



Canadian
National
Exhibition

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

February 11, 2014

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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 Ros Dyers, Clerk, Toronto & East York Community Council Committee)

Dear Ms. Watkiss,

Re: **Designation of the 2014 Canadian National Exhibition and Horse Show as an Event of Municipal Significance**

I am writing to apply to have the Canadian National Exhibition and HorseCapades (CNE) planned for July 27 to September 1, 2014 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 HorseCapades 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 HorseCapades during the period of July 27 to August 14 will increase the attendance and economic impact over and above these numbers.

I would ask that if you have 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.

Kindest regards.

David Bednar
General Manager