

Dear Councillor Grimes,

As I am sure you are aware, Informa Canada produces a number of events at Exhibition Place including The One of a Kind Spring Show, The One of a Kind Christmas Show, The Artist Project and The Delicious Food Show. We understand that on February 14th The Board of Governors of Exhibition Place will be meeting and discussing the Strategic Plan for the Grounds. We wanted to share with you some of our feedback and concerns. Both Diane Young and Arlene Campbell encouraged us to share our thoughts and we appreciate that.

- 1) **Replacement of Parking & Proper signage** – This is of immediate concern not only for our events but for all the events that are taking place at Exhibition Place/Direct Energy Centre during construction and following. The number of parking spots that have been taken away because of construction has had a negative effect on our show attendance on peak days. We feel there needs to be better communication to the show management and to the visitors to the grounds. There needs to be large Digital Signage on the grounds at all entry points to advise visitors what lots on the grounds have parking spaces available. All the major event facilities all over the world have this type or signage and the parking lot signs currently in use at Exhibition Place are outdated and not effective. In addition, there should be large signs on the grounds letting visitors know what is going on with the construction and what they should expect to see. Utilizing the side of the large construction fence would be helpful. Also in your plan, we do not see a clear number indicated regarding how many of the lost parking spots will be replaced, and by when.
- 2) **Utilization of Ontario Place Parking during construction disruption.** There needs to be better communication to visitors coming on to the Grounds that Ontario Place is a parking option for them. Currently we feel Exhibition Place Parking is somewhat hesitant to promote this option because of potential loss of revenue. However, the events are losing revenue if our customers cannot find suitable parking that is in reasonable walking distance to the Buildings. We experienced very irate visitors to our show in Nov/Dec who had to wait a long time to get parking and/or just left the grounds completely because there was no space available. As you can appreciate, this is a disaster for an event. In some cases, the lots at Ontario Place are closer to what is available on the grounds and therefore should be better promoted.
- 3) **Scheduling of Events** - better attention needs to be paid to the scheduling and overlapping of large events on the grounds of Exhibition Place, especially now during the construction. In the case of many of our events, we choose Exhibition Place because of the parking facilities. If too many events and other new initiatives on the grounds make it so that there is not sufficient parking for the visitors to our show, Exhibition Place no longer becomes an attractive venue for our events.
- 4) **Following Phase #1 of the Hotel construction** - It states in your plan that you are considering additional exhibition space on the grounds (further - #6 of Goal 1 – Business Development). Can you give us more information on where this space will be developed and when? What criteria will you have for this new business you will search out to fill this space? What kind of protection or recognition will you be giving your current clients with regard to new business you are looking to bring in?
- 5) **Shopping** – Because the four events Informa Canada runs at Exhibition Place/Direct Energy Centre are consumer and retail events, we don't see the advantage to having additional permanent retail competition on the grounds of Exhibition Place. Informa Canada is spending a tremendous amount on advertising and marketing to bring visitors down to the grounds to shop at their events not to shop at other outlets. Is there a marketing and advertising plan in place by Exhibition Place to bring visitors down to the grounds to promote their events?

Councillor Grimes, I appreciate you taking the time to review our concerns. We look forward to your response on our issues.

Sincerely, Patti Stewart, VP/Informa Canada