



Canadian National Exhibition Association

.....

2022: The Year in Review

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CNE HERITAGE

Please join us on a “time-travelling” journey through the rich and colourful 144-year-old history of the Canadian National Exhibition Association (CNEA).





CNE Anniversaries Celebrated in 2022

- 1 95th Anniversary of the Princes' Gates (1927)
- 2 110th Anniversary of the Arts, Crafts & Hobbies Building (Medieval Times) (1912)
- 3 110th Anniversary of the Fire Hall and Police Station (1912)
- 4 60th Anniversary of the Better Living Centre (1962)
- 5 100th Anniversary of the Coliseum (1922)
- 6 85th Anniversary of the Queen Elizabeth Building (1957)



About the Canadian National Exhibition Association

The **Canadian National Exhibition Association (CNEA)** maintained resilience and persevered against the challenges of the COVID-19 pandemic, continuing the legacy of its 144-year history while building towards a brighter tomorrow.

Founded in 1879, the CNEA has continuously risen to face the challenges throughout the decades. The CNEA's flagship event: the **Canadian National Exhibition (CNE)** narrowly escaped (by mere weeks) the Spanish Influenza epidemic in 1918. The CNE was closed from 1942 thru 1946 when its site was transformed into a Training and Recruitment Camp for the Canadian Military during the Second World War.

In 2021, for the second time since the Second World War, the CNE, could not take place. Its cancellation, at that point for two consecutive summers, was due to the COVID-19 global pandemic. As the revenues from each annual fair finance the presentation of the CNE the following year, these closures put the organization's operational future at risk. Therefore, the 2022 CNE had to happen and be successful.

In an incredible comeback story, the historic re-opening of the CNE was celebrated on August 19th, 2022, in a banner year that will be forever etched in the legacy of the Exhibition.

The CNE's storied narrative continues to evolve as we enter the third decade of the 21st Century. While the past few years have been focused on survival, the grand return of the 2022 CNE sparked optimism and excitement going forward.

In the beginning

The second half of the 19th Century was an era in which technological innovation brought rapid economic progress and social change to Canada. Embracing the "spirit" of this age, the **Industrial Exhibition Association of Toronto** was incorporated on March 11, 1879, and its first fair opened on the grounds on September 1st of that year.

The Association changed its name to the **Canadian National Exhibition Association** in 1912 because the fair had become an immensely popular attraction, a boon to the local economy, and renowned as a "Show Window of the Nation".

The Journey throughout the Decades

Reflecting on the decades since its inception, it is clear that the CNEA serves as an important chronical of the history of Canada. The organization has weathered two World Wars and many national events, epidemics, and pandemics, among other challenges.

Operating throughout the First World War (1914-1918), the CNE continued to entertain Canadians, staging military demonstrations and formations as part of the overall fair experience. However, as mentioned earlier, during the Second World War, the CNE was closed from 1942 to 1946 when the site was fully transformed into a Training and Recruitment Centre.

Prime Minister Mackenzie King re-opened the fair in 1947; he also opened it in 1927 when the Prince of Wales, subsequently crowned HRH King Edward VIII, officially unveiled the Princes' Gates that year.

For more than a century, the CNEA was responsible for the operation of the entire fairgrounds 365 days a year. In the period ranging from 1983 to 2013, the CNEA maintained its status as an Agricultural Society. During this time, the CNE was a program of Exhibition Place, a board of management of the City of Toronto. All CNEA surpluses and deficits were absorbed by Exhibition Place and the City of Toronto.

In 2011, a KPMG study entitled **City of Toronto Core Services Review**, commissioned by the City of Toronto, advised that the City should divest of programs such as the CNE, which are not directly related to the City's core business. Acting on the recommendations of this report, the CNE worked to become independent from the City of Toronto, which became effective on April 1, 2013.

Today

Today, the CNEA has always been and continues to be a not-for-profit independent organization and an agricultural society. In 2022, the CNE, its signature event, generated an economic impact of approximately **\$142.2 million** for the province of Ontario and **\$112.2 million** for the City of Toronto.*

The CNEA and its volunteer Board of Directors operate under the jurisdiction of two provincial acts: the Canadian National Exhibition Association Act, and the Agricultural & Horticultural Organizations Act of Ontario.

