



East End Arts  
10 Dawes Road  
Toronto, ON M4C 5A7

# EX18.7.16

October 25, 2016

ATTN: Toronto City Council – Executive Committee

RE: EX.18.7 EXPO 2025 Feasibility Considerations (meeting of October 26, 2016)

Dear Mayor Tory and City Council Executive Committee members,

East End Arts is writing to express support and encouragement of an EXPO 2025 bid in Toronto. East End Arts is one of the City of Toronto's six Local Arts Service Organizations, supporting and developing arts and culture in the east end.

We believe that an EXPO 2025 bid in Toronto will provide an incredibly unique opportunity to showcase Toronto and Canada to the world. The feasibility report predicts that EXPO 2025 will bring 30 million people to Toronto, allowing us to share and showcase our country's culture, creativity, innovation, technology, and spirit. Toronto is ready to take on this challenge and step up onto the global stage. Please vote to support a bid for EXPO 2025 in Toronto.

East End Arts hosted an EXPO 2025 community consultation in the east end on May 16, 2016. We were able to hear first-hand about community members' visions, dreams, ideas, and hopes for what EXPO 2025 could mean for Toronto. The attendees took part in discussion groups to explore potential themes and values. The feedback was all positive and some of the common themes and values of interest included accessibility, innovation, technology, languages, sustainability, jobs, and infrastructure opportunities.

We recognize the significant economic, employment, and infrastructure benefits that EXPO 2025 would bring to the city and residents of Toronto. We also are excited about the proposed location of EXPO 2025 in Toronto's Portlands. Along with the development of Toronto's waterfront, this would have a profound impact on our area of service, and provide unique legacy opportunities.

Every five years, the global community is presented with the opportunity to take a targeted, critical look at the issues which are currently facing humanity. It is imperative that Canada, specifically Toronto, does not shy away from this opportunity, and that we pursue the chance to let Toronto serve as a platform to not only promote global discourse and engagement, but to also showcase Toronto and all of our triumphs, and allow other cities, provinces, territories, and nations to share in our growth for the future.

Hosting EXPO 2025 would be a chance for Toronto to embrace its unique strengths and present them confidently to the world. It would pose a challenge to ourselves over the next nine years to live up to our own potential, to raise the standards in the ideals of diversity, inclusion and accessibility, and in so doing, set an example that can be showcased on the global stage.

We see significant value in the opportunity to bid on EXPO 2025 and encourage the City of Toronto to support the initiative.

Sincerely,

East End Arts