

October 24, 2016

Mayor and City Council,
City of Toronto
Toronto City Hall
100 Queen Street West, 2nd floor
Toronto Ontario M5H 2N2

Dear Mayor and Council,

Re: World Expo Bid: EX 18.7 Expo 2025 - Feasibility Considerations

I am writing to you to urge your support for advancing a World Expo Bid for Toronto.

Toronto has been rapidly emerging as one of the world's great cities. However, our infrastructure and economic development have struggled to keep pace with that growth. The Expo bid would be an important stimulus to concerted action for the modernization of the city. We demonstrated as a City our ability to effectively coordinate a range of legacy projects with the successful hosting of the Pan Am/ParaPan Games. Now is the time to galvanize a further series of city building initiatives and to advance the city on the world stage. In particular, the Expo could:

- Accelerate the provision of badly needed site preparation and infrastructure for the eastern waterfront and Portlands,
- Transform the City's tourism attractiveness to a level befitting a city of our size and significance,
- Coordinate the advancement of the media, innovation, design, cultural and tech sectors through global exposure,
- Ensure the provision of a wide range of employment opportunities essential for the fastest growing city in the developed world.
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Toronto's rapid emergence as one of the most distinct and remarkable of global cities is a well-kept secret, offering the unique opportunity to showcase our city to the world for their surprise and enjoyment, and for our long-term benefit.

The hosting of major events like an Expo is not without risk. But to quote Mayor Michael Bloomberg, "The only penalty in local government is not taking risks".

I urge you to give your support to Toronto's Expo bid.

Yours,

A handwritten signature in black ink, appearing to read "Joe Berridge". The signature is fluid and cursive, with a large loop at the end.

Joe Berridge
Partner
URBAN STRATEGIES INC.