

Budweiser GARDENS

99 Dundas Street
London, Ontario, Canada N6A 6K1
www.budweisergardens.com

August 15, 2014

City of London
300 Dufferin Avenue
London, Ontario
N6A 4L9

Re: Fanshawe College Investment in Downtown London

Dear Mayor Baechler and Council Members:

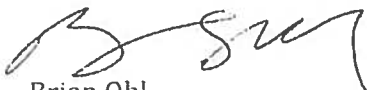
As operators of Budweiser Gardens, Global Spectrum Facility Management is a proud member of the Downtown London community. We appreciate the support we receive from the City of London, and endeavor to do all we can to make London a more vibrant city. We realize firsthand how much money the City has invested in revitalizing the core. We are part of that story, along with many other worthwhile investments the City has made to grow the tax base and breathe new life into London's downtown.

We have recently been following the discussion about Fanshawe College's proposal to expand their presence in close proximity to Budweiser Gardens. Global Spectrum manages over 120 venues, with many directly located on College or University campuses, including Ryerson's Mattamy Athletic Centre in Toronto located in the downtown core. Our experience is the presence of a young creative class has a tremendous impact not only on the cultural fabric of a city, but also on business. Whether assisting to grow our fan base for our iconic sports teams, boosting attendance at concerts and events at our venue, generating additional sales of team-related gear, and engaging the Fanshawe community in a variety of ways, investing in a second location in the downtown will have a remarkable impact.

We also recognize the role we play in providing youth employment, along with opportunities to contribute our talents to appropriate curriculums at the college. We are enthusiastic and eager to collaborate with a downtown campus and add value to the student experience.

The City's investment in converting the Kingsmill's building to host Fanshawe College's Canadian Centre of Excellence for Culinary Arts and an Information Technology Hub would have a unique impact not experienced since Council decided to invest in Budweiser Gardens. We respectfully ask Council to reconsider the request to facilitate the rehabilitation of the Kingsmill's location for these uses. We welcome the opportunity to speak with you further about our request.

Respectfully,



Brian Ohl
General Manager

GLOBAL SPECTRUM
Facility Management