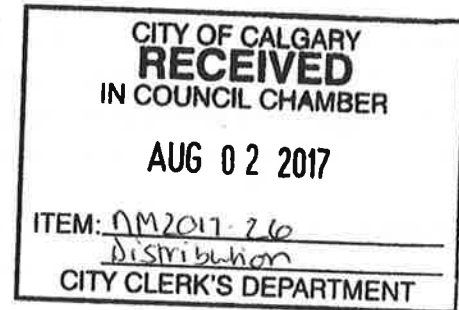




July 4, 2017

Mr. Warren Connell
CEO, Calgary Stampede
1410 Olympic Way SE
Calgary, AB
T2G 2W1



Re: Letter of Support – BMO Centre Expansion

Dear Warren,

Calgary Municipal Land Corporation (CMLC) is providing this letter of support for your efforts related to the expansion of your convention and trade show facility – the BMO Centre in Stampede Park. CMLC is a for-profit, city-owned land development agency responsible for delivering critical infrastructure investment into downtown Calgary's east end to attract third-party investment and development to the area.

CMLC is master developer of the East Village redevelopment program (a \$2.7 billion real estate program) and master planner of the Rivers District (RDMP). Comprising approximately 500 acres on the eastern edge of downtown Calgary, the Rivers District includes East Village, Victoria Park and Stampede Park.

With respect to the Rivers District Master Plan, CMLC has been working closely with you and members of your executive team to ensure the *Calgary Stampede Concept Plan* is woven into the larger envisioning work we are conducting for the Rivers District. We are aware that the *Calgary Stampede Concept Plan* establishes seven development triggers and criteria – one of which is expansion of the BMO Centre – to ensure the future sustainability of your organization. And in our opinion, the expansion, if realized, will be an important contributor to the master plan vision we are building.

A guiding principle of our master plan vision is the establishment of Calgary's Culture and Entertainment District – a centre for arts, culture and entertainment (including professional sports) that appeals to a broad range of constituents and brings them together in meaningful and expressive ways to celebrate the personality and vitality of our city.

Successful master-planned communities offer a variety of development projects, infrastructure investment and cultural experiences to attract people and businesses and bring economic value to the community and City. We believe your envisioned expansion, which will add some 500,000 square feet of new conference centre amenity space, will create many new partnership opportunities and programmatic connections for the community.

Collaboration, investment and strong partnerships are required to build new amenities, and they will go a long way in supporting our vision for a holistic cultural and entertainment district in downtown Calgary.

In February 2017, CMLC committed approximately \$150 million to kick-start the redevelopment of the broader Rivers District. This commitment will fund the 17th Avenue Extension program (a new north-south vehicular connection into East Village and downtown core) plus many public realm improvements. We believe this strategic commitment will help pave the way forward for our partners' programs like the BMO Centre expansion.

If CMLC can do anything else to support Calgary Stampede's redevelopment aspirations, we'd be delighted to discuss.

All the best,



Mike Brown, President & CEO, Calgary Municipal Land Corporation

cc: Susan Veres, SVP Strategy and Business Development, CMLC