



CANADIAN NATIONAL EXHIBITION

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THEEX.COM

December 2, 2019

Dear Exhibition Place Board of Governors,

Re: Exhibition Place master plan

Established in 1879, the Canadian National Exhibition (CNE) is affectionately known as Toronto's end-of-summer tradition for over 1.5 million visitors each year. For more than 140 years, the Exhibition Grounds has been home to the CNE. As such, throughout that time, the CNE invested in the site both with general improvements but also by commissioning all of the original buildings (many of which still stand today).

As you are aware, the City of Toronto is currently undertaking a master plan exercise for Exhibition Place, under the guidance of the Cultural Heritage Landscape Assessment of the lands which was completed earlier this year. It is our understanding that the Exhibition Place masterplan will include direction on public enhancements, parks and open spaces, transportation upgrades, built form, heritage conservation and connectivity to the surrounding neighbourhoods.

The CNE welcomes improvements to the site and has over the years been a valuable partner in discussions about site opportunities and challenges as well as including its potential as we look ahead. The CNE shares in the common goal of ensuring the sites' long-term success but believes strongly that any future considerations made by the City Planning Department must be evaluated within the context of its current use by existing tenants and events.

To better understand the needs of the CNE and our site requirements, the attached information was provided directly to Melanie Melnyk and team at the City Planning Department on November 15, 2019 in an effort to help inform their work and any recommendations to City Council. The attached slide deck includes detailed information from requirements for essential multi-use surface lots (to support midway infrastructure) to crucial pedestrian routes that ensures the safety of our visitors.

Exhibition Place tenants and events collectively drive more than 5.3 million visitors to the site annually, contributing significantly to the City's economic impact; creating jobs and visitor spending while delivering world class experiences that make our City among the best in the world.

Our hope is that, as the City of Toronto continues its work and moves ahead with the development of recommendations for Exhibition Place, the important contribution of the CNE is

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not missed and the needs of the event are properly reflected to ensure our continued operation.

Sincerely,

John Kiru,
President & Chair of the Board of Directors,
Canadian National Exhibition Association

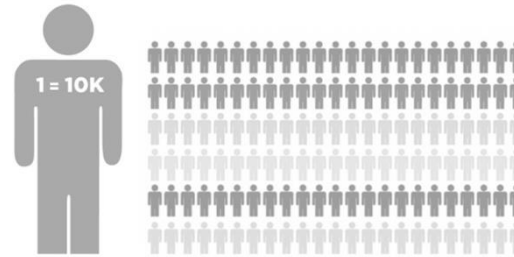


The Canadian National Exhibition (CNE) has been entertaining Canadians since 1879. Founded as the Toronto Industrial Exhibition, the CNE has enjoyed a distinguished history as a “showcase of the nation”. Since then, the event has continued to marry innovation, culture, community and entertainment for visitors each year. The event maximizes the use of 192 acres as it animates Exhibition Place.

Taking place over the 18 days leading up to and including Labour Day, it is affectionately embraced as an end-of-summer ritual by more than 1.5 million visitors annually, visitors who reflect the rich diversity of Toronto and the region.

1.5 MILLION VISITORS

annually



Canada's
Largest
Community
Event



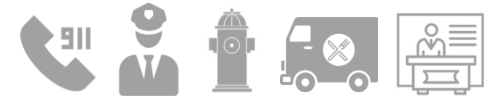
One of the top
Agricultural
Fairs in North
America

Non-Profit
Organization



Each year we hire
5,000
employees

Included in that number are people employed by the CNE itself and for their partners. Specifically:



GREATER TORONTO AREA
\$93,100,000

The CNE's economic impact on
The Greater Toronto Area each year*

ONTARIO
Yours to discover

\$128,300,000

The CNE's economic impact
on Ontario each year*

Established

1879

CANADIAN NATIONAL EXHIBITION

CNE Event Timeline 2019

APRIL 1 – JULY 26

- Move in on the grounds begins at the beginning of April for the CNE Casino in the **Better Living Centre**
- From there we are moving in the major indoor spaces sequentially
- As of July several outdoor areas are moved in (Installed Gates, Kids' World, HorseCapades in the **Horse Palace**, etc.)



JULY 26 – AUGUST 16

- CNE HorseCapades in the **Horse Palace** opens to the public the last week of July
- The CNE Casino in the **Better Living Center** opens the same day as CNE HorseCapades.

