

May 20, 2016

Dear Mayor Tory,

**Re: Private sector support for the ongoing exploration of an Expo 2025 bid**

We write today as Toronto business leaders who understand the power of a moment to align stakeholders and to get bold things done for our city.

Expo 2025 has the potential to enhance Canada's brand, to accelerate work that is already planned for Toronto's Portlands, and to enhance the economy in our region.

Canada is a beacon on the planet for multiculturalism and pluralism, and there is no better place than Toronto to welcome the world to an Expo, where more than 50% of our citizens are born outside of the country. Our Prime Minister is committed to re-shaping the perception of Canada on the global stage, and we believe an Expo is a great tool to do so, and that our city's "citizen ambassadors" will be great intermediaries between their home and native lands.

All levels of government are committed to completing vital infrastructure such as flood proofing the Don River, cleaning up the Portlands and completing the transit links in the area. An Expo effort will accelerate this work, and the incremental costs of hosting an Expo are modest in contrast with the benefits. Unlike an Olympic bid, the costs of pavilions are paid for by visiting countries, and unlike stadiums, the legacy of an Expo is a vibrant mixed use neighbourhood with beautiful public realm, affordable housing, retail and institutional uses.

Economically speaking; before, during and after, Toronto benefits from an Expo. Before, Toronto benefits from the construction jobs and materials purchased in preparation for an Expo. During, Toronto benefits from the activity associated with 40 million turnstyle visits. After, Toronto benefits by selling the land it owns for hundreds of millions of dollars and collecting \$50M-\$70M in property tax per year, in perpetuity.

It is understood that more work needs to be done to prove to ourselves that we can host this event in an economic and socially responsible way, and to meet the requirements of your own Mega Events framework.

An Expo bid requires alignment of three levels of government, and all look to the City of Toronto first, for its commitment to the effort. We write today to ask for your leadership on this file, and to request that City Council give us permission to study this opportunity further, at no cost to the City. The Expo bid team is made up of a broad and deep cross section of volunteers from the arts, culture, labour and business. There are hundreds of volunteers, who have logged thousands of hours, and they remain ready to do more heavy lifting to prove the merits of the plan.

The undersigned are willing, as your private sector partners, to assist in this effort with a financial contribution to underwrite the costs of the next step of studying Expo 2025.

We thank you for your consideration and await your positive response.

Jordan Banks	Managing Director	Facebook
Wayne Carson	President	KIDI
Vito Ciraco	President	Violico Investments Ltd.
Mitchell Cohen	CEO	Daniels Corporation
Howard Cohen	CEO	Context Development
Mark Cohon	CEO	AWOL Entertainment
Michael Cooper	President	DREAM
Sam P. Crignano	CEO	Cityzen Developments
Eli Dadouch	President & CEO	Firm Capital
George Dark	Partner	Urban Strategies
Stephen Diamond	CEO	Diamondcorp
Stephen Forbes	EVP & CCO	CIBC
Shaun Francis	CEO	Medcan
Michael Friisdahl	President	Maple Leaf Sports & Entertainment
Lorne Gertner	CEO	Hill & Gertner
Jordan Gnat	SVP	Scientific Games
Rob Godfrey	Director	Clean Soils
Michael Kalles	President	Harvey Kalles Real Estate
Anthony Longo	CEO	Longos
Alan Menkes	CEO	Menkes Developments
Sam Mizrahi	President	Mizrahi Developments
Gilbert S. Palter	Managing Partner	Edgestone
Aaron Regent	Managing Partner	Magris Resources
Martin Rochon	CEO	Rochon Building Group
Alfredo Romano	CEO	Castlepoint
Geoff Rotstein	CEO	EQ Works
Dara Shabnam	Co-CEO	Greater Toronto Builders Ltd.
Andrew Sheiner	Managing Partner	Altas Partners
Clayton Smith	CEO	Commercial Realty Group
Geoff Smith	CEO	Ellis Don Corporation
Gregory Smith	CEO	Instar AGF
Ed Sonshine	CEO	RioCan
Kirstine Stewart	Executive	Personal
Ken Tanenbaum	Chairman	Kilmer Developments
Larry Tanenbaum	CEO	Kilmer Van Nostrand Co. Limited
Steven Tuchner	CEO	Triumph Asset Management
Richard Wajs	CEO	TWC International