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EXHIBITION PLACE

July 8, 1999

To: The Board of Governors of Exhibition Place

From: Fatima Scagnol
Corporate Secretary

Subject: Plaque for Canadian International Air Show ("CIAS")

Recommendation:

It is recommended that:

1. The Board approve of the attached plaque policy (Appendix A);
2. The Board of Governors give approval to the CIAS to install a plaque in the location described below and on the attached map (Appendix B); and,
3. The appropriate Exhibition Place officials be authorized and directed to take the necessary action to give effect thereto.

Background:

At its meeting of February 27, 1998 the Board requested that staff develop a policy to deal with requests for the dedication and installation of plaques at Exhibition Place. A draft policy has been prepared and is attached to this report (Appendix A). In recent weeks, staff also received a request from the Project 50 Committee, CIAS to install a plaque commemorating its 50th anniversary.

Discussion:

The request by the CIAS has been reviewed by staff in relation to the draft plaque policy. The proposal by the CIAS adequately addresses or otherwise satisfies the issues raised in the "Application Process" and "Review Criteria" sections of the policy.

The CIAS proposal also met all the requirements of the Ontario Heritage Foundation's Provincial Historical Plaque Program. The Ontario Heritage Foundation is funding the project and will produce one of its distinctive blue and gold plaques to commemorate the 50th anniversary. The cast aluminium plaque will measure approximately three feet high by three-and-a-half feet wide and will be attached to a metal post that is approximately four-and-a-half feet high (with another four feet sunk into the ground). The plaque shall be inscribed in both French and English (English on one side, French on the other). The English wording is as follows:

Human fascination with flight has made air shows popular since the early days of aviation. Toronto was the site of numerous air shows as it developed into a centre of air transportation and aircraft manufacturing in the early twentieth century. The Canadian International Air show originated in 1946 when the National Aeronautical Association of Canada attracted overflow crowds to a show at De Havilland airport in Downsview. Staged annually thereafter, the air show moved to Exhibition Place in 1949 and became a regular feature of the Canadian National Exhibition in 1956. Here it developed into a world class exhibition featuring diverse types of aircraft, precision and stunt flying, and aeronautical technology.

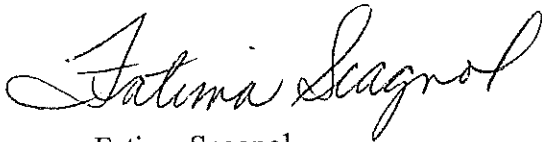
The proposed location of the plaque is just north of the Bailey Bridge (directly opposite the bridge and on the north side of the walkway that runs east and west in front of the bridge). I have conferred with staff of Capital Works and CNE Operations and all agree that the proposed location of the plaque is appropriate and safe. The Ontario Heritage Foundation will pay the installation cost as well as look after any future costs associated with maintenance and repairs.

The proposed plaque unveiling date is August 20, 1999, with invited guests and representatives from the City of Toronto, the CIAS, CNEA, the Board, and the Ontario Heritage Foundation.

Conclusion:

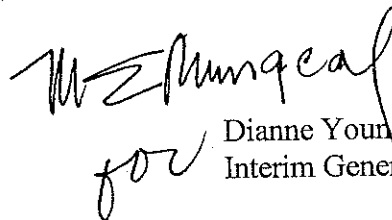
It is recommended that the Board approve the installation of the plaque as requested by the Project 50 Committee of the CIAS and that the Board also approve the plaque policy attached.

Submitted by:



Fatima Scagnol
Corporate Secretary

Reviewed by:


for

Dianne Young
Interim General Manager

Att.

**DRAFT PLAQUE INSTALLATION POLICY
EXHIBITION PLACE**

A. Management of Plaque Installations:

All proposals for the installation of plaques at Exhibition Place shall be submitted to the Corporate Secretary who will coordinate and work in consultation with a Working Group comprised of representatives of the following areas: Capital Works, Operations and Archives. The Working Group will be chaired by the Corporate Secretary and will review all plaque proposals prior to reporting to the Board of Governors of Exhibition Place.

B. Application Process:

All individuals or groups (both internal and external) wishing to install a plaque at Exhibition Place must provide a written proposal containing the following information:

1. background paper on the purpose of plaque and a brief history of individual/building/event to be commemorated;
2. a list of sources used in the preparation of the background paper and where documentation can be found (i.e. particular library, archives, private collection);
3. proposed text of plaque (wording must be as close to final form as possible);
4. preferred location of plaque;
5. approximate size of plaque, design and colour (note: plaques must not resemble provincial plaques or use the blue and gold colour scheme of provincial plaques unless sponsored by the province);
6. material from which the plaque is to be made (plastic, metal, wood);
7. details on plaque installation (inside or outside wall of a building; freestanding attached to a pole, pedestal or stone base);
8. identification of all individuals or organizations sponsoring the plaque;
9. assurance that no costs will be incurred by Exhibition Place regarding the creation or installation of the plaque (unless otherwise agreed to by Exhibition Place);
10. evidence that arrangements will be made for the continuing maintenance of the plaque;
11. assurance of willingness to comply with all union agreements regarding installation;

12. proposed unveiling date;
13. brief overview of the components of the unveiling ceremony (a more detailed description of the unveiling ceremony to be forwarded to and approved of by the Director and City Protocol at least two months prior to the unveiling).

