



Fort Erie Live Racing Consortium

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

June 21, 2010

Re: Post time change request – business case/rationale.

Dear Mr. Blakney;

Further to the Fort Erie Live Racing Consortium's recent request (of May 28, 2010) regarding a post time change in August, below is our point-by-point business argument in support of said request.

More specifically, we feel a post time change to accommodate twilight racing in the month of August is warranted because;

1. since the 2010 meet began in May, Tuesday's have suffered significant double digit declines over last years performance;
2. we are currently racing at times (Monday & Tuesday during regular business hours) which few people are available to attend the Fort Erie Race Track due to working commitments;
3. tracks such as Saratoga, Belmont, Santa Anita, Philadelphia Park and Del Mar have experimented with later post times in the afternoon and have found them to be very successful;
4. we can market this as an opportunity for customers to come to the track and have dinner rather than going to local restaurants. Our food and beverage specials will be very aggressive and attractive compared to what other restaurants in the area offer;
5. if this proves successful, we would consider applying for more twilight post times in 2011;
6. the majority of our wagering comes from the last three races of the day, which indicates that more people are available later on in the afternoon, which would justify that a later start would result in significant increases in the late(r) portion of our daily program;

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Fort Erie Live Racing Consortium

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7. the HBPA has unanimously supported this initiative which indicates our field sizes should be positive, which will again result in increased wagering;
8. we are going to dedicate a significant portion of our marketing budgets toward marketing this initiative, and the sooner we can get approval, the sooner we can start marketing this new post time;
9. Rick Cowan, our COO, introduced 4:00 pm post times at Woodbine in the late 1980s which resulted in significant increases in wagering, attendance and food and beverage sales; and,
10. our goal is to improve on-track attendance and wagering and capitalize on increases for both. An increase in on-track wagering results in significantly more revenue for the Consortium and can provide a rationale for potential changes in post times for 2011.

I trust that the rationale provided herein is sufficient to explain and justify our request for a post time change in the month of August to accommodate twilight post times at the Fort Erie Race Track. Should you require any additional information or clarification, please do not hesitate to contact me any time.

Thank you for your consideration.

Respectfully,

James A. Thibert
CEO - Fort Erie Live Racing Consortium

Cc: Sue Leslie, HBPA
Rick Cowan, FELRC
John Whitson, FELRC
Tom McKinnon, FELRC
Steve Lehman, ORC
Wendy Hoogevann, ORC