AUGUST 4 – AUGUST 16

- Full CNE Move-in period. The CNE takes over full access of Exhibition Place grounds.
- In this time, roadways are closed to the public and major elements begin their move into the site. Specifically the Adult Midway (Lot 851, 852, 853 & Princes' Blvd.) and the Kiddie Midway (Lot 854)



AUGUST 16 – SEPTEMBER 2

- From opening day (18-days leading up to and including Labour Day) The Canadian National Exhibition activates the 192 acres of Exhibition Place
- The CNE also utilizes the Toronto Waterfront for the annual Canadian International Air Show, the OVO Center for our OBA Basketball tournament and Coronation Park for the annual Lions Club Pee Wee Baseball Tournament

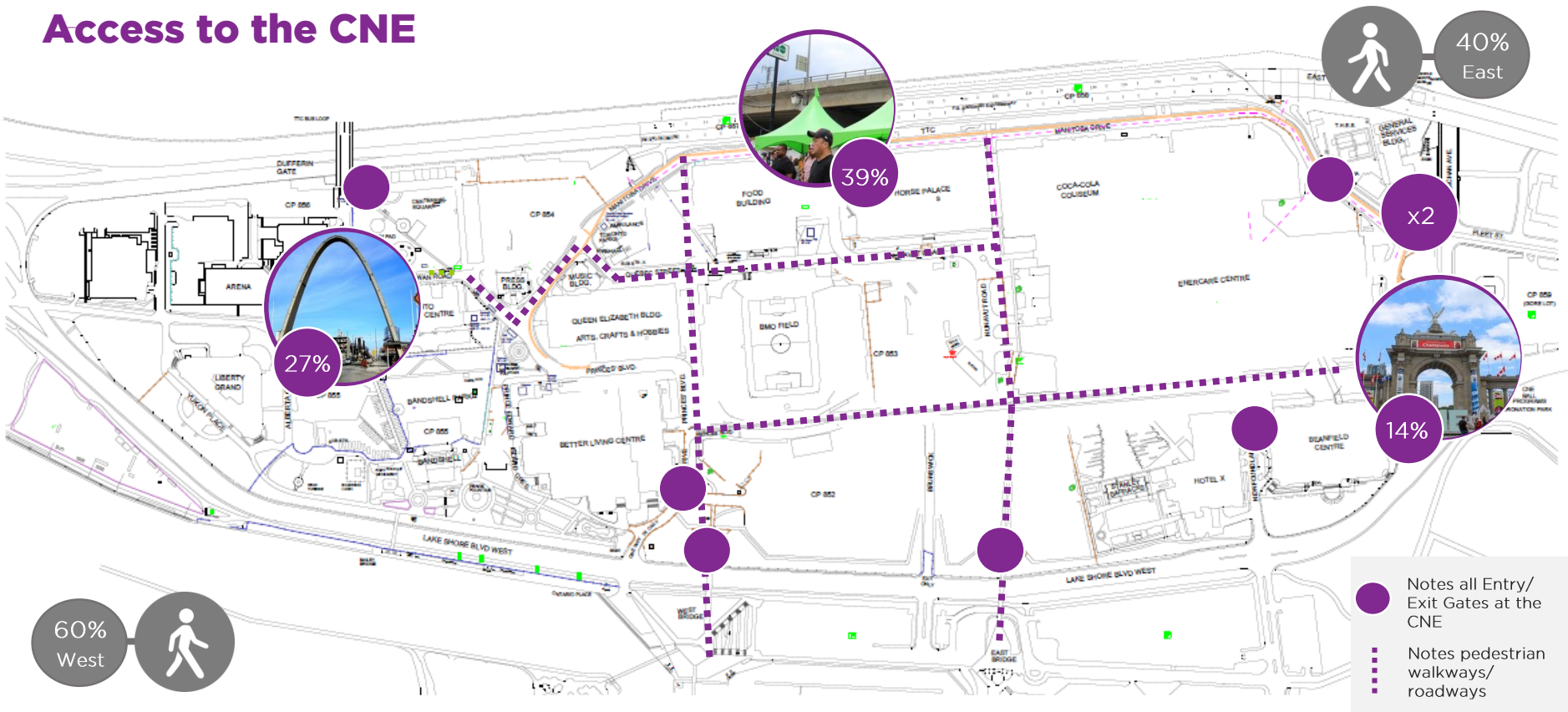


SEPTEMBER 2 – OCTOBER 1

- Full CNE Move-out period
- The public roads are opened throughout the grounds beginning the week after the CNE closes.



