invest Toronto attracts hundreds of new jobs and substantial new commercial development to the city.



### TORONTO MUSEUM PROJECT

In 2008 Di Donato joined the Board of Champions for the Toronto Museum Project. The goal of the project was to investigate a new Toronto Museum to showcase the story of Toronto, it's diverse culture and its role as a leader in global urban issues. It was the responsibility of the board to provide the credibility, advocacy, relationship-building, leadership, philanthropy and outside energy.



### WAR OF 1812 COMMEMORATIVE COMMITTEE

In June 2007, Di Donato accepted an invitation from Executive Director of Culture, Rita Davies, City of Toronto, to be a member of the Steering Committee responsible for the planning of the War of 1812 bicentennial commemoration legacy project. The initiative produced all events pertaining to the commemoration, and developed a renewal plan for Old Fort York and spearhead the development of a heritage trail for the city of Toronto. Chair, Deputy Minister Joe Pantalone; member City Councillor Pam McConnell; member City Councillor Adam Vaughan.



### "PREMIER RANKED TOURIST DESTINATION TORONTO" COMMITTEE

In January 2007, the Ontario Government Tourism Division and the City of Toronto Tourism initiated a study to develop a long-term plan to ensure Toronto maintains and enhances its position as a 'premier ranked tourist destination'. Di Donato was invited to be a steering committee member to focus on the development of the entertainment sector for tourism in Toronto.



### MAYOR'S ECONOMIC COMPETITIVENESS ADVISORY COMMITTEE

In June 2006, Di Donato accepted an invitation from Mayor David Miller to participate in this committee to help create an enabling, supportive and sustaining environment for business in Toronto. Along with fellow members of the committee, Di Donato helped create the document, "the Agenda for Prosperity" which outlines the framework for the development of the city for the following ten years. Di Donato's key focus was on tourism and cultural development and directions for the future.



# The Landmarks



As one of Toronto's few traditional ballrooms, the Liberty Grand in operation since 2001, facilitates groups from one hundred and fifty to three thousand people. Originally constructed in 1926, this one hundred thousand square foot complex gracefully blends the exuberant Beaux Arts monumentality of the banquet rooms with the classical interior finishes. The Liberty Grand boasts three impressive grand ballrooms decorated in a traditional early 1900's elegance, and one contemporary open concept room. With crystal chandeliers, twenty-seven foot ceilings, iron-laced balconies and arched windows, the complex exudes a luxurious feel of understated elegance. The rooms adorned with imported period furnishings, magnificent domes and columns bring back memories of an authentically historic atmosphere.



As one of Miami's most renowned landmark buildings, the Coral Gables Country Club facilitates groups from one hundred to one thousand. Originally constructed in 1924, the forty thousand square foot complex gracefully blends the traditional Mediterranean style of the exterior with elegant classical interior finishes. The Coral Gables Country Club boasts a magnificent grand ballroom and three satellite banquet rooms with coral stone waterfalls, stunning crystal chandeliers, spectacular black marble foyers, rich Brazilian cherry hardwood floors, ornate Italian marble columns and cornice moulding. Successfully competing with the highest standards of hospitality service of the surrounding luxury hotels, the Coral Gables Country Club is dedicated to providing the ultimate experience in ambiance, cuisine and customer service.



Minutes from Toronto's financial and theatre districts, the award-winning Rosewater has been hosting Toronto residents and tourists for the past 17 years. From the upper mezzanine levels overlooking the main dining room to the private lower level supper club, the entire facility lends an air of romance and casual decadence when dining on a fusion of modern classics. Situated on the third level of the historic building, this stunning space has revolutionized the banquet industry with its intimate, exclusive setting featuring a completely open concept design with hand painted cornice moulding, hand crafted coloured crystal chandeliers and floor-to-ceiling windows. Authentic mahogany floors, Royal Doulton chinaware and staff trained in the fine dining industry make this venue the perfect space for weddings and private events.



## PRESTIGIOUS HERITAGE AWARDS:

Coral Gables City Beautiful:  
Award for Outstanding Historic Preservation  
Coral Gables Country Club

Miami Dade Heritage Trust:  
Historic Preservation Award  
Coral Gables Country Club

Toronto Construction Association:  
Best of the Best Award  
Liberty Grand Entertainment Complex

Toronto Mayor Mel Lastman:  
Award of Recognition  
Liberty Grand Entertainment Complex

