

Date: November 2, 2016

To: Dianne Young, Chief Executive Officer, Exhibition Place

From: Charlie Johnstone, Chief Executive Officer, The Royal Agricultural Winter Fair  
Duncan Payne, Managing Director, National Home Show – BILD Home Shows  
Linda Waddell, President, Canadian Boat Shows  
Patti Stewart, Vice President, Informa Canada – One of a Kind Show  
Virginia Ludy, Chief Executive Officer, Canadian National Exhibition Association

Subject: **Future Plans for Infrastructure Improvements on Exhibition Place Site**

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We wanted to thank you for coordinating our last meeting on September 8, 2016. The meeting was informative and provided us with an important update on the future plans for infrastructure improvements on the Exhibition Place site, in the areas of public transit and parking. However, there is one major area in the proposed plan which concerns us collectively as a group, and we want to share this concern with you.

In your review, you mentioned that it is the intention of the Board of Governors to proceed with the construction of a 150 space “above-grade” parking garage in the area currently known as Lot 4. This new parking facility would be partially funded by monies received from Maple Leaf Sports and Entertainment (MLSE) as part of the BioSteel Centre construction. The development of the new garage is in response to the anticipated loss of the temporary parking lot located west of Medieval Times during construction of the BioSteel Centre.

We, the undersigned events, and primary users of the Exhibition Place site, are opposed to the construction of this parking garage. In fact, as a group, we do not support the construction of a parking facility “above-grade” that may impede event space.

The garage as currently envisioned is situated in location that plays an important function as “event space” by the two largest events on these grounds: the Canadian National Exhibition (CNE) and the Royal Agricultural Winter Fair (RAWF). The garage proposed in Lot 4, north of the historic Press Building, will drastically reduce the real estate available to stage these two major events, and will have significant financial implications on both organizations.

The proposed garage does not solve the overall parking challenges on the site since it only provides 150 spaces. We believe that, with some creative thinking, this number of parking spots could be created within the site’s existing parking inventory. Furthermore, the proposed parking garage is too far away from the primary event space in the Enercare Centre, where most events are hosted. It will lead to more traffic congestion on the site and will not be easily accessible.

We would propose that the funds for enhanced parking facilities, made available by MLSE as part of the BioSteel Centre project, be used to:

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- enhance and improve current existing parking lots to increase capacity;
- install electronic monitoring system to re-direct patrons to lots that are not currently full;
- enhance way finding signage to improve traffic and pedestrian movement across the site;
- upgrade deteriorating parking surfaces and sidewalks that are currently in poor condition; and,
- provide additional resources for traffic control and movement during peak periods of activity on the site.

We would also suggest that if Exhibition Place wants to augment current parking inventory with a new parking facility that consideration be given to an underground parking solution similar to the one outlined in the 2013 CNE Masterplan (see attached document).

This plan does not look at Exhibition Place in isolation, but as a part of a larger vision for the Ontario Place/Exhibition Place precinct. The concept included an extensive land bridge connection from Exhibition Place over Lake Shore Boulevard to Ontario Place and its parking lots. It would create a vibrant event and community green space at grade, while providing a large underground parking facility with excess of 1,500 spaces below grade.

Although this plan is only conceptual and would require a significant financial investment, it is the type of visionary thinking we need in order to ensure Exhibition Place remains an animated site and a major destination for world class trade and consumer shows, conventions, sports and entertainment experiences, large events and festivals, and community celebrations.

It would also be an aesthetically pleasing and functional asset to the grounds, the development of which has been criticized, most recently in the September 12, 2016 Toronto Star article, "*The Ex is getting an architectural canker*" written by Shawn Micallef, in reference to the new hotel.

We would be happy to meet with you once again to share further thoughts on this important matter.

Respectfully,



Charlie Johnstone  
CEO



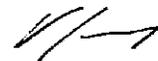
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