Access to the CNE



Total Number of CNE Entry/Exit Points: **11**

Highest traffic ticket gates: **GO/TTC Gate (39%), Saskatchewan Gate (27%) & Princes' Gates (14%)**

40% of visitors travel in from the **East** and **60%** from the **West**. Visitors to the CNE rely heavily on both transit and parking availability on the Exhibition Place grounds. Total number of parking spaces available during the CNE is **3,805 (totaling 33 acres)** and is crucial to ensure visitors continue to attend the event.

Princes Blvd. is the major roadway for the CNE event. It is the function of all major and vital fair activities (Sky Ride, Outdoor Retail & Midway) and safe visitor movement is dependent on this roadway.

CNE by the Numbers*

Daily Peak Attendance:	135,000
Daily Peak Attendance on grounds at one time:	80,000

*2019 CNE Attendance

Indoor Buildings/Areas

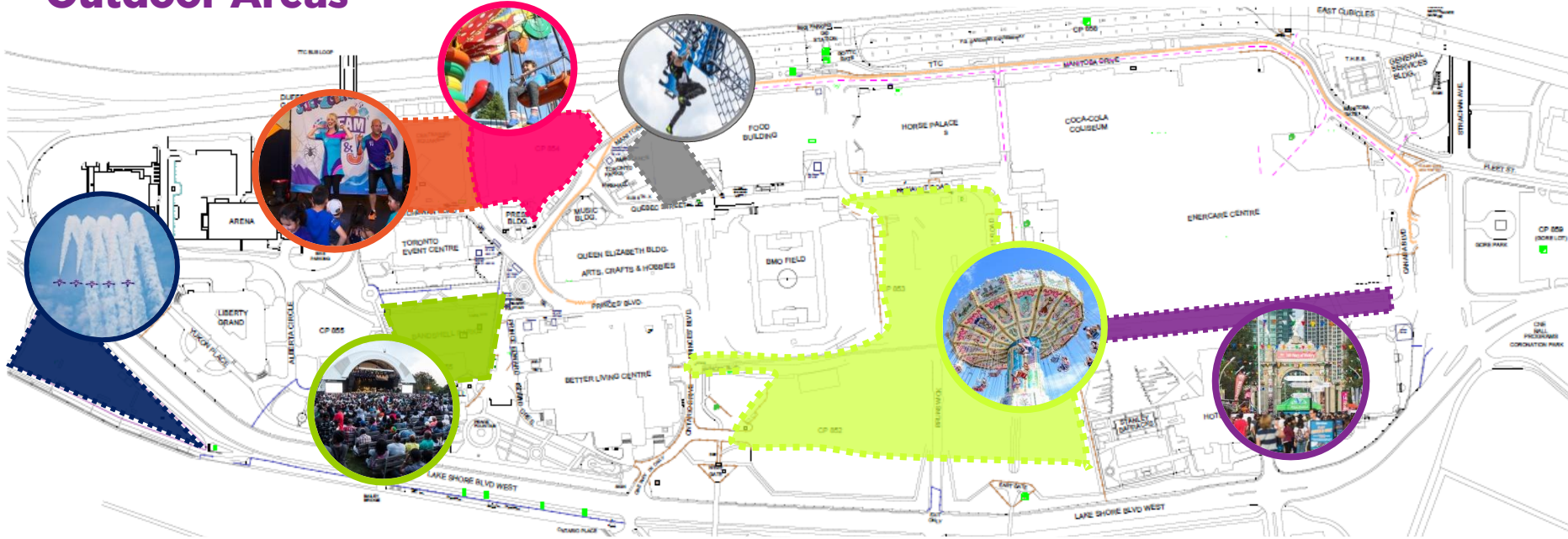


The CNE requires a mix of indoor and outdoor space to effectively and safely deliver the event.

Indoor Buildings/Areas used include:

- **Better Living Centre:** CNE Casino & Farm
- **Queen Elizabeth Building/Withrow Common & Queen Elizabeth Theatre:** Arts, Crafts & Hobbies Pavilion, Ambassador of the Fairs, CNE Administrative Offices & Art Gallery
- **Food Building**
- **Horse Palace:** CNE HorseCapades
- **Coca-Cola Coliseum:** Ice Show, Lanterns & other major exhibits
- **Enercare Centre:** Indoor Shopping, Gaming Garage, Innovation Garage, SuperDogs, Cat Show & Garden Show
- **Press Building:** CNE Administrative Offices