The CNEA is made up of as many as 159 individuals and member associations, who represent the four sections of the organization: **Agriculture, General & Liberal Arts, Manufacturers & Industry**, and **Municipal**. Each member association appoints a representative to the CNEA, and 15 individuals are appointed directly by the Association itself from the **Community-At-Large**. The CNEA has member organizations from a wide variety of sectors ranging in scope from the Ontario Association of Agricultural Societies to the Canadian Society of Decorative Arts to the Greater Toronto Hotel Association.

In a typical year, the Association does not receive significant or sustained federal, provincial, or municipal funding on an annual basis to subsidize the operating costs of the event.** The revenues from each annual fair finance the presentation of the Canadian National Exhibition the following year.

Due to the pandemic-forced closures that resulted in the cancellation of the 2020 and 2021 CNE, like many other tourism and event-based organizations, the CNE applied for and was granted financial support from the Government of Ontario and the Government of Canada.

Moving forward, we shall continue to advocate for government and community support as we work to maintain and grow our iconic organization.

Enigma Research Corporation 2022 Canadian National Exhibition Economic Impact Assessment Study

*** The CNEA received a \$5,000 grant from the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) for its Agricultural Initiatives and received investment from both the Government of Canada and the Government of Ontario in 2021.*



Pictured: Fun Moments on the Midway from the 2022 CNE

Canadian National Exhibition Association (CNEA)

Board of Directors

May 27, 2022, to May 30, 2023

Executive Committee

Suzan Hall, *President*

John Kiru, *Honorary President*

Randy Bauslaugh, *First Vice-President*

Darryl Kaplan, *Vice-President*

Councillor Stephen Holyday, *Vice-President*

Greg Pollock, *Vice-President*

Past Presidents

Brian Ashton

Jim Melvin

Agriculture Section

Perry Chao

Darryl Kaplan

Domenic Lunardo

General & Liberal Arts Section

Randy Bauslaugh

Doris Pontieri

Mark Stephens

Michael Wallace

Janice Warren

Manufacturers' & Industry Section

Suzan Hall

Celeste Kirk

Greg Pollock

Lyle Shipley

Helen Wojcinski

Municipal Section

Mayor by-right-of-office*

Councillor Paul Ainslie

Councillor Paula Fletcher*

Councillor Stephen Holyday

Councillor Mike Layton*

Councillor Ausma Malik*

Councillor Nick Mantas

Councillor Chris Moise*

CNEA Executive Staff

Darrell Brown, *Chief Executive Officer*

Mike Cruz, *Chief Operating Officer*

Adam Blodgett, *Chief Financial Officer*

** Mayor John Tory served until February 17 2023 when this position became vacant. Councillor Paula Fletcher served until November 24th 2022. Councillor Mike Layton served until November 14th 2022. Councillors Ausma Malik and Chris Moise were appointed as of November 24th 2022.*



Suzan Hall

President,

Canadian National Exhibition Association

A Message from the President

In 2022 we celebrated the grand return of the Ex, the Canadian National Exhibition Association's (CNEA) flagship event!

It has been an honour to serve as President of the CNEA for a second year and my first Ex event as President. As you may know, as President of the CNEA, I also have the honour of serving as the Chair of the CNE Foundation, the CNE's charity. I am proud of the return of our Foundation activities in support of the community (see pages 16 - 17).

When I was elected President on May 26th in 2021, the City of Toronto had just cancelled all summer events, including the CNE. Naturally, we embraced the decision because the safety and well-being of our guests is always our priority. However, the cancellation of two consecutive fairs in 2020 and, 2021 had a significant damaging impact on the overall health of the organization. The CNEA's survival was at stake, and our more than 144-year history was in jeopardy of coming to an end. I knew going into my second term that if we were to succeed in sustaining life in the CNEA it would be an uphill battle that would require all hands-on deck as well as perseverance, resilience, and the support of our community.

We laid it all out on the line and we made it happen. 2022 marked a spectacular return to form with phenomenal programming and our community coming out in full force to support our CNE - evident in the historic attendance of 1.556 million people.

I would like to thank CNE staff for their sacrifices, belief in the organization, faith in each other and for all their efforts in the labour of love that is the CNE event.

I would also like to thank the CNEA Board of Directors for their stalwart stewardship during these precarious times. And to you, our CNEA Membership, thank you for your solid support!

While last year saw our epic return to summer's centre stage, it also featured the death of Queen Elizabeth II who was a patron of the CNE, and what we didn't know at the time - the final Toronto performance of Gordon

Lightfoot on the CNE Bandshell before his passing. Two people whose memory and work in this world will continue to live on in our entwined histories.

