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EXHIBITION PLACE

April 19, 2011

To: The Board of Governors of Exhibition Place

ACTION REQUIRED

From: Dianne Young
Chief Executive Officer

Subject: **Annual Rental Agreement with CHIN Radio
1540 Limited ("CRL") for the 2011 CHIN Picnic**

Summary:

This report recommends a one year agreement with CRL for the 2011 CHIN Picnic at Exhibition Place based on the same terms and conditions approved by the Board in 2010. Given there was an approved per square foot rental increase for the Better Living Centre and Bandshell Park approved by the Board for 2011, the overall increase for CRL for venue rental for the entire event will be \$1,236.00.

CHIN Picnic is a major multi-cultural festival that has been held on the grounds of Exhibition Place since 1982. Given the importance of the CHIN Picnic to the community-at-large, and the fact that this is a free event for the citizens of Toronto, the Board and staff have been working with CRL since 2000 to provide financial support by sharing some revenues generated by this event. The CHIN Picnic is scheduled to be held at Exhibition Place on July 1, 2 and 3.

Recommendation:

It is recommended that the Board approve a one-year Licence Agreement with CRL for the 2011 CHIN Picnic, on the terms and conditions outlined in this report, and such other terms as required by the CEO and City Solicitor.

Financial Impact:

A one year agreement with CRL secures the CHIN Picnic at Exhibition Place providing a financial return to the Board of approximately \$39,345.00 plus services and parking for the event.

Decision History:

At its meeting of April 23, 2010, the Board approved a one year agreement with CRL for the CHIN Picnic 2010 which expired in August 2010.

Issue Background

At its meeting of June 15, 2007, the Board adopted a policy entitled "Not for Profit Booking Guidelines" wherein the definition for festivals is as follows: *"A festival is an event, normally staged by a local community, which centres on some unique aspect of that community. The function of a festival is to meet specific social, cultural and educational needs, as well as provide entertainment. These times of celebration offer a sense of belonging for religious, social or geographical groups."*

CHIN Picnic is considered a major multi-cultural festival in the City of Toronto, and staff have been working cooperatively with the organizers to continue the success of this event at Exhibition Place.

Comments

Given the importance of the CHIN Picnic, staff are recommending a one year agreement on the following terms and conditions:

- a) Venue Rental – Better Living Centre – 43% of the posted rental rate (same percentage value used for 2010) \$6,691.00 daily event rate, \$5,022.00 daily move in/out rate, total venue rental \$25,095.00 (3 event days & 1 move in day, fees are waived for 2 move out days)
- b) Venue Rental – Bandshell Park & Stage – 74% of the posted rental rate, \$2,850.00 daily rental rate, total venue rental \$14,250.00 (3 event days & 2 move in days, fees are waived for 2 move out days)
- c) Venue Rental – Centennial Square & Parking Lot 5 – move in, event and move out rental fees are waived
- d) Rentals – All rental equipment is to be charged at posted rates less 28% discount
- e) Preferred Rates for Services (Labour, Cleaning, and Services – Time and Materials +12%, IATSE – Time and materials + 15%)

The 2011 changes compared to 2010 is with respect to the square footage rental rate approved by the Board which resulted in a slight increase (daily event rate increased/day by \$295.06, and daily move in rate increased/day by \$250.30) totaling \$545.36. CRL has been notified of this rental rate change on March 28, 2011.

The details outlined in this report have been communicated to the event organizers who are in agreement with same.

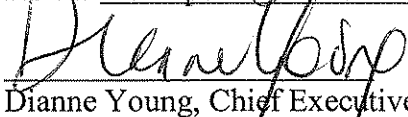
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Dianne Young, Chief Executive Officer