Outdoor Areas

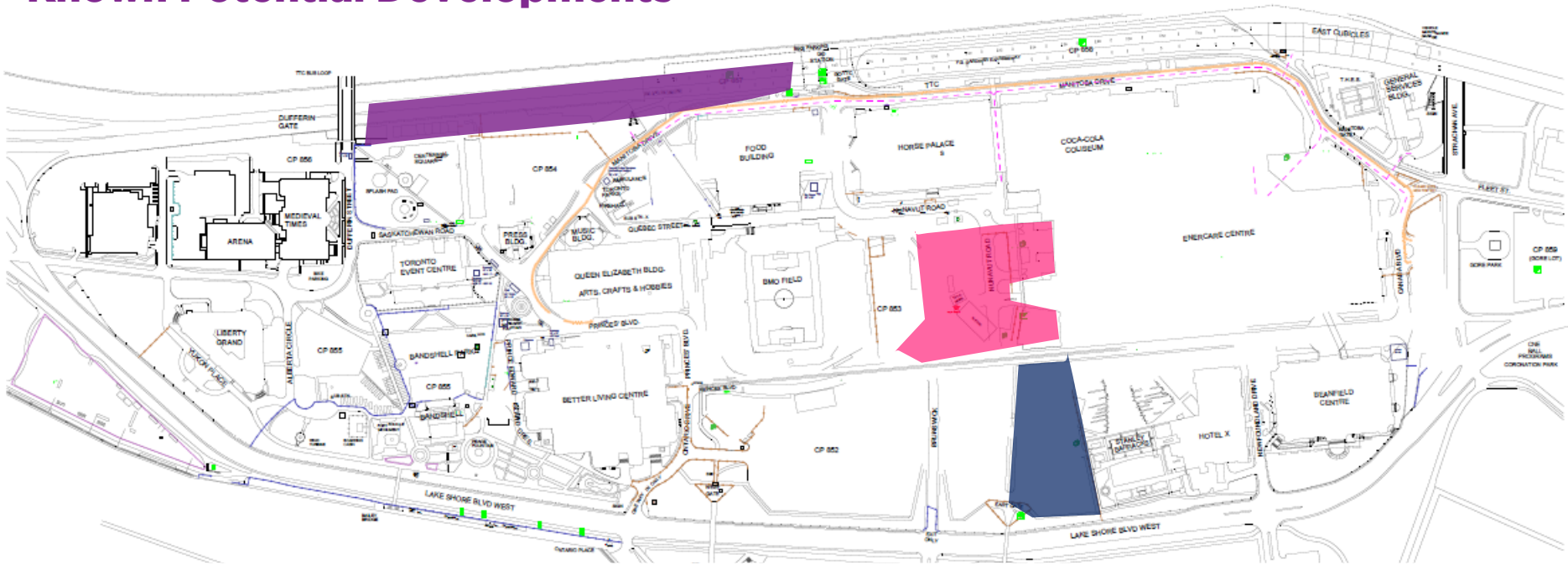


The CNE is dependent on multi-use surface lots to deliver its major outdoor components.

Major outdoor elements are:

- **Kids' World & Kiddie Midway** (highlighted in orange and pink). These areas require flat multi-use surface lots (**Lot 854**) to accommodate heavy infrastructure in the Kiddie Midway. This area can be complimented with some additional landscaping. Given scale of these installations, they are required to be outdoors.
- **Adult Midway** (highlighted in lime green). This area requires flat multi-use surface lots (**Lot 851, 852, 853 & Princes' Blvd.**) for the safe installation and operation of our Midway which reaches capacity each day of our event. Given scale of these installations, they are required to be outdoors.
- **Princes Blvd.** (highlighted in purple). This area requires an open roadway, free of overhead structures and development to support Outdoor Retail, Midway and the Sky Ride). **Princes' Blvd. includes specifically designed infrastructure to support the Sky Ride during the 18-day period.**
- **CNE Sports Zone** (west of Food Building): Major outdoor exhibit space for the 18-day period.
- **CNE Bandshell** (highlighted in green). This area functions around the historical stage is a primary attendance driver annually
- **The Air Show** (highlighted in blue). This waterfront area extends the CNE experience across lakeshore off the Exhibition Place grounds and requires seating and vantage point of the air space. Visitors utilize the park space behind Bandshell to view the Air Show.

