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EXHIBITION PLACE

July 18, 2011

To: The Board of Governors of Exhibition Place

From: Dianne Young, Chief Executive Officer

FOR INFORMATION

Subject: **Rental Agreements with various Outdoor Public Events**

Summary:

The intent of this report is to provide the Board, with information requested on rental agreements between the Board and events held on the grounds generally during the summer months.

Financial Impact:

There is no financial implication arising from this report.

Decision History:

At its meeting of June 24, 2011, in consideration of Report No. 29 dated June 10, 2011 from the Finance & Audit Committee with respect to the 2012 Operating Budget, the Board requested that the CEO provide a report with respect to a revenue comparison to the CNEA, similar to Schedule "B" of the Confidential Attachment, but for the Honda Indy, Scotiabank Toronto Caribbean Carnival, CHIN, Screemers and Wizard World.

At its meeting of June 2007, the Board approved of Not-for-Profit Booking Guidelines which presented a policy that would provide financial incentives to events that have some community interest associated with it and were held in Class B buildings or in outdoor spaces at the west end of the grounds.

In May 2009, the Board approved the 2009-2012 Strategic Plan which had a Strategic Goal to "Increase the use of Exhibition Place for community-based festival" through the "Development of a "festival" sales package".

At its meeting of May 13, 2011, the Board approved of a Licence agreement for the 2011 Scotiabank Toronto Caribbean Carnival.

At its meeting of May 13, 2011, the Board approved of a Licence agreement with CHIN for the 2011 CHIN Festival.

At its meeting of August 5, 2011, the Board has before it for approval the terms and conditions of a Licence agreement for the 2011 Screemers event.

At its meeting of May 29, 2009, the Board approved of a three-year agreement with respect to the 2009, 2010 and 2011 Honda Indy.

Issue History:

The Board requested a report from the CEO outlining the terms and conditions of the agreements with particular outdoor events / community events that are held at Exhibition Place.

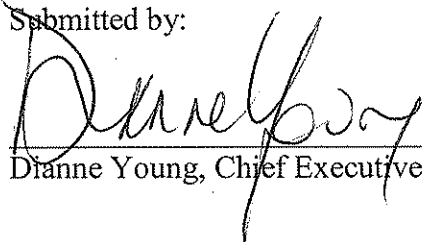
Comments:

The Confidential Attachment 1 is a chart setting out the particular terms and conditions of the agreements with Honda Indy, Scotiabank Toronto Caribbean Carnival, CHIN, Screemers and Wizard World as requested by the Board. Most of these events have been on the grounds for many years and all of them have had a focus on attracting families and children to the site which is not necessarily the focus of many of the trade and consumer show events. Recently, within the Strategic Plan the Board requested that Exhibition Place staff focus on bringing more of these family and broader community events to the grounds. For these type of events, the normal costs of producing an event on the grounds can be prohibitive and discounts have been offered with the caveat that these events will not be using the Class A space of Direct Energy Centre or Allstream Centre but focus their events at the west end of the grounds in the Better Living Centre or Queen Elizabeth Hall or outside and generally at times that there would not be competing commercial trade and consumer shows wanting to rent these spaces at full rates. As is evident from the Decision History, concessions provided are typically approved by the Board in advance.

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Submitted by:



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