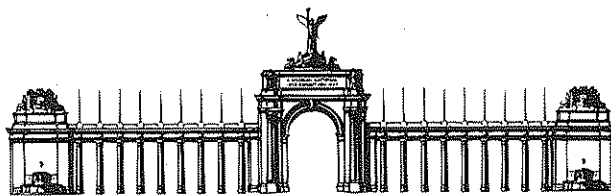


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EXHIBITION PLACE

January 20, 2011

ACTION REQUIRED

To: Board of Governors of Exhibition Place

From: Dianne Young
Chief Executive Officer

Subject: **2011 Mobile Vending Program**

Summary:

This report recommends that the Board approve the Mobile Vending License Fees at Exhibition Place grounds for the period of January 1 – December 31, 2011. It is recommended to increase rates by 2% for the popcorn, ice cream and hot dog vendors from 2010 rates. The two ice cream truck locations will increase by 25% (\$127.84) due to increased traffic (value) for those locations. Overall, the mobile vending program could earn the Board approximately \$15,454. Caribana, Honda Indy and the CHIN Picnic are excluded from this program and are dealt with separately as is currently the case.

Recommendation:

It is recommended that the Board approve the rates for the mobile vending program as provided for in this report.

Financial Impact:

The approval of this report will result in the Board earning approximately \$15,454 which is consistent with the 2011 Operating Budget.

Decision History:

At its meeting of April 23, 2010, the Board approved the terms and conditions for the 2010 vendor's licenses and permits which included an increase of 1.5% for Hot Dog carts (except the east Ontario Place bridge location that increased 36%), popcorn and ice cream vendors. These licenses and permits expired on December 31, 2010.

Issue History:

Prior to 2007, staff recommended no increase in the licensing fees for the mobile vendors because since 2001 the vendors have been significantly impacted by many events including the cancellation of the Benson & Hedges Symphony of Fire which attracted an audience of over 500,000 and the decreased attendance at Ontario Place. However, with the added building occupancy, Ricoh Coliseum and BMO Field, there has been increased activity on the grounds.

Staff is recommending that the license fee rates for popcorn/ peanut cart, ice cream trucks and event day hot dog cart permits on the West Ontario Place bridge increase by 2% which approximates CPI. The rate for the ice cream truck locations has been increased to \$2624.89 due to increased traffic at those locations. It is estimated by staff that licenses will result in revenues of \$15,454 for the Board. Below are the proposed rates for 2011:

Number & Type License	Operating Period – 2011 (Excluding the Honda Indy, Caribana and the CNE periods)	2011 License Fee per location (rates increased 2% unless otherwise noted and excluding GST)	Total (excluding GST)
(7) mobile popcorn/peanut carts operator permits at seven licensed locations	January 1 to December 31	\$667.95	\$4,675.65
(3) ice cream truck permits at three licensed locations	May 1 to September 30	\$639.20 (25%)	\$1,917.60
(1) hot dog cart operator permit to Service the east bridge to Ontario Place	May 1 to September 30	\$3570.00	\$3570.00
(1) hot dog cart operator permit to Service the west bridge to Ontario Place	May 1 to September 30	\$2624.89	\$2,624.89
(10) additional hot dog cart operator permits for special events (which are in addition to the permits noted above)	Per event day	\$266.59/cart per event day	\$2,665.90
TOTAL REVENUE (Excluding HST)			\$15,454.04

Contact:

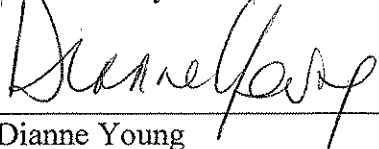
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Submitted by:


Dianne Young
Chief Executive Officer