



Canadian
National
Exhibition

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From the Desk of General Manager David Bednar

April 29, 2011

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 2011 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 2nd to September 5th, 2011 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 3rd) 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 2008 revealed that the CNE generates \$52.5 million in direct new spending in Toronto alone. 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 2nd to August 18th 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,


David Bednar
General Manager, CNE
DB/pc