



# Exhibition Place

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## Management Report Month Ending October 31, 2009

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## Executive Summary

- Consolidated Net Operating Loss for Exhibition Place and Direct Energy Centre for the ten months ending October 31, 2009 was \$288,729 compared to a budget loss of \$615,887 for a favourable variance of \$327,157.
- Net Operating Income for Direct Energy Centre for the ten months ending October 31, 2009 was \$5,664,889 compared to a budget of \$6,882,822 for an unfavourable variance of (\$1,217,933).
- Net Operating Loss for Exhibition Place for the ten months ending October 31, 2009 was (\$5,953,618) compared to a budgeted loss of (\$7,498,709) for a favourable variance of \$1,545,091.
- Official opening ceremonies for the new Allstream Centre took place on October 22<sup>nd</sup> and were presided over by Mayor David Miller and Deputy Mayor Joe Pantalone.
- The Sales & Marketing team secured 18 new events for Exhibition Place.
- Exhibition Place won a GOLD award in the Facilities category at the Recycling Council of Ontario's 2009 Waste Minimization Awards.

## October 2009 Financials Exhibition Place and Direct Energy Centre

**Consolidated Net Operating Loss for Exhibition Place and Direct Energy Centre for the ten months ending October 31, 2009 was \$288,729 compared to a budget loss of \$615,887 for a favourable variance of \$327,157. Because of the general economic situation impacting our industry, expenditure controls have been put in place for all programs and operating areas.**

### Direct Energy Centre

Net Operating Income for Direct Energy Centre for the ten months ending October 31, 2009 was \$5,664,889 compared to a budget of \$6,882,822 for an unfavourable variance of (\$1,217,933) mainly due to timing and lower new business and shortfall in food and beverage commissions.

- Rental income was \$5,989,957 compared to a budget of \$6,384,096 for an unfavourable variance of (\$394,139) mainly due to the timing of and lower new business.
- Electrical net services of \$755,428 are unfavourable to budget by (\$167,555) mainly due to timing of new business offset by additional services for the Interior Design and National Bridal events.
- Direct and indirect expenses are favourable to budget by \$323,521 mainly due to timing of expenditures in the Sales and Marketing Department.
- Food & Beverage concessions of \$771,694 is unfavourable to budget by (\$316,658) due to timing of new business, minimal corporate events booked and reduced attendance at some of the larger Shows.
- Telecommunications income at \$347,831 is favourable to budget by \$6,273
- Show services from third party billings at \$2,369,519 are down by \$235,630 with corresponding decrease in related show expenses of \$27,369 for a net unfavourable variance of (\$208,261) mainly due to the timing of new business.

Direct Energy Centre accounts receivable as at October 31, 2009 was \$2,510,271 consisting mainly of:

- \$1,868,740 owed as contractual deposits for future events of which \$23,877 has been received as of November 17, 2009.

- \$293,208 for services on completed events of which \$0 has been received as of November 17, 2009.
- \$213,208 for accounts with City Legal; this amount is fully provided for as a bad debt in the financial statements or the rental revenue has not been recognized as income and deferred as appropriate.
- \$47,135 owed for sponsorship arrangement.

### Exhibition Place

Net Operating Loss for Exhibition Place for the ten months ending October 31, 2009 was (\$5,953,618) compared to a budgeted loss of (\$7,498,709) for a favourable variance of \$1,545,091.

- Parking revenues at \$4,920,793 is favourable to budget by \$518,873 mainly due to additional revenues from Direct Energy Centre events, tenants and Ontario Place events; Parking expenses are up by \$96,188 to reflect the additional revenue stream for a total net positive variance after expenses of \$422,685.
- Rental income at \$637,935 is higher than budget by \$9,130
- Tenant income for rent and services at \$1,961,266 is lower than budget by (\$28,700) gross, mainly due to reduction in show services from Muzik, Medieval Times and Liberty Grand during the third quarter.
- Indirect expenses at \$15,451,317 are favourable to budget by \$1,294,482 due to lower utility costs and lower costs for the various trades from efficient scheduling and lower snow cleaning costs.
- Program recoveries and interest income at \$216,977 is lower than budget by (\$134,557) mainly due to lower interest rate during the year and lower show services requirements from Ricoh Coliseum.
- Advertising and Sponsorship revenue at \$463,493 is lower than budget by \$33,512.

