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Mr. Ken Doherty
Director, Community Services
City of Peterborough, City Hall
500 George St. N.
Peterborough, ON K9H 3R9

Dear Ken:

As you know Trent University will be celebrating its 50th anniversary in 2014/15. During the past half century, Trent has been an important part of the Greater Peterborough area. Our semicentennial is a time to pay tribute to our shared history, to celebrate the accomplishments and contributions of the past 50 years and to say thank you to all those who made Trent a reality.

Trent was founded on the ideal of a unique student experience anchored in part by the distinctiveness of our surroundings on the banks of the Otonabee River. Our anniversary celebration will reaffirm Trent's commitment to our host City and remind us that Trent is a very special place treasured by many. In the past half century, we have graduated thousands of students who are making significant contributions in our community, across the province, throughout the Country and around the world.

Trent University emerged from the will of the local community. Starting with a letter to the editor by Reginald Faryon, President of Quaker Oats, suggesting that a University should be created in Peterborough, nurtured by the financial contribution of thousands of workers in the area through payroll deductions, fostered by volunteer families that billeted the first students, and finally galvanized by our first President, Tom Symons, the story of Trent has emerged as a triumph of community. This is an important legacy which we intend to recognize during our Anniversary Celebrations.

Trent's economic impact has grown immensely during its first half century. Today, it is estimated that the University contributes \$387 million to the local economy. The University supports more than 4000 direct and indirect jobs in our region. Trent alumni's local impact is estimated at over half a billion dollars annually to the local economy.

We are hosting a number of events during the next several months that will have a significant impact on the community. These include:

- Opening Weekend and Alumni Reunion (August 7 – 10, 2014) featuring Blue Rodeo at the Memorial Centre, Campus events and Ideas that Change the World Symposium attracting speakers from around the world
- Ron Thom and the Allied Arts (August to October, 2014) a national travelling exhibit showcasing architecture

- Chancellor's Anniversary Gala (October 17, 2014) designed to mark our historic milestone with members of the community
- Parade and Community Celebration (October 18, 2014) to thank our founding partner, the community of Peterborough
- 50 Talks for 50 Years (November 2014 – May 2015) which will see Trent faculty participate in high school classrooms across the region to share their research and the love of learning
- Public Lectures (October 2014 – May 2015) held downtown Peterborough to bring internationally renowned speakers to the community
- Doors Open Peterborough (May 2, 2015) which will be held on the Trent campus
- International Conference on the Study of Canada (May 2015) which will draw speakers and participants from around the world

We expect to attract large numbers of visitors to our community who will draw significantly on our accommodation and hospitality services and contribute to the local economy. We have structured many of our events to occur in downtown Peterborough and will be working with local merchants to maximize the economic impact of our visitors. Our promotional material will be featuring the unique and special relationship that we have with our City and its residents.

The University is making a significant financial contribution of almost \$300,000 towards the 50th anniversary, including hosting of these special community events. We anticipate that this investment will result in significant direct and indirect economic benefits through increased visitation and marketing of events in the downtown and elsewhere in the community.

To assist us in maximizing the opportunities presented by our 50th Anniversary, we are looking to partner with the City in respect of a number of events. We are also seeking a contribution from the City of \$25,000 spread over two years (2014 and 2015). This financial support will help us maximize the local impact of a number of our planned events.

Your positive consideration of this request would be much appreciated. If you have any questions please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read 'Julie Davis', with a long, sweeping horizontal line extending to the right.

Julie Davis, CFRE
Vice-President, External Relations & Advancement