



Canadian
National
Exhibition

From the Desk of General Manager **David Bednar**

June 21, 2013

City of Toronto Parks & Environment Committee
Attention: Councillor Paul Ainslie, Chair
City Hall
100 Queen Street West, Suite C52
Toronto, ON
M5H 2N2

**Re: City of Toronto Parks & Environment Committee Agenda Item PE 21.6 titled
Vehicle Parking in Marilyn Bell Park**

The Canadian National Exhibition (CNE) has reviewed the committee report, agenda item PE 21.6 titled 'Vehicle Parking in Marilyn Bell Park', that is on your June 24th agenda for the upcoming Parks & Environment Committee.

In the report, the City of Toronto Parks, Forestry and Recreation (PFR) recommends terminating a decades old historical agreement between the CNE and the City of Toronto that permitted limited and conditional use of Marilyn Bell Park during the CNE.

We would like to thank Jim Hart, General Manager of City of Toronto Parks, Forestry and Recreation Department, and his team for their close working relationship with CNE staff in attempting to reach a new partnership mutually beneficial to both parties while addressing areas of common concern.

Marilyn Bell Park was created in the mid 1950's by filling in an area that used to be part of Lake Ontario and extending the shoreline south from its former location. It was created for two uses: the first was to ensure waterfront access for the neighborhoods that had been impacted by the rerouting of the new Lakeshore Boulevard; and second was to provide space for the annual CNE for parking and other purposes.

For over 30 years, the CNE has acted responsibly in parking vehicles during the fair to ensure that no long-term adverse impacts result from its parking activities. The park is left empty if it has rained and the ground is soft. Any and all damage is repaired. Every year, without fail, the park is returned in the same or better condition after the fair. We are proud of the revenue sharing that is contributed to the City for the Tree Advocacy Program. *(Further details can be found in the attached background.)*

We strongly encourage our visitors to take advantage of public transportation including TTC, GO Train, or other options to come to our event.

Despite the success of our past and on-going initiatives to make public transit the preferred option for visiting the CNE, we must continue to recognize and service the parking demands of our visitors and exhibitors. We are seriously concerned about our ability to manage visitors arriving by car during our peak periods and the effects the traffic will have on surrounding neighbourhoods as parking options decline.

The CNE however believes there is a balanced and viable solution in moving forward.

We would like to propose a new arrangement that would confirm a capacity of 800 cars (the 2012 level rather than previous historical numbers) for 10 years which would be in line with the timeline of the current CNE-Exhibition Place/City agreements.

We also propose a couple of key improvements to the current business arrangement:

- We would guarantee to continue to comply faithfully with all previously agreed to conditions
- We would **update the revenue sharing to a 50/50 sharing of net revenues for the City Tree Advocacy Program or another local project** with a guaranteed minimum annual contribution to PRF of \$24,000.
 - Based on historical data and allowing for rain days, we estimate that the annual contribution would range from a minimum of \$24,000 (\$30.00 per space) to a potential for double that amount, perhaps as high as \$50,000.
- We would remove the proviso of CNE Tree Advocacy Program contributions being based on CNE financial performance.
- We would suggest that the revenue sharing contributions be directed to some locally identified need including but not limited to benefit the local parks within the ward. (Obviously, this is only a suggestion and we would defer to your knowledge on the best use(s) for the funds.)

In proposing a new partnership and term agreement, we are asking you to take into account our unique history with Marilyn Bell Park, the institutional significance of the CNE, and our long-term business agreement with the City. We are committed to a continued viable working arrangement that benefits all parties. The local public who use the park are front of mind for us and we want to limit as much as possible the 'overflow' of our visitors arriving by car to surrounding residential neighbourhoods.

We are also committed, as part of our long-term strategic planning initiative, to include a comprehensive parking and transportation plan that supports our business goals and best environmental standards and practices.

Sincerely,



David Bednar
CNE General Manager

CC

Councillor Mike Layton

Councillor Ana Bailao

Members, Parks & Environment Committee

Dianne Young, Exhibition Place CEO

Councillor Mark Grimes, Exhibition Place Chair of the Board of Governors

Clerk, Parks & Environment Committee

Enclosed: CNE Backgrounder on the CNE historical relationship with Marilyn Bell Park