

EXHIBITION PLACE

June 22, 2000

To: The Board of Governors of Exhibition Place

From: Fatima Scagnol
Corporate Secretary

Subject: "Sir Douglas Fir" Plaques for the Flagpole

Recommendations:

It is recommended that:

- 1. the Board of Governors give approval to Mr. Ric Reitz of Sir Douglas Fir Enterprises Limited to install a plaque and a set of bronze letters in the locations described below; and**
- 2. the appropriate Exhibition Place officials be authorized and directed to take the necessary action to give effect thereto.**

Background:

In early May 2000, Mr. Ric Reitz of Sir Fir Enterprises Limited commenced discussions with Mr. David Bednar, General Manager/CNE, regarding the installation of a plaque and a set of bronze letters to identify the CNE Flagpole as "Sir Douglas Fir." In a letter dated June 12, 2000 (Appendix "A"), Mr. Reitz provides further details as to the nature of the project and the benefits to accrue to both Exhibition Place and Sir Fir Enterprises Limited.

Discussion:

The request by Mr. Reitz of Sir Fir Enterprises Limited has been reviewed by staff in relation to the Plaque Policy. The proposal, along with extensive telephone conversations, adequately addresses or otherwise satisfies the issues raised in the "Application Process" and "Review Criteria" sections of the policy.

Mr. Reitz proposes that one cast bronze plaque measuring 3 inches in height and 18 inches in length, inscribed in English with the words "Sir Douglas Fir," be affixed to the south side of the concrete monument currently bearing other plaques dedicated to the Flagpole. Mr. Reitz would also like to affix a set of cast bronze letters, individually placed, spelling out "Sir Douglas Fir," on the north side of the concrete monument (currently, there is nothing else on the north side of the concrete monument).

Each letter would measure 5 inches in height and be one-half inch in depth. The entire name would run approximately 28 inches in length.

I have conferred with staff of Capital Works and the Archives and all agree that the proposed locations of the plaque and set of bronze letters are appropriate and safe.

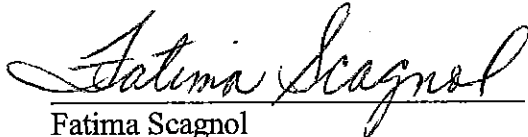
Sir Douglas Fir Enterprises will pay for creation of the plaque and set of bronze letters and their installation, as well as look after any future costs associated with maintenance and repairs.

The proposed unveiling ceremony date is August 18, 2000, with invited guests and representatives from the CNE Association, the Board of Governors of Exhibition Place and the City of Toronto. Members of the public who are visiting the CNE that day and who wish to watch the ceremony will be invited to do so.

Conclusion:

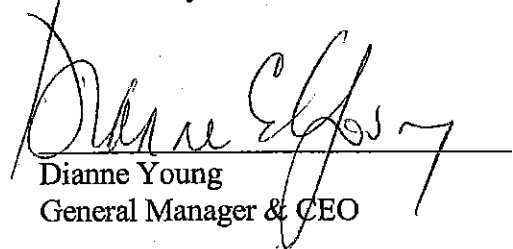
It is recommended that the Board approve the installation of the plaque and set of bronze letters as requested by Mr. Ric Reitz of Sir Fir Enterprises Limited.

Submitted by:



Fatima Scagnol
Corporate Secretary

Reviewed by:



Dianne Young
General Manager & CEO

att.

Sir Fir Enterprises, LLC

June 12, 2000

c/o Linda Cobon
CNE Archives
Exhibition Place
Toronto, Ontario M6K 3C3
CANADA

Dear Linda:

Pursuant to my earlier conversations with both you and David Bednar, I would like to apply for permission to add a small plaque to your current stone monument that commemorates the installation and dedication of your main CNE Douglas Fir flagpole (1977), and whose history is already spelled out on its bronze plaques.

As you know, I am the author of *The Journey of Sir Douglas Fir*, a Canadian-themed children's musical book, which whimsically recounts the story of that flagpole. You will also recall that I donated a signed pre-publication copy for your archives last year.

Since its introduction, this book has captured an international publishing award for Best Children's Musical Book of 2000, along with the imaginations of children in Canada and the United States, many of whom have written me to say that they can't wait to visit the CNE this summer to see the real Sir Douglas Fir in person. In addition, the story of Sir Douglas Fir is scheduled for its World Orchestral Premiere with The Atlanta Symphony Youth Orchestra in the spring of 2001.

My simple wish is to give this great Canadian icon a personality and name it Sir Douglas Fir so the children who will surely visit the CNE as the result of reading the book won't have to second-guess its identity.

While there are obvious benefits to me, the CNE can also benefit from this unusual literary exposure, because it will continue to help drive tourists to Exhibition Place. Plus, there may be opportunities to develop a line of merchandising exclusive to the CNE using the book's characters and replicas of the great flagpole. Though it is already too late to develop such merchandising or even an outdoor family symphony concert for this summer, next year is not that far away.

1468 Shadowrock Heights
Marietta, GA 30062
Phone (770) 565-7020
Fax (770) 565-6885
E-Mail: rwrites@mindspring.com

Sir Fir Enterprises, LLC

CNE Letter
June 12, 2000
Page 2

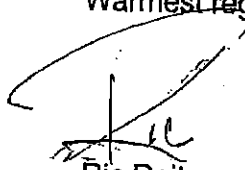
I am hoping to have this plaque added by August 18, 2000, so it will be newsworthy as this year's Ex opens. My company will be happy to pay for the bronze plaque and requisite upkeep. (Oddly enough, one of my partners, Bill Barnes, was the American with Travel South, U.S.A. who helped Mike Filey spearhead "Operation Flagpole" back in 1976-77.)

The plaque should match the font and style of the original plaques, and may be affixed to the side of the stone monument, which faces the Horticultural Building. Since I do not have the current dimensions, I cannot hazard a guess as to its actual size or costs without further consultation from you.

Perhaps the plaque's dedication could be made part of your opening ceremonies as the musical book's theme song ("Joined at the Dreams") is sung by a Canadian duo. If not, a photo opportunity with me, David Bednar, your current President and a young child would be plenty.

Thank you for your careful and timely consideration!

Warmest regards,



Ric Reitz
President
Sir Fir Books & Music