



Exhibition Place

Via Email and Hard Copy Hand-Delivered

February 21, 2014

Toronto & East York Community Council
Toronto City Hall
100 Queen Street West
12th floor, West Tower
Toronto, Ontario M5H 2N2

Attention: Ros Dyers

Dear Ros

Re: Toronto International Boat Show – January 9, to 18, 2015 (inclusive)

On behalf of the Board of Governors of Exhibition Place, this letter is to apply to have the Toronto International Boat Show held at Exhibition Place to be designated as an event of “Municipal Significance” for the purpose of being granted a Special Occasion Permit by the Alcohol and Gaming Commission of Ontario.

Would appreciate this request be submitted to the Toronto & East York Community Council meeting scheduled April 8, 2014.

The Special Occasion permit will be for licensed areas within Direct Energy Centre, located at 100 Princes’ Blvd., and Ricoh Coliseum located at 45 Manitoba Drive, both at Exhibition Place, Toronto, Ontario, M6K 3C3.

The dates and hours of operation for the 2015 event is noted below:

Date	Hours
January 9 th (Special Preview Evening)	4 pm to 9 pm
Saturdays (January 10 th and 17 th)	10 am to 7 pm
Sundays (January 11 th and 18 th)	10 am to 6 pm
Monday to Wednesday (January 12 th to 14 th)	11 am to 8 pm
Thursday & Friday (January 15 th and 16 th)	11 am to 9 pm

The 57th Toronto International Boat Show is the largest Boat Show in Canada and is held annually in Toronto at Exhibition Place. There is significant impact to the City during the month of January each year wherein 10,000 hotel rooms are booked; restaurants filled to capacity; and an increase in general tourism.



THE BOARD OF GOVERNORS OF EXHIBITION PLACE

Exhibition Place, Toronto, Ontario M6K 3C3 Tel: (416)263-3600 www.explace.on.ca

Recreational boating annually represents more than \$26 billion in economic impact to Canada, with more than 52% of all Canadian boaters living in Ontario. Each year this event generates more than \$354 million in economic impact to the region, and during the last six years the event has annually attracted more than 550 exhibitors, and an average attendance of 75,000 visitors. Up to \$80 million in sales is generated at the Toronto International Boat Show.

Thanking you in advance for consideration of this application.

Sincerely,

Fatima Scagnol
Corporate Secretary
Exhibition Place

Copy to: Arlene, Campbell, General Manager/Sales, & Events Management
 Jeff Gay, Director of Event Management Services