



TO: Economic Development Committee

January 15, 2014

City of Toronto

via: Dela Ting: edc@toronto.ca

RE: **Feasibility Consideration of Toronto Hosting 2025 World Expo
January 20, 2014 Meeting**

I write to you as a passionate Torontonian and Canadian in support of the City of Toronto undertaking the complete Pre-Bid Phase as outlined in the Ernst and Young (E&Y) Report dated November 2013 AND insisting that the Government of Canada rejoin the Bureau Internationale des Expositions (BIE) on the earliest possible timing.

Specifically, I believe that hosting the 2025 World's Fair is the most important economic and brand opportunity for both Toronto and Canada that will appear in the next 20 years. The economic and employment benefits of building and hosting a world's fair are well documented in the E&Y study and have been proven throughout the world. There is no better catalyst for expediting and funding infrastructure that is already in Toronto's planning phases. This includes transportation, environmental remediation and legacy infrastructure.

Torontonians and the rest of Canadians need to recapture pride in their country and reopen the doors to international tourism and investment that have been so closed for the past decade. The federal government must rejoin the BIE to retake Canada's leadership role and keep hosting and participation doors open. The City of Toronto Council needs to insist that Canada's BIE membership be reinstated and in so doing show national leadership to all Canadians. It is time that Toronto City Council give Canadians coast to coast a reason to believe in and be proud of their country.

I look forward to supporting Toronto's investigation and candidature for Expo 2025.

Sincerely,

Ann MacDiarmid, President
Past CEO of Expo 2005 Canada, Canada's Capital Region

cc: Councillor Wong-Tam