

EXHIBITION PLACE

July 16, 2011

ACTION REQUIRED

To: The Board of Governors of Exhibition Place

From: Dianne Young, Chief Executive Officer

Subject: 2011 Annual Rental Agreement – Screemers Inc.

Summary:

This report recommends a one-year agreement with Screemers Inc. for the 2011 Screemers Haunted House Event 2011 at Exhibition Place being held during the month of October.

Screemers Inc. operates a Halloween themed event in the Queen Elizabeth Exhibit Hall and Exterior Parkland at Exhibition Place.

Recommendation:

It is recommended that the Board:

- (1) Approve a one-year agreement with Screemers Inc. for the 2011 Screemers Haunted House Event on the terms and conditions outlined in this report and such other terms and conditions as required by the Chief Executive Officer and City Solicitor; and
- (2) Direct that the confidential information contained in Confidential Attachment 1 to this report not be released publicly in order to protect the competitive position and future economic interests of Exhibition Place.

Financial Impact:

A one-year agreement with Screemers Inc. secures the Screemers Haunted House Event at Exhibition Place providing a financial net profit to the Board of approximately \$35,500 to the Board.

Decision History:

At its meeting of February 27, 2008, the Board approved a three-year agreement with Screemers Inc. and offered a credit to assist with the costs incurred to move the Screemers Event from the Better Living Centre to the Queen Elizabeth Exhibit Hall, due to renovation of the Automotive Building at the time; and the need to accommodate the Ski Show in the Better Living Centre over the same date pattern of Screemers Inc.

Issue Background

Exhibition Place has been working with Screemers Inc. since late 1993 with certain special conditions, reductions and discounts to assist with getting the event started in the Horticulture Building on the grounds. In the 1990's the Horticulture Building was only used during the annual CNE and was not heated. However, in 2004 the Horticulture Building was leased for redevelopment, and the event moved to the Better Living Centre and in 2008, then moved again to the Queen Elizabeth Exhibit Hall.

The move from the Better Living Centre to the Queen Elizabeth Hall in 2008 resulted in less exhibit hall square footage for Screemers Inc., however additional exterior parkland space was provided at no rental cost. At its meeting of February 27, 2008, the Board approved a three-year agreement with Screemers Inc. and offered a credit to assist with the costs incurred to move from the Better Living Centre to the Queen Elizabeth Hall.

Contact:

Arlene Campbell

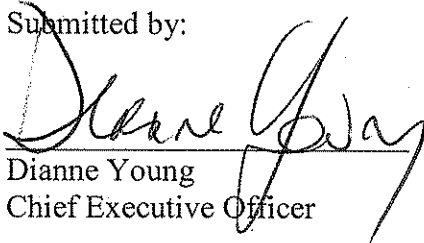
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Submitted by:



Dianne Young

Chief Executive Officer