Exhibition Place accounts receivable for the month ending October 31, 2009 was \$5,407,705 consisting mainly of:

- \$2,850,525 owed by the City for Capital Projects all of which \$2,139,765 (75%) has been received as of November 17, 2009
- \$1,018,565 owed by tenants of which \$436,339 (43%) has been received as of November 17, 2009.
- \$488,121 for show services on completed events of which \$20,148 (4%) has been received as of November 17, 2009.
- \$189,844 owed by MLSE for Ricoh Coliseum of which \$76,057 (40%) has been received as of November 17, 2009.
- \$159,702 owed by BMO Field for payroll costs of which \$14,293 (9%) has been received as of November 17, 2009.
- \$1,072 owed as contractual deposits for future events.

## Sales and Marketing

### Allstream Centre

Allstream Centre was launched on October 22<sup>nd</sup> with a grand-opening reception that exceeded all expectations. A lively crowd of 550 guests attended the official ceremonies, including speeches by

Toronto Mayor David Miller and Deputy Mayor Joe Pantalone. Cerise Fine Catering provided spectacular food stations, demonstrating the high-calibre cuisine that will be Allstream Centre's signature. This event was followed by a well attended community open-house on October 25<sup>th</sup>, at which site tours were conducted and a live band played. Joe Pantalone cut the cake, much to the delight of the kids, and a balloon artist provided further entertainment.

Guests were eager to explore the building – from the magnificent Ballroom to the high-tech meeting rooms to the restored Art Deco lobbies. In the few weeks since the opening, the media have been offering praise for this landmark conference centre; examples are provided under the Publicity heading below.

### September/October Sales Effort

During this period, our Sales & Marketing team secured 18 new events for Exhibition Place. The events are categorized as follows:

- 2 media events
- 2 sporting events
- 1 carnival/fair
- 1 conference
- 3 meetings
- 1 educational
- 1 banquet
- 1 film shoot
- 1 charity fundraiser
- 1 performance
- 1 job fair
- 1 press conference
- 1 product launch
- 1 examination

Due to the current economic climate securing new corporate business is challenging and impacting short term new business sales.

### September/October Summary

New events held during this time period included Mazda CanoeKayak Knockout, Infrastructure Media Conference, Eid al Fitr Celebration, Q107 Morning Show Broadcast, ITIL Foundations, Nuit Blanche, 4000 Bilingual Job Fair, Red Bull Street Style, Cooper TV Series Film Shoot, Canadian Ski Council Board Meeting, CEM and Health & Safety Course, Forza Motorsport 3 – Drive Your Dreams, The Amazing Pace, 10<sup>th</sup> World Wushu Championships, Grand Cru – Culinary Wine Festival, and the Canadian Toy Fair Press Conference.

### Business Travel

#### September

Barb Outschoorn attended the Ottawa Sales Mission on September 15-16, 2009. She participated in team sales calls with prospective Canadian association clients based in the Ottawa region. Follow up and lead generation is in progress.

## **October**

Stephanie Whiteman attended the CSAE (Canadian Society of Association Executives) Leadership Day at Novotel in Toronto on October 7, 2009. There were approximately 50 attendees, consisting of 60% clients, for a day of learning and networking.

Barb Outschoorn travelled to Washington D.C. on October 29-30<sup>th</sup>, 2009 to present Exhibition Place Site as a host venue for a prospective U.S. convention. The presentation was done in conjunction with a Tourism Toronto representative.

