



Shareholder Memorandum

Date: January 27, 2021
From: Mike Olesen, CEO
Subject: Parking Fee Strategy
Document #: 2021-002

As part of our focus on pursuing greater value for our guests, we have identified a new strategy to remove parking fees at Westerner Park on an ongoing basis. Attached to this memorandum is our release that will be shared publicly on January 28th, 2021.

We have received a significant amount of feedback regarding paid parking at Westerner Park from both customers and stakeholders that hold events at our facilities. Over the past number of months, we have been evaluating different models where we could still maintain the revenue we require to ensure proper maintenance of our grounds and facilities while not having to charge for parking.

Our analysis has shown that by charging a smaller facility fee per ticket sold to events held at Westerner Park, combined with the reduction in expense that we would realize by eliminating the administration of paid parking services, we will be able to achieve this financial balance.

We believe this new model will be well received by guests and will create a greater amount of flexibility for our event customers that will only enhance their offering.

Regards,

Mike Olesen
Chief Executive Officer