

The Board of Governors on July 18, 2008 approved the recommendations embodied in this report.

July 16, 2008

ACTION REQUIRED

To: The Board of Governors of Exhibition Place
From: Dianne Young
Chief Executive Officer
Subject: **Plaque Commemorating the 2008 MLS All Star Game
to be held at BMO Field at Exhibition Place**

Summary:

Tourism Toronto is the official destination-marketing organization for Toronto's tourism industry. In commemoration of the Major League Soccer All Star Game, Tourism Toronto wishes to install a plaque at Exhibition Place to celebrate soccer in Toronto. Throughout the year Tourism Toronto has observed how quickly the City has embraced Major League Soccer and the MLS All-Star game will cap off three days of activities around BMO Field that will include musical acts, activities for kids and families and a Canadian Champions League game between Toronto FC and the Montreal Impact. Working with the City of Toronto, Tourism Toronto, at its cost, has chosen to plant a Tulip tree and a plaque in lieu of the "token" gift at the south-west side of the stadium. The Tulip tree works with the aligned Green Initiatives that Tourism Toronto, the City of Toronto and Exhibition Place are moving forward on.

Recommendation:

It is recommended that the Board approve of the installation of a plaque commemorating the 2008 All Star Game to be held at BMO Field on July 24, 2008.

Financial Impact:

There is no financial implication arising from this report.

Issue Background:

Tourism Toronto wishes to install a plaque at Exhibition Place pursuant to the Exhibition Place policy to celebrate soccer in Toronto and celebrate the All-Star Game for Major League Soccer Association that will be hosted at BMO field on July 24, 2008.

Decision History:

At its meeting of July 26, 1999, the Board adopted a policy for the installation of commemorative plaques on the grounds.

Comments:

The Director of Facility Services has conferred with staff of Capital Works, Archives and Deputy Mayor Joe Pantalone and everyone is in agreement with the location of the tree and plaque as set out in Appendix "A" to this report. The proposal also addresses all issues and procedures required by the Exhibition Place Plaque Policy. The plaque will be accessible and visible yet will not impede vehicular or pedestrian traffic. It will not present a problem to any trade and consumer shows or special events at Exhibition Place. It will not hurt or damage the trees in the area or the tree that is to be planted.

The proposed plaque will be custom cut from .75" natural black granite, with sand carved detail, measuring 16 inches x 10 inches high, and will be inlaid on a natural stone, in front of the tree, visible from the sidewalk. (Location map attached) The plaque will bear the Tourism Toronto logo. (Draft attached) No costs would be incurred by Exhibition Place; all costs for the creation and installation will be incurred by Tourism Toronto.

The proposed unveiling date is Wednesday July 23, 2008. Once the MLS All Star team complete their training, there will be a media conference held at Liberty Grand. All media will be on site to watch the team train at BMO Field and will stop en route to Liberty Grand for the unveiling of the plaque. There will be a representative from the MLS All Star team (a player) that will hold the ceremonial shovel.

Appendix "A"



CONCEPT 3

