



November 2nd, 2012

Dear City of Toronto Executive Committee:

RE: Casino in Toronto

On Monday, you will be reviewing a very important report from the City Manager on the issue of a Casino in Toronto. We wanted to make sure that you understand that **the development of a Casino/Entertainment Complex on the Exhibition Place site has VERY SERIOUS implications for the Canadian National Exhibition (CNE), a 135 year old institution in this City.**

An event, the scope and size of the CNE, could **NOT** be staged on the radically reduced footprint that would remain after the construction of a large Casino complex at Exhibition Place. Therefore, a resolution was passed at the September 27th meeting of the CNEA Board of Directors stating that: ***"The CNEA is opposed to having a permanent Casino/Entertainment complex built at Exhibition Place"***.

PLEASE KEEP IN MIND:

- The CNE is a major economic generator for the City and the Province. A 2009 Economic Impact study confirms that CNE had a gross economic impact of **\$58.6 million on the GTA** and **\$80 million on the Province of Ontario**.
- Approximately **5,000 youth employees** are at work on any given day of the Ex, many of whom are from priority neighbourhoods. Approximately 70% of the CNEs annual budget invested in JOBS.
- Our **partners include small, medium and large businesses** with long-standing relationships with the CNE and each of whom have their economic impact on the region.
- **This summer, the CNE attracted 1.39 million visitors** with the majority coming from the GTA.
- We have **strong connections with Ontario Agriculture industry and Agriculture Societies, Tourism and Labour**.
- The CNE attracts performers and participants from across the province, the country and from throughout North America.
- Each year, the CNE distributes **1.2 million FREE Kids Passes** to children within the GTA and across southern Ontario from Peterborough to the east, Simcoe County to the north, London, to the west and Niagara to the south.

I trust you will find this information useful as you review this issue from **all** perspectives.

In the meantime, please do not hesitate to contact me at bashton@theex.com or my office at any time at 416-263-5201 or 416-263-3819 if you have any questions or if you would like an opportunity to connect.

Yours sincerely,

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