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CANADIAN NATIONAL EXHIBITION



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210 Princes' Boulevard, Exhibition Place, Toronto, Ontario M6K 3C3 | p : 416.263.3800

March 1, 2019

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 Elle Devlin, Committee Administrator, Toronto & East York Community Council Committee)

Dear Ms. Watkiss:

Subject: Designation of the 2019 Canadian National Exhibition, including its Advance Community Preview Event and Canadian International Air Show as Events of Municipal Significance.

I am writing to apply to have the Canadian National Exhibition (August 16 to September 2, 2019), the Advance Community Preview Event (July 27 to August 15, 2019) and the Canadian International Air Show (August 31 to September 2, 2019) designated as events of municipal significance. Hours of operation for alcohol service would be within the permitted normal service hours of 11:00AM – 2:00AM. 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 Advance Community Preview Event until Labour Day.

The CNE is Canada's largest annual exhibition with an annual attendance of 1.5 million. An economic impact study conducted in 2017 confirms that the CNE generates \$ 93.1 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 preview events during the period of July 27 to August 15, 2019 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,

A handwritten signature in blue ink, appearing to read 'V. Ludy', is written over a light blue horizontal line.

Virginia Ludy,
Chief Executive Officer

c.c. Dianne Young, CEO Exhibition Place
Ellen Devlin, Committee Administrator, Toronto & East York Community Council Committee

From the Office of the Chief Executive Officer