

From: [Linda Waddell](#)
To: [Exhibition Place Board](#); [Don Boyle](#)
Cc: [Catherine de Nobriga](#); [Laura Purdy](#); [Geoff Mak](#)
Subject: NEXT PLACE Exhibition Place Master Plan
Date: December 16, 2019 3:37:33 PM
Attachments: [Toronto International Boat Show NEXT PLACE Exhibition Place Master Plan Strategy.pdf](#)

Dear Don,

Attached please find expression of our concern regarding the NEX PLACE Exhibition Place Master Plan, as presented on November 28, 2019.

I am also forwarding to the City Clerk through this same email, as I feel it is critical our concerns are considered in this process.

If you have any questions or need for further information, please let me know.

Sincerely,

Linda

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December 16, 2020

Mr. Don Boyle
Chief Executive Officer
Exhibition Place Board of Governors
100 Princes' Blvd, Exhibition Place
Toronto, ON M6K 3C3

RE: NEXT PLACE Exhibition Place Master Plan Strategy

Dear Don,

On behalf of the recreational boating industry in Canada and the Toronto International Boat Show, I would like to express our concern regarding the proposed Master Plan Strategy, NEXT PLACE Exhibition Place.

Since the beginning of this process we have provided extensive input on the potential impact of the preliminary considerations. We are extremely concerned with what is included in the City of Toronto Planning Department's most recent proposal, dated November 28, 2019.

It appears there is a significant lack of background information or knowledge regarding the economic impact for the City of Toronto as a result of the large annual events held at Exhibition Place. In addition, it appears minimal consideration is being given to the logistics of hosting large scale events, specifically the necessity of adequate parking and staging lots.

Events such as ours, the Toronto International Boat Show, require property on the grounds for boat and tractor trailer staging, as well as parking for consumers who come to the city of Toronto specifically for our event.

Like many events held at Exhibition Place, the focus on retail sales is extensive and not suitable for attendees to arrive and depart by transit. It is also impossible for exhibitors to deliver and display the products in our industry utilizing transit, or without access to land close to the venue for move-in/out of over 1000 tractor trailers delivering over 1200 boats and thousands of accessories/displays.

The Toronto International Boat Show utilizes over 9000 hotel room nights in the city of Toronto every January. Our event has been held at Exhibition Place for 62 years, because of the required land space to host our event – North America's Largest Indoor Boat Show.

The Toronto International Boat Show provides over \$2 million in direct revenue to Exhibition Place, every year. The indirect economic impact is over \$300 million, including retail sales, hotel stays, restaurant visits, etc. Our event and industry are significant contributors to the economy in the city of Toronto, and province of Ontario.

The proposed direction by the City's Planning department identifies potentially dramatic changes to the priorities and next phase of development for Exhibition Place. We cannot stress enough how damaging these

would be to Exhibition Place, and your major stakeholders & events. We strongly encourage the process and timeline be reviewed to give serious consideration to the potential implications of this direction.

We recognize the importance of reaching out to taxpayers from across the GTA to receive input on what they would like to see or do on the land. However, the significant investment made by businesses and events, over many decades – seems to have had minimal or no voice in the planning process.

With all due respect to the taxpayer base and people's desire for more green space, the implications of this direction will be devastating to many of the events held here. The loss of revenue to the city of Toronto when events such as ours need to look elsewhere for a venue will be significant. These are facts not currently being considered in the proposed plan as presented. We strongly encourage the importance of a more open, equal, inclusive and transparent process that includes all the facts (including economic) regarding the future of Exhibition Place.

Exhibition Place is an important economic driver for business in Toronto. It brings people together, hosting the most wide-ranging type of events and attractions in the events industry. The challenges currently being experienced by many events are centred around access to the site – both transit and roads. We encourage the prioritization of this direction, instead of looking to transform space critical for use by major events into low usage/low revenue generating.

The consumer experience by visitors to Exhibition Place is in decline. There is insufficient parking to meet the needs of many events attendees already. The direct result is people leave the venue and never return. There is inadequate transit to bring millions of people to the property each year, and an urgency should be placed in this area instead. Priority must be given to get people to and from the site. The long-term viability of events, including the Toronto International Boat Show, is at stake with the next steps in this process.

We recognize how important it is for the City and Exhibition Place to have long term contracts in place for events. This is important for us as well. If the current direction of the NEXT PLACE Master Plan is seriously being considered, the viability of events booking multi-year dates is at risk.

We strongly encourage the City to review the current process and timeline. It is imperative that additional information be gained to prioritize the input and impact on tenants and clients, all of whom have a substantial financial and historical stake with Exhibition Place and the City of Toronto.

We welcome the opportunity to continue having a proactive role in the development of the Master Plan Strategy for Exhibition Place.

Sincerely,

A handwritten signature in black ink, appearing to read 'L. Waddell', written in a cursive style.

Linda Waddell
President/Show Director
Canadian Boat Shows/Toronto International Boat Show

Cc: Laura Purdy, General Manager, Enercare Centre