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To: "Direct to Mayor and Council - DL"

CC: "City Manager's Correspondence Group - DL"

"Shelley Frost \(\sfrost@pne.ca\)" <sfrost@pne.ca>

Date: 5/22/2019 12:21:12 PM

Subject: PNE Strategic Plan

Attachments: Council survey_PNE Strategic planning 2019.pdf

Greetings Mayor and Council,

Please see the attached letter from Shelley Frost, President and CEO of PNE, inviting you to participate in the building of their strategic plan. Kwela Leadership Group will be sending out a short survey (15 minutes) on Friday. Should you have any questions, please contact me directly.

Best,
Sadhu

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The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the Musqueam, Squamish, and Tsleil-Waututh peoples.

To: Mayor and Council, City of Vancouver

May 16, 2019

This is an exciting time at the Pacific National Exhibition (PNE). We had a very successful 2018 year and the management team is embarking on the development of a new strategic plan for the organization.

As you know, we are a non-profit organization owned by the City of Vancouver. For 109 years, we have made our home at Hastings Park and we are proud to be at the heart of the Hastings Sunrise Community. We deliver memorable experiences for several million visitors to Hastings Park each year through the PNE Fair, Playland Amusement Park, Year Round events and our Park and Facilities Management programs. And as we undertake the building of a strategic plan, we would like to invite you to participate in providing us with your unique perspectives as elected officials for Vancouver.

The facilitation group we are working with is the Kwela Leadership Group. They will be sending out a short 15 minute survey to Mayor and Councillors next week. We invite you to participate and provide your thoughts on opportunities and challenges that will help shape the PNE's strategic plan.

Please watch for a survey link that will come to you by email and while we understand you have very busy schedules, we would appreciate your insights on the future. If you have any questions, please do not hesitate to reach out to me.

With thanks,



Shelley Frost | President and CEO
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Context –

Owned by the City of Vancouver, the Pacific National Exhibition (PNE) is a healthy and vibrant non-profit organization dedicated to delivering over 2 million visitors a year with memorable experiences through access to first-class cultural, music, sporting and family entertainment events, as well as access to public space for passive recreation. Founded in 1910, the PNE's home is Hastings Park, a multi-facility venue in Vancouver where the organization manages four activity streams: the annual PNE Fair, Playland Amusement Park, Park Care and Facility Maintenance and an expansive portfolio of year round events. All revenues generated are invested back into programs, park space, community initiatives and non-revenue generating educational and entertainment experiences.