We will continue to lay the groundwork for the future, including the implementation of our new 5-year Master Agreement with the Exhibition Place & the City of Toronto which I was honoured to have participated in, execution of an additional business pursuit with the Pink Floyd Exhibit running from June until November of this year on site in the Better Living Centre, and the investment in the Withrow Common Gallery. We look forward to sharing more information about the Pink Floyd Exhibit over the coming weeks. If you have not yet had a chance to visit the Withrow Common Gallery, located across the street from the CNE main office, I hope you will stop by for the current and future exhibits.

On behalf of the organization, I would like to take a moment to thank our Ukrainian Artists-in-Residence, Mykola Zhuravel and Daria Tishchenko-Zhuravel, for their contributions in 2022.

We have endured; we have survived; we shall continue to "fight the good fight" but more than that looking ahead, we will continue to grow, flourish, and build on the history that is rooted deep within the community we serve.

This is all to say: We're back! And we are here to stay.

Let's go to the EX!



Suzan Hall

President, Canadian National Exhibition Association

2022: The Year in Review

My first year as Chief Executive Officer of the CNEA was one of great challenge and greater reward; it could not have been accomplished without the continued support of the CNEA Board of Directors, our CNEA senior management team, my executive colleagues Mike Cruz, our Chief Operating Officer, and Adam Blodgett, our Chief Financial Officer.

While an honour to have been appointed CEO, I am fortunate to have become so in the same breath of being able to welcome back the CNEA staff that were laid off during the pandemic. A passionate team reunited; we knew the challenge ahead - bringing the CNE back to the world stage after two years of closures.

In a race against time, our team was doing “more with less” knowing that the very future of the organization was at stake; and on August 19th, 2022, our CNE gates opened once again in a triumphant return that welcomed more than 1.556 million people.

Last year’s comeback story was one of resiliency and the continuation of an event that has existed to bring our community together since 1879.

CNEA Roots and Belonging

The CNEA’s rich and colourful 144-year history is deeply entrenched in Toronto’s legacy and Exhibition Place; grounds that the CNEA has historically had a part in helping shape.

In 1924, the CNEA hired the architectural firm of **Chapman and Oxley** to create a fifty-year plan for the redevelopment of the eastern end of the CNE grounds. A significant feature of this plan was the construction of a monumental entrance to link the CNE event with the City of Toronto - now affectionately known as the Princes’ Gates.

Our annual lapel pin developed last year featured our iconic Princes’ Gates. The pin was a celebration of our grand return, the 95th Anniversary of the Princes’ Gates, and a reminder of our resilient history on the Exhibition grounds.

Our Princes’ Gates is the threshold that connects our community to the magic of our event, which was explored in our well-received social campaign CNE FANecdotes. The campaign featured hundreds of stories submitted by past CNE fairgoers sharing their experiences at the fair throughout the years.

May it be remembered that the storied legacy of the CNEA and CNE is woven from the threads of our guests, binding us to the Exhibition Place grounds and the community we look forward to serving for years to come.

Government Advocacy and Major Festivals Grant

The closure of our 2020 and 2021 CNE events meant that our organization relied on funding to survive. While discussing our plight with all levels of government, our major advocacy target was the federal government. Throughout 2020 and early 2021, we explained how our industry operates

and why, without intervention, we would cease to exist. The Federal Government announced the Major Festivals and Events Support Initiative and we learned on December 21, 2021, that we had been approved (for funding of more than \$7 million). With this funding secured, and using additional sources amounting to a total of \$15 million, we recalled our remaining laid-off full-time staff to proceed with the planning of the 2022 CNE.

2022 Programming Highlights

The 2022 CNE marked its highly anticipated in-person return as one of Ontario's most iconic events and end-of-summer traditions with a spectacular display of both traditional and new programming elements.

We brought back all the nostalgic favourites: the community sports with OBA (Ontario Basketball) 3-on-3 basketball tournament for the first time ever being featured on the grounds by the Princes' Gates, traditional and wacky tasty treats, international performances and a variety of shopping opportunities. Our CNE programming had something for everyone!

Music, Gaming and more!

Music, performances and comedy packed the seven variety stages throughout the grounds daily. The marquee

Bandshell stage saw the likes of: Tom Cochrane, Johnny Reid, Bruce Cockburn, Glass Tiger, Iskwē, Marianas Trench and the last Toronto performance of Gordon Lightfoot. New this year, was a Comedy Night that took centre stage at the Bandshell with Howie Mandel and Ali Hassan on CNE Opening Night.

