

Tues, Jan 29, 2019

Mr. Dan Best  
Chief Administrative Officer / Deputy-Clerk  
Municipality of South Huron  
322 Main St S  
Exeter ON N0M 1S6



Drayton Festival Theatre  
Hamilton Family Theatre Cambridge  
Huron Country Playhouse  
Huron Country Playhouse II  
King's Wharf Theatre  
St. Jacobs Country Playhouse  
St. Jacobs Schoolhouse Theatre

**Re: Casino Gaming Facility Within Former Stephen Township (Grand Bend)**

Dear Dan,

Award-winning **Drayton Entertainment**, one of the country's leading charitable arts organizations, is proud operator of the venerable **Huron Country Playhouse** in the municipality of South Huron. Over the course of 13 weeks, an eclectic mix of Broadway musicals, comedies, and dramas are staged annually to an audience of 70,000 at two stages, the 642 seat Mainstage and 300 seat Playhouse II.

The Festival's estimated annual economic impact within Huron County is \$17.1 million, based on the Government of Ontario's Tourism Regional Economic Impact Model (TREIM). 21% of the audience is local (within 40 km); 77% is Other Ontario (traveling in excess of 40 km); 0.5% is Other Canada and 1.5% is US. The top 4 tourist markets are Sarnia/Windsor, Kitchener-Waterloo, London, and Greater Toronto Area.

As a proven economic engine and demand generator for tourism within South Huron, this letter is to confirm our awareness of, and support for, a casino style gaming facility within the community that could include a variety of entertainment options such as sport games, charitable gaming, electronic gaming devices and live table games, live entertainment, restaurants, and hotel.

With attendance of 57,872 during our most recent 2018 Season meeting the Government of Ontario's definition of "tourist" (traveling 40+ km), we believe there are tremendous synergies for our organization – as well as the tourism sector and community as a whole – to be realized through continued investment in Huron County's burgeoning tourism economy. These include, but are not limited to:

- Economic gains due to prolonged visitor stays
- Employment (direct, indirect, and induced)
- Additional investment in all sectors
- Improvements to travel infrastructure
- Increase in provincial, national, and international visibility and standing

We applaud local government for recognizing the vital role tourism plays in the short and long-term prosperity of Huron County.

Sincerely,



Dr. Alex Mustakas, MSM  
Artistic Director & CEO  
Drayton Entertainment

46 Grand Ave. S., Cambridge, Ontario N1S 2L8  
Administration: 519-621-5511 Fax: 519-620-8055 Box Office: 1-855-drayton (372-9866)

[www.draytonentertainment.com](http://www.draytonentertainment.com)