On October 29, 2009 Joy Leonte attended the Montreal Signature event with Tourism Toronto. The event was attended by 25 corporate event planners located in the Montreal area.

## **Upcoming Business Travel**

Don Leddy and Brian Smith will be visiting the FABTECH show in Chicago on November 13<sup>th</sup>, 2009, which is run by our client, the Society of Manufacturing Engineers. The purpose of the trip is to view SME in action moving in another large event and learn from the other venue on how we might improve SME's experience in Direct Energy Centre.

Barb Outschoorn, Don Leddy and Stephanie Whiteman will be attending the Canadian Society of Association Executives Annual Conference November 25-27, 2009. They will exhibit and promote Direct Energy Centre and Allstream Centre to the Canadian association meetings and conventions market. In addition, Allstream Centre will be host to the CSAE gala evening event on November 26<sup>th</sup>, 2009.

In November 2009 the Corporate Sales team Joy Leonte, Deb Sanderson and Geoff Mak, will be conducting a corporate sales blitz targeting corporate event planners.

## **Publicity**

### **Direct Energy Centre**

Direct Energy Centre appeared in the September 14<sup>th</sup> issue of Tradeshow Week online highlighting the Grand Opening the facility expansion of Allstream Centre in October 2009.

Direct Energy Centre also appeared in the following publications regarding client events:

- Sharecax – CMTS event facility
- Now Magazine – The Clothing Show, Bicycle Blowout Sale, One of a Kind Show, Umbra Factory Sale

Direct Energy Centre, Exhibition Place was shown in the Canadian Geographic publication as part of a photo display on the Canadian Forces Snowbirds flying over the building and wind turbine.

### **Allstream Centre**

- The summer 2009 issue of Flip Events newsletter featured Allstream Centre in the "Venues: Not Your Usual Suspects" story.
- September 2009 Allstream Centre was featured in Bizbash's Venue News (09.01.09) as 1 of 4 new venues in the city.

- September 2009 issue of Association Meetings International (ami) provided an update on Toronto naming it's new venue Allstream Centre and a quote from Deputy Mayor Joe Pantalone.
- September 3, 2009 Meetings + Incentive Travel (meetingscanada.com) wrote about Allstream Centre debuting in the Fall of 2009. This provided a click through to allstreamcentre.com
- Fall 2009 issue of Advantage Steel featured a 3 page spread called "Allstream Centre: Teaching an old Automotive building a new Green trick"
- October 5, 2009 Daily Commercial News ran a story called "Vanbots Continues work on Allstream Conference Centre in Toronto"
- October 21, 2009 Tourism Toronto's Tourism Now newsletter was the "Allstream Centre edition" The newsletter featured a rendering of the lounge, historical tips, and fun facts about Allstream Centre.
- October/November MPI Toronto chapter newsletter featured Allstream Centre upcoming grand opening and encouraged the public to attend the Open House
- October 22, 2009 Meetings + Incentive travel ran a story called "Toronto's Allstream Centre Open for Business"
- IAAM Newsletter ran a story called "Toronto's Allstream Centre opens in Style"
- October 23, 2009 An architectural blogger for StyleNorth ran opinions and coverage of Allstream Centre's open house event
- October 23, 2009 BizBash ran a story in the Walkthrough section titled "Allstream Centre Retains Original Architectural Details in Modern Conference Space"
- October 22, 2009 The Toronto Star ran a story by Christopher Hume entitled "Glorious revamp at Ex has Green Stamp"
- October 23, 2009 The National Post ran a story by Peter Kuitenbrouwer titled "Deputy Ponders shot at Top Job." This featured coverage of Allstream Centre's opening event.
- October 27, 2009 French Newspaper L'Express ran a story on Allstream Centre's Grand opening entitled "L'Automotive Building rajeunit"

### **Exhibition Place**

Exhibition Place appeared in the newspaper regarding the BMO field proposed plan to bring grass to the facility:

- September 11, 2009 The Toronto Star ran "Plan approved to bring grass to BMO Field"
- September 12, 2009 Slam Sports online ran a story titled "BMO turf war over?"

