

December 13, 2019

Board of Governors of Exhibition Place
Exhibition Place
100 Princes' Blvd, Suite 1
Toronto,
Ontario M6K 3C3

RE: Exhibition Place Master Plan Project

Dear Sirs & Madams

Thank you for hosting the meeting last week regarding the proposed plans for the development of the grounds. I appreciate the plans are currently preliminary however they do raise some concerns that we will need to resolve in the short term.

First and foremost, we are due to sign some more multi-year contracts for the Home Shows committing us to host the events on the grounds. These contracts are valued at over \$2m annually for rent alone, and given the uncertainty surrounding the site and how we accommodate our patrons we are apprehensive to commit.

While I commend the desire to "green" the space and give it alternate uses this should not be at the cost of your long-term paying customers. Access to the grounds by public transport is already challenged and parking is stretched beyond capacity on our busy weekends (182% of capacity in close proximity lots). Many of our customers buy product and leave with bags which is also not conducive to public transit. It is not surprising therefore that 80% of our attendees drive to our shows, many traveling from well outside the GTA.

A major consideration in developing the grounds would be to first improve the ease of access and parking. At our recent Fall Home Show many of our customers were caught in a traffic jam for 30-45 minutes once they actually got onto the grounds. The congestion on the site was far worse than the surrounding area.

There were a multitude of concerns expressed by many of your tenants on Thursday but none was more clearly voiced than a need to fix the transit and road access along with improved parking facilities. Work on the site that further exacerbates access will ultimately kill off the shows due to a shortage of people willing visit the area.

I trust this brief explanation clearly explains our reluctance to commit to ongoing agreements with you in the absence of detailed transit, construction plans and timelines.

Yours sincerely



Duncan Payne
Chief Revenue Officer

cc. Catherine de Nobriga



20 Upjohn Rd, Suite 100
North York, ON M3B 2V9

Tel: 416.391.3445
Fax: 416.391.2118

www.bildgta.ca