Known Potential Developments



Second phase of Hotel X on Lot 851 (proposed 3.5 acres/ 149,881 sq. ft.) eliminates:

- A section of the Midway
- Visitor parking
- Vital Midway back-of-house storage

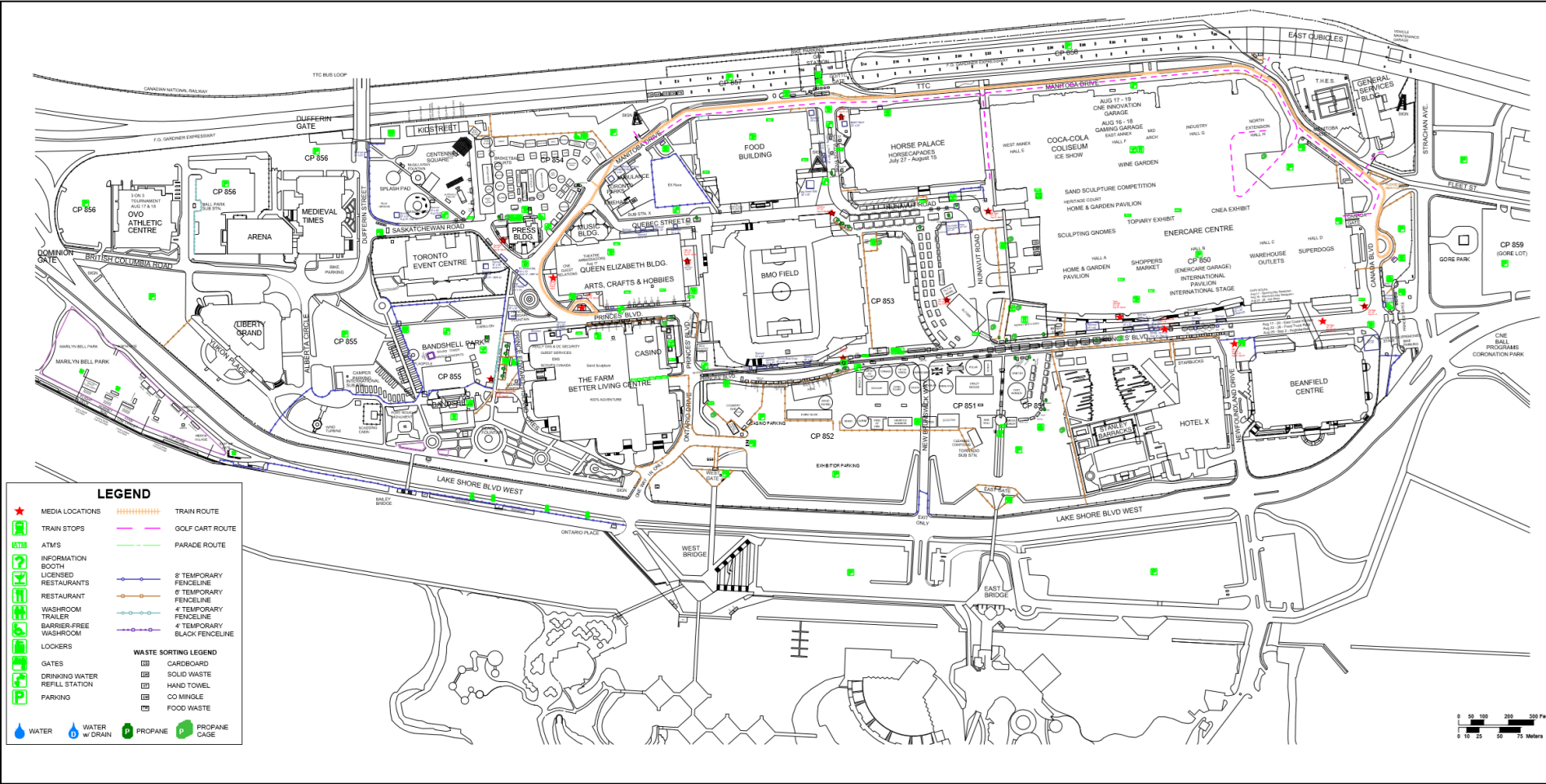
Enercare Expansion on Lot 853 & Nunavut Road (4.3 acres/187,883 sq. ft.) eliminates:

- Major component of the Midway (more than 20%)
- Vital Midway back-of-house storage
- A significant pathway to ensure safe visitor movement

TTC Loop & GO Station Expansion on Lot 854 & 857 & beyond eliminates:

- Portions of Kids' World & Kiddie Midway
- Parking for visitors and Food Building exhibitors
- Back-of-house storage

Site Map





Note: image taken early morning before gates open