

Ontario
Racing
Commission

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April 19, 2010

Notice to the Industry

Application for 2010 Race Date Amendment Western Fair Raceway

The Ontario Racing Commission is circulating this application for an amendment to the 2010 approved race date schedule and will receive comments on the application from interested industry participants before making its decision on the application.

Racetracks make application to the Ontario Racing Commission in the fall of each year for their live and simulcast dates. Amendments to their annual approved schedule of dates and post times are made by application to the Executive Director. A post time change of more than 30 minutes must be approved by the Commission.

An application to add 3 race dates to their 2010 Annual Fall Fair as an experiment as follows:

Western Fair	Add
	September 13, 14 and 15 at 6:30 p.m.

Copy of the application and business case to support the change is attached.

Input, comments or concerns **must be received by April 26** to be considered and can be forwarded to the Ontario Racing Commission as follows:

Jacinth Chang Alloy
Executive Secretary
Facsimile: (416) 213-7827
E-Mail: jacinth.changalloy@ontarioracingcommission.ca

Friday March 26, 2010

Wendy Hoogeveen
Director of Industry Development and Support
Ontario Racing Commission
wendy.hoogeveen@ontarioracingcommission.ca

Dear Wendy Hoogeveen,

Western Fair would like to apply for 3 experimental race dates during our 2010 Annual Fall Fair. The dates are September 13, 14, & 15 with a tentative scheduled post time of 6:30pm. Western Fair would like to emphasize that these extra days are an experiment and do not want these days added to our 130 race day base that we currently have for future applications.

Although we are offering wagering, we do not intend to sell our signal out to our simulcast partners and we don't expect large handles, but we are hoping to expose the large crowds at the Annual Fair to the sport of Harness Racing.

CUSTOMER SATISFACTION AND DEMAND FOR PRODUCT

It is Western Fairs belief that there will be product demand at the Fall Fair time period during the first week of the fair. Generally we offer free entertainment in the form of live bands, demolition derby and tractor pulls in this first week, this year we intend on showcasing live harness racing for three nights during the fair. We have made plans to have a large staff base on site to encourage, educate and expose people to our unique sport. We are optimistic the estimated 15,000 attendees each day will come out to watch and wager on the races.

ADEQUATE PURSE LEVELS

We don't anticipate this being an issue. We plan to offer purses of \$120,000 for the 3 days, which should attract an ample supply of horses; as well it will not affect our purse structure when we open in mid-October.

RACING OPPORTUNITIES AND AVAILABLE HORSE SUPPLY

The timing of offering these 3 days of racing couldn't be better for local horse people. Woodstock and Hanover each drop a day of racing per week after Labor Day, as a result the horse supply should be strong.

FINANCIAL CONDITION OF THE RACETRACK TO DELIVER

At this time we don't foresee this being an issue.

HARMONIZATION OF DATE SCHEDULE WITH OTHER ONTARIO RACETRACKS

The only track in our local area that would be racing during these 3 days would be Grand River and that would be only 1 day being the Monday. As mentioned before we don't intend on selling our signal therefore we will not be competing for simulcast dollars.

MOTIVATION TO ENGAGE IN THE CONDUCT OF LIVE RACING

Western Fair is very committed and motivated to its live racing product. We hope this experiment will help us gain some new customers and bring back some previous customers, while giving us some momentum when we open up our Fall meet in October. Western Fair advertises for our Annual Fall Fair extensively and racing will be included in this campaign as we hope to reach out to a new customer base.

Western Fair is excited about bringing back live racing during our Annual Fall Fair. If you have any questions or concerns please contact Ian Fleming.