



CANADIAN NATIONAL EXHIBITION  **THEEX.COM**

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February 11, 2016

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,

Subject: Designation of the 2016 Canadian National Exhibition, Canadian International Air Show and Horse Show as Events of Municipal Significance

I am writing to apply to have the Canadian National Exhibition (August 19 to September 5, 2016), CNE HorseCapades (July 31 to August 18, 2016), and the Canadian International Air Show (September 3 to September 5, 2016) designated as events of municipal significance. The designation of these events is 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 1.6 million. An economic impact study conducted in 2014 revealed that the CNE generates \$69.3 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 31 to August 18, 2016 will increase the attendance and economic impact over and above these numbers.

I would ask that if you require any further clarification pertaining to this application, please do not hesitate to contact me at (416) 263-3824.

Thank you for your consideration of the above.

Respectfully,

Virginia Ludy
General Manager

copy: Dianne Young, CEO, Exhibition Place
Ros Dyers, Clerk, Toronto & East York Community Council Committee