The **CNE Gaming Garage Powered by AMD** was expanded from a 3-day fan favourite to an expansive 18-day EXtravaganza that featured: Esports Tournaments, a Robotics Competition, an Innovation Garage and Pitch Competition, Pinball, Card Games and much more.

Nevaeh and the North Star Presented by Vinfast was a brand-new multimedia show in the Coca-Cola Coliseum that merged the most recent cutting edge and contemporary theatrical technology including video mapping, pyrotechnics, and indoor drones!

Our 2022 exhibits were expansive with the **National Geographic: The Greatest Wildlife Photos** exhibit spread between the Arts, Crafts & Hobbies building and Hall A in the Enercare Centre. Additionally, we also had **Charles Pachter: A Romance with Canada** featured in our Withrow Common Gallery space.



From Top Left: CNE Midway from above; the Esports tournament in the CNE Gaming Garage Powered by AMD; Guests interacting with the Galivanting Giraffes; Special guest Howie Mandel cutting the ribbon to celebrate the opening of the 2023 CNE at Opening Ceremonies; Tim Burr putting on a fiery performance on the Busker Stage.

We also featured a brand-new **Drone Show Presented by Vinfast** that lit up the skies above the Food Building to close the fair most nights.

Fresh New Look

In an expansive project, the 2022 year saw the CNE team build and design three new websites from scratch: the main CNE Website, Withrow Common Gallery, and CNE Heritage. The main CNE site (theex.com) was ambitiously executed ahead of Opening Day with many of the early phases being completed before our marketing campaigns in late July. Importantly, these websites are the digital gateway to our CNE experience and offerings that serve our millions of guests.

We hope to build on the design and continue innovation on our digital offerings in the years to come.

Visit our websites at: theex.com, withrowcommon.ca, and cneheritage.com.

CNE is Back!

With the return to in-person events, the CNE was top of mind for many. CNE patrons came out in full support surpassing 2019 attendance with a total of 1.556 million guests over the course of the 18-day event.

Factors such as rainy weather, a labour dispute between TSSA and its employees that coincided with the event, and ongoing pandemic concerns for some, may have impacted the trajectory of the turnout but certainly did not impact the enthusiasm of those who attended. Vendors, performers, and small businesses that rely on the CNE each year also shared positive sentiments of being back at the fair.

We made an Impression

Advance coverage prior to Opening Day generated nearly 1.2 billion impressions — nearly the cumulative total for the entire 2019 CNE. Overall, the 2022 CNE garnered

more than 3.8 billion media impressions, nearly triple from 2019 with more than 50+ interviews executed by CNE CEO, Darrell Brown. Several stories generated national interest such as the oddly flavoured ice creams and wacky foods; as well as the CNE's first NFT collectible.

Our Media Preview Day continues to deliver and our 2022 event featured one of the largest turnouts, securing more than 80+ media in attendance. It was curated to highlight: new programming, and a sampling of nearly 30 new foods.

Economic Impact

In 2022, the CNE contracted Enigma Research Corporation, to conduct an economic impact study which reports that the CNE generates an estimated **\$112.2 million** for the City of Toronto, and **\$142.2 million** for the province of Ontario.

More than being a beloved Toronto event, and top agricultural fair in North America— the CNE notably stimulates local and provincial economies encouraging tourism and spend in the region, while also helping to provide employment.

Withrow Common Gallery

One of the goals of the CNEA is to expand business ventures outside of the 18-day event. In late 2022, the CNEA invested in Withrow Common Gallery, hiring a single full-time staff member to provide dedicated support for year-round programming. Additionally, three existing full-time positions have assumed extra responsibilities in order to support the operations of the gallery. To-date Withrow Common Gallery has supported various exhibits including: Invasion Redux, Fragility of Peace, The Sublime: A Collection by Reynold Thomas, and INTERCULTURAL. The gallery has also hosted two artists-in-residence, live model art classes and many private events.

Opposite Page from Left to Right: The CNE Midway at night with the CN Tower lit up in purple lights in celebration of the Ex; pieces from the Charles Pachter art exhibit, "A Romance With Canada," which took place in Withrow Common during the 2022 CNE; the "FOOD" sign on top of the Food Building; The CNE's first NFT titled "Finding the Balance."