Heritage Toronto:  
Commendation Award  
Courthouse

Government of Ontario:  
Recognition of Historic Preservation  
Courthouse



# The Signatures



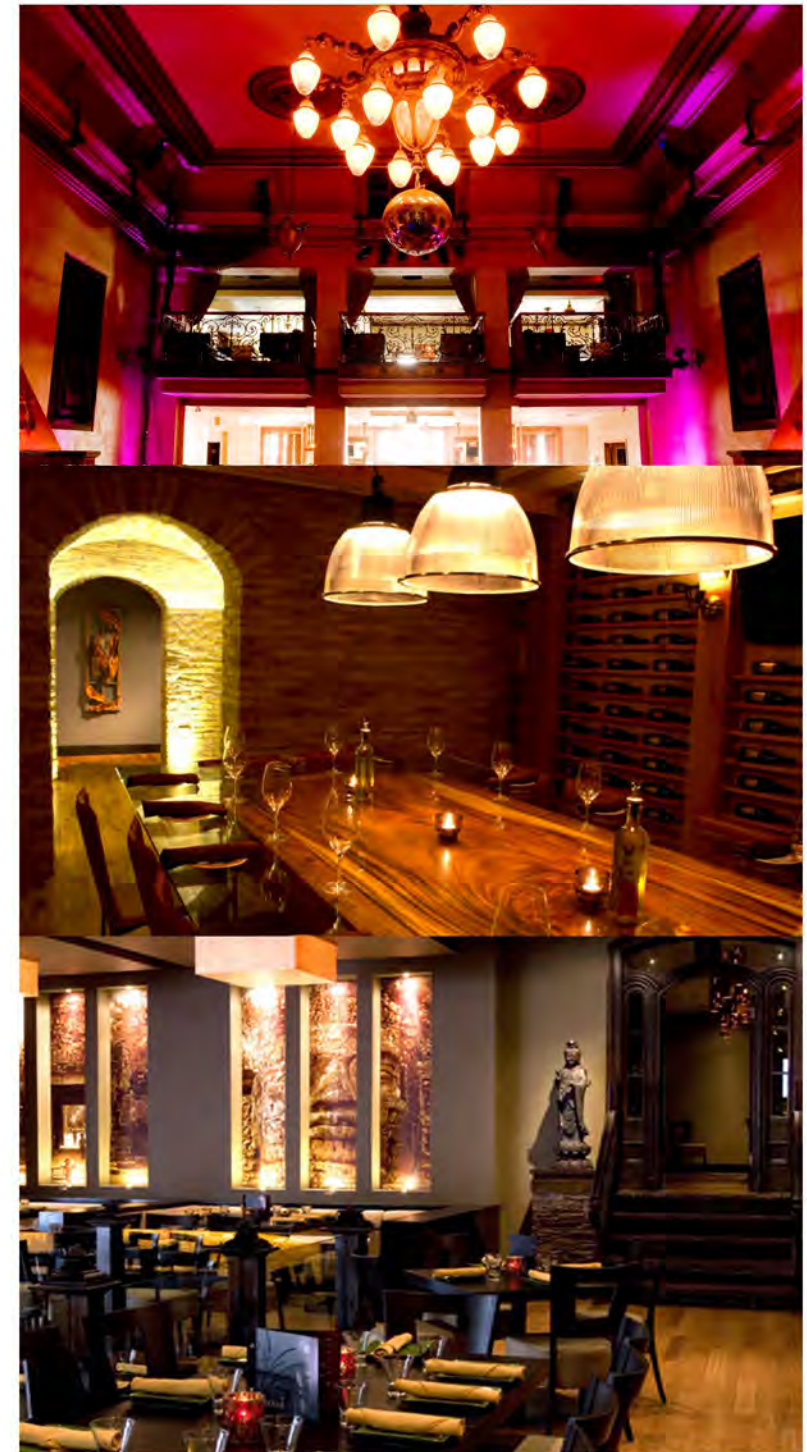
Toronto's Courthouse originally built in 1853 provides an atmosphere of warmth and comfort in a space where Canada's proudest and brightest artistic talent, such as the Group of Seven, met regularly. Opened by the Liberty Entertainment Group in 1997 and designed to comfortably seat from one hundred up to five hundred guests, the historic Courthouse is wrapped in the mystique of a bygone era. Soaring twenty-five foot high ceilings, original hardwood floors, staircases and fireplaces lend a unique setting for private events.



The Ciao and Cibo Wine Bar brand of restaurants are Liberty Entertainment Group's newest venture in restaurant concepts offering a truly authentic Italian experience in a contemporary yet soulful environment. The already award-winning restaurants are strategically located in the heart of both Toronto's and Miami's prolific districts. Housed in over 8000 square feet per location and each seating over 250 people, the spaces are designed to exude a warm and inviting ambiance. Signature features are the rustic arched brick walls, vaulted ceilings, and vintage viewing wine racks. What sets Ciao and Cibo apart is the homemade fresh pastas and breads, along with the exposed view of the open kitchen and stone oven pizza.



Impressive in scope, marvelously detailed, laced with drama, Spice Route pays homage to a phenomenon shrouded in mystery. The experience of Spice Route is sheer bliss. From the moment one enters, the design is relaxing and indulging. With the combination of eclectic Asian decor, mesmerizing music and distinctive cuisine, Liberty Entertainment Group has captured the soul in creating a uniquely Asian inspired experience. Spice Route is rare and immediately captivating, yet subdued in style, meticulous in service yet unpretentious, refined in its culinary approach.





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