C. Review Criteria:

The following criteria is to be considered in determining the suitability of a proposed plaque installation:

1. Is the plaque relevant to Exhibition Place (for example does the plaque commemorate a specific event that occurred on the grounds, or is it of a general, historical nature)?
2. To what extent does the plaque represent or meet the needs of a community? Is the project supported by letters from community members?
3. What contribution will the plaque make to the promotion and preservation of public awareness of its subject?
4. Does the plaque promote a private interest (e.g. commercial advantage, personal or family status) rather than public knowledge of Exhibition Place history?
5. To what extent is the subject of the plaque a rare, unique or an important example of history?
6. Does the plaque commemorate a subject previously commemorated at or near the proposed location?
7. Is there research material available on the subject of the plaque to verify the contents of the plaque?
8. Is the wording of the plaque written in an accessible, clear style without jargon or complications?
9. Does the plaque identify or commemorate a subject but not explain or interpret the subject?
10. Does the applicant have the resources to cover the cost of researching, developing, casting, installing and maintaining the plaque?
11. Does the applicant have the resources to cover expenses incurred in preparing and/or staging a plaque unveiling ceremony?

The ability of an applicant to provide the full cost of their plaque project will not ensure an automatic approval. Individual donors are not to be acknowledged on the plaque itself.

D. Approval Process

The proposal must be submitted to the Corporate Secretary at least three months prior to the proposed plaque installation date. Following review of the submission, the Corporate Secretary prepares and presents a report, with the proposal appended, to the Board of Governors of Exhibition Place with a recommendation.

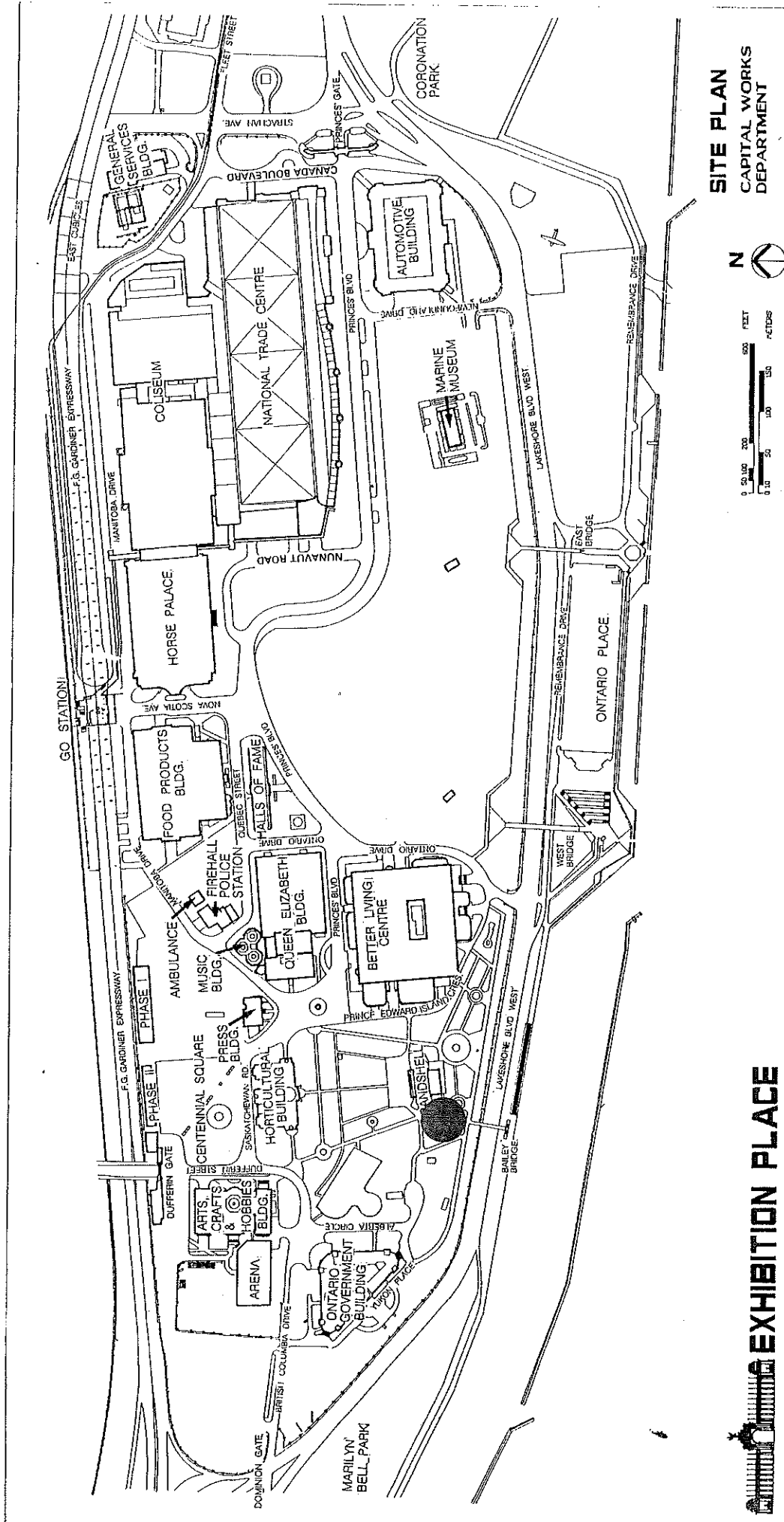
If the subject of the plaque involves the CNE or the CNEA, the Board of Directors of the CNEA should also receive a copy of the report that goes to the Board of Governors for its approval.

If approved by the Board, a copy of the report should also be sent to Heritage Toronto.

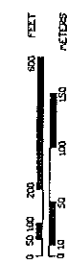
E. Maintenance and Replacement:

If a plaque is damaged or stolen, the applicant must notify the Board of Governors of Exhibition Place.

Exhibition Place will not replace damaged or stolen plaques. Repair and replacement are solely the responsibility of the applicant.



SITE PLAN
CAPITAL WORKS
DEPARTMENT



EXHIBITION PLACE

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