The Road Ahead

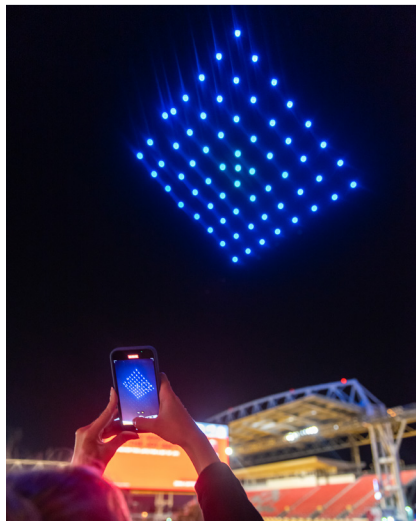
In the immediate future, we are excited to begin this year in a better place than last. Our new 5-Year Master Agreement with the City of Toronto and Exhibition Place has been approved by all parties, we have invested and expanded in year-round programming such as the Withrow Common Gallery (outlined above) and working in partnership with S2BN on the Pink Floyd Exhibit running from June to November at the Better Living Centre and look to further expand in the future.

Thank you for your ongoing support and we look forward to seeing you at the Canadian National Exhibition in Toronto from August 18th to September 4th.

Sincerely,



Darrell Brown
Chief Executive Officer



2022 CNE Highlights



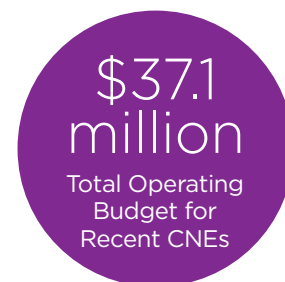
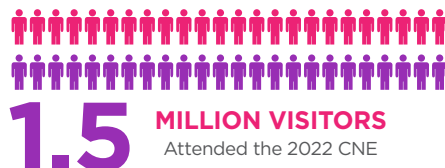
Clockwise from top left: A performance at The Canadian International Air Show, which took place live September 3 to 5, 2022 over Lake Ontario; The Silent Disco, taking place on Princes' Blvd during the 2022 CNE; The Reptilia show in Kids' World during the 2022 CNE ; The Drone Show, which took place over the Food Building during the 2022 CNE; The CNE-OBA 3-on-3 Basketball Tournament on Princes' Blvd; the Food Truck Frenzy and Craft Beer Festival on Princes' Blvd during the 2022 CNE.



Clockwise from top left: The Esports Tournament in the CNE Gaming Garage Powered by AMD; Gordon Lightfoot performing at the Bandshell during the 2022 CNE; The Double Decker Carousel, introduced at the CNE for the first time in 2022; Ketchup and Mustard Ice Cream, a popular new food item offered at the 2022 CNE; A performance at Acrobat Alley during the CNE; A performance of Nevaeh & the North Star Presented by Vinfast at the Coca-Cola Coliseum, a new CNE show featuring drone technology.

Canadian National Exhibition Association

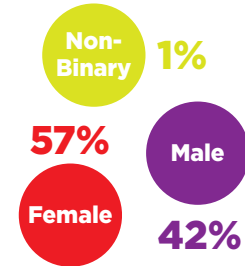
The CNE in an Average Year



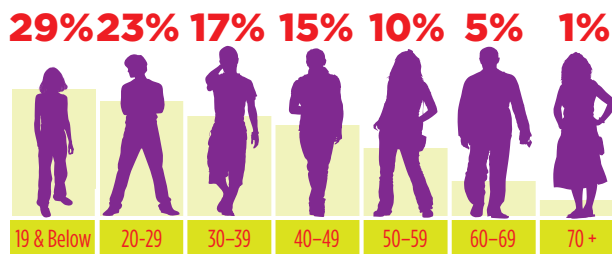
Our Visitors



Visitor average household income***



Gender***



Visitor average age***



Average length of a visitor stay at the CNE*

\$108.9 Million

Total spend by non-local CNE attendees***



Average Individual Spend \$127.35

Average Individual spend during visit to CNE**

Social Media Stats

204.2K 
Followers

42.1K 
Followers

16K 
Followers

215K+ 
CNE EXclusive Subscribers

*Exult: 2017 Market Study

**Expert Insights Community: 2019 Research Report

***Enigma Research Corporation: 2022 Canadian National Exhibition Economic Impact Study



Thank you for your generous support

The return of the Exhibition in 2022, following pandemic-related event cancellations, also marked a comeback for the CNE Foundation's charitable programs. We are sincerely grateful for the support of the CNE community. Together, we are making a difference. Thank you.

