

**Ontario
Racing
Commission**

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de l'Ontario**

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June 16, 2010

Notice to the Industry

Application for 2010 Race Date Amendment Rideau Carleton 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 move 2 race dates to accommodate a Country Music Festival was received from Rideau Carleton as follows:

Rideau Carleton	Cancel
	Thursday, August 5 Friday, August 6
	Add
	Monday, August 9 and 16 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 June 24** 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



Richard Gardner
Secretary Treasurer

June 11, 2010

Ontario Racing Commission
John Blakney, Executive Director
10 Carlson Court, Suite 400
Toronto ON M9W 6L2

Re: Re-scheduling of race dates – August 5, 2010 and August 6, 2010

Dear Mr. Blakney:

We have been successful at attracting a three day Country Music Festival to be held at Rideau Carleton Entertainment Centre (RCEC). Capital Hoedown will feature top internationally known country singers, including Alan Jackson, Dwight Yochem, Vince Gill along with numerous other entertainers. This event is a significant opportunity to showcase our facility to approximately 50,000 visitors over the three day period of August 5th through to August 7th.

In order to accommodate this event, and with consultation of the Board of the National Capital Region Harness Horse Association (N.C.R.H.H.A.), RCEC is required to move originally scheduled race dates on Thursday August 5th and Friday August 6th. RCEC requests that the Ontario Racing Commission permit the re-scheduling of these dates to Monday, August 9th and Monday, August 16th, with a post time at 6:30.

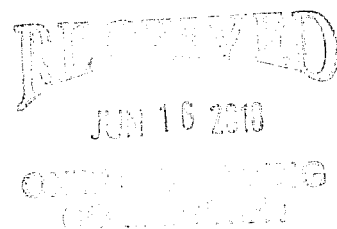
Thank you for your time with this matter. If you have any questions regarding this change, please feel free to contact me at the office at 613-822-2211 ext. 347 or on my cell at 613-293-5850.

Yours truly,

A handwritten signature in black ink, appearing to read "Richard Gardner".

Richard Gardner

RG/jg



June 11, 2010

Rideau Carleton Entertainment Centre Business Case For Moving Race Dates August 5 and 6, 2010

Overview

Rideau Carleton Entertainment Centre (RCEC) is a multifaceted facility with following amenities:

- Live Racing 154 days (approximate)
- Teletheatre Sports bar
- 1250 Slot Parlour
- 600 seat dining room
- Bingo 7 days per week
- 20 Off-track Betting locations across Eastern Ontario

RCEC has been trying successfully to tie in all aspects of its business together. We have specialty nights on Live nights, for example Town Nights and Country Nights which bring hundreds of people to live racing every Thursday and Friday. It is this marketing minded management which has helped make our facility as a whole a continued success.

RCEC has an opportunity to have a three day Country Music Festival on August 5, 6, and 7, 2010. Concert International approached RCEC with the idea where they would build a 150 foot stage in the infield to accommodate the festival called Capital Hoedown 2010.

Benefits to Stakeholders

The three day event will host such acts as country legends Alan Jackson, Vince Gill and Dwight Yoakam as well as a dozen other well known artists.

- The expected attendance is 50,000 people over the three day event. The attendees to this event are our target clientele. RCEC will be able to showcase our total facility (Horse racing, Slots, Food and Beverage and Bingo).
- RCEC will be handing out pamphlets and vouchers/coupons along with the OLG to attract these people to come back to RCR for horseracing and slots.

- The Ottawa Valley has never had a Country Music Festival before. The current Jazz festival attracts tens of thousands of visitors to Ottawa which has an economic impact on the local economy
- NCRHHA supports the initiative because they realize the potential benefit to showcasing our facility to so many people

Rational for Specific Dates

RCEC has applied to move the two days (Thursday August 5 and Friday August 6) to the next two Mondays (August 9 and 16). We have, with consultation with the NCRHHA determined that these two days would be the most appropriate to adopt for all stakeholders (RCEC, Horsepeople and the public). RCEC will have raced the previous five Mondays and would be a natural to extend an additional two days. RCEC will be able to simulcast our product to our Canadian partners and our American partners.

Getting the Message Out

It will be critical to inform the stakeholders well in advance of the change in schedule but especially the on track public and our simulcast public. RCEC proposes to use a multitude of ways to get the change of dates out. These would include:

- On track signage
- Radio advertising
- Newspaper advertising in both community and City wide papers
- Program ads, and
- In house and simulcast television bulletins.

Effect on Horseracing

The change in race dates would not create any hardship on the horsemen or other stakeholders. The dates will be raced within ten days of the original scheduled dates thereby purses will be paid out reasonably similar to the previously approved dates. Our purses will not be negatively impacted as we are racing the same number of race days. Since the horsemen receive a percentage of the net win from the slots and the racing bet on track, the purse account will be getting an boost from the increase in attendance at facility during the three days. The OLG believes that this event will increase their net win, which in turn increases both RCEC's share and the horsemen's share. RCEC will be giving over one months notice to all stakeholders.

Conclusion

In short, the long term benefits to our facility as a whole are significant. Any time we can showcase the facility to 50,000 people with little or no cost to RCEC or the horsemen, it is a good deal. Our challenge is to capture the opportunity and turn some of these people into future patrons.