CNE Foundation 50/50 Fundraisers

We were thrilled to be back last summer with our signature fundraiser, the *Grand CNE 50/50*. Our Grand Prize winner, Allen Davis of Etobicoke, ON, took home the \$183,255 jackpot.

Our year-round raffle program continued to build awareness during the last fiscal year with two off-season campaigns. The *Spring 50/50* and *Holiday 50/50* Grand Prize winners took home \$8,208 and \$9,028, respectively.

Net raffle proceeds support CNE Foundation charitable programs, including community grants, scholarships, youth sports and arts programs, and the *Smiles on Faces Program*.

Smiles on Faces Program

Working with our charity partners, Make-A-Wish Canada and the Toronto Ukrainian Foundation, it was our pleasure to launch the CNE Foundation's new *Smiles on Faces Program* last summer.

“With everything that our family has faced it was just such a special day that has meant so much to our family.”

– Elysia Inniss-Taylor, mother of Daniel Taylor (10)

Through the generosity of our sponsors and donors, we granted all-expense-paid visits to The Ex to 25 children with critical illnesses from across Canada and displaced Ukrainian children, along with their families. These special *Smiles on Faces* visits included rides, games, meals, special meet-and-greets and more.

The CNE Foundation gratefully acknowledges the support of North American Midway Entertainment, The UPS Foundation and Employment and Social Development Canada's Canada Summer Jobs Program.



Photo (left to right): Adam Blodgett, CFO; Darrell Brown, CNE Association CEO; Allen Davis, 2022 Grand CNE 50/50 winner; Suzan Hall, CNE Association President and CNE Foundation Chair; Joanne Benerowski, CNE Foundation Executive Director



CNE Foundation “CNE Archives Project”

During the last fiscal year, the CNE Foundation continued its important work of saving CNE memories for future generations. Launched in 2021, the *CNE Archives Project* aims to fund the digitization and preservation of more than 64,000 at-risk photo negatives of the CNE’s Alexandra Studio collection.

The CNE Foundation gratefully acknowledges Library and Archives Canada’s Documentary Heritage Communities Program, and the Young Canada Works in Heritage Organizations Program of the Department of Canadian Heritage delivered through the Canadian Council of Archives.

Return of CNE Foundation Charitable Programs

Last summer, young people from across the province were back in action at The Ex – on the court, ball diamond and on stage. We could not be more proud to support youth development through our youth sports and arts programs

We were also pleased to award post-secondary scholarships to Arpsima Aziz, CNE AgVenture Supervisor, Toronto, ON, and Tahsheen Daruwala, CNE Admission Ticket Seller, Brampton, ON, through our *Eamonn O’Loughlin Scholarship Fund*.

As well, the Foundation was able to help make a difference in the lives of newcomers in light of the Ukrainian crisis. The CNE Foundation awarded a community grant to the Toronto Ukrainian Foundation in support of the Ukrainian community’s local resettlement efforts.



Photo: 2022 CNE-OBA 3-on-3 Basketball Tournament

About the CNE Foundation

Board of Directors (May 2022 to May 2023)

Suzan Hall, Chair
Randy Bauslaugh
Darrell Brown¹
Councillor Stephen Holyday²
Darryl Kaplan
John Kiru
Councillor Mike Layton
Greg Pollock

CNE Foundation Staff

Joanne Benerowski, Executive Director

CNE Association Staff Representation

Mike Cruz, Chief Operating Officer
Adam Blodgett, Chief Financial Officer
Sarah Fink, Manager, Corporate Secretariat Services & Government Relations

The Canadian National Exhibition Foundation is a public foundation and registered charity. The philanthropic arm of the Canadian National Exhibition Association, we fund programs year-round to make a positive impact on the lives of individuals and the community in support of our vision: “Empowering community. Improving lives.” To learn more about CNE Foundation programs, or to make a donation, please visit: cnefoundation.com.

Charitable Business Number: 118834639 RR 0001

¹CNEA CEO ex officio ; ²As of February 2023



Pictured: Poster for the 1923 CNE, Featuring the Dufferin Gates & International Year.



Pictured: Vintage CNE logo which originated in the early 1920s

THANK YOU TO OUR 2022 PARTNERS

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Federal Economic Development Agency for Southern Ontario



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Un organisme du gouvernement de l'Ontario

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PROGRAM PARTNERS



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