Exhibition Place was mentioned regarding the press conference that took place announcing stimulus dollars acquired by the City of Toronto:

- September 11, 2009 National Post ran a story called "\$200M in stimulus cash provokes political jabs"
- Peterborough Examiner ran a story titled "Toronto gets \$190M for projects." Exhibition Place is mentioned specifically for \$6.5 million to restore the Princes' Gate

Exhibition Place also had reports on the HK Hotel deal run in several publications:

- October 8, 2009 The Globe and Mail ran a story called "The Ex expected to get 320-room Boutique Hotel"
- October 12, 2009 Conworld online ran the story "Toronto's Exhibition Place approves hotel Agreement"
- October 22, 2009 The Toronto Star ran an article called "Ambitious development by lake – and no condos"

- October 9, 2009 Bizbash online ran “HK Hotels to Build at Exhibition Place” by Susan O’Neill
- Another story called “New Hotel slated for Ex grounds in 2013” ran in the Toronto Star on October 9, 2009

Exhibition Place was also in the news for its Green initiatives:

- September 2009 LightSavers Program news (a TAF publication) ran a story called “Two new Pilot projects Planned!” and featured Exhibition Place along with Evergreen for the replacement of current lights with new LED fixtures.
- October 20, 2009 The National Post ran a story called “Leading by Example” which included a quote from Dianne Young, CEO of Exhibition Place about the wind turbine and other Exhibition Place green initiatives.

## Event Management Services

During the months of September and October of 2009 Event Co-ordinators and Exhibitor Services staff at Exhibition Place and Direct Energy Centre were involved in the following events:

SEPTEMBER
<b>Trade/Consumer/Corporate Events</b>
<ul style="list-style-type: none"> <li>▪ Toronto Psychic Expo</li> <li>▪ IIDEX / Neocon Canada</li> <li>▪ The Clothing Show</li> </ul>
<b>Other Events</b>
<ul style="list-style-type: none"> <li>▪ Weekend to End Breast Cancer</li> <li>▪ Infrastructure Media Conference</li> <li>▪ Mazda CanoeKayak Knockout</li> <li>▪ Toronto FC Soccer Celebrations</li> <li>▪ BOG Community Liaison Meeting</li> <li>▪ Eid ul Fitr Celebration</li> <li>▪ Scotiabank Toronto Waterfront Marathon</li> </ul>
OCTOBER
<b>Trade/Consumer/Corporate Events</b>
<ul style="list-style-type: none"> <li>▪ Fall Home Show</li> <li>▪ Canadian Tire Products Parade</li> <li>▪ Toronto Ski Snowboard and Travel Show</li> <li>▪ Screemers</li> <li>▪ Bicycle Blowout Sale</li> <li>▪ Canadian Machine Tool Show</li> <li>▪ Forza Motorsport 3</li> <li>▪ 10<sup>th</sup>. World Wushu Championships</li> <li>▪ Ontario College Information Fair</li> <li>▪ Zoomer Lifestyle</li> </ul>

### Other Events

- City of Toronto Transportation Meeting
- Nuit Blanche
- Bi-Lingual Job Fair
- TREC Educational Workshops - 4
- Toronto FC Soccer Celebrations - 2
- Red Bull
- CEM Health & Safety
- Allstream Opening Celebrations
- Allstream Centre Community Open House
- Grand Cru

Once again this year the Weekend Walk to End Breast Cancer was very well attended. The Event Coordinator organized numerous preliminary meetings with other Toronto organizations to facilitate and safeguard the walkers' experience. The show manager was so impressed with our Coordinators expertise, attention to detail and quick responses to requests that they requested he work their event in 2010 as well.

The Eid ul Fitr Celebrations had a significantly higher attendance than anticipated. Staff made additional facilities available to service guest and made several changes to accommodate the numbers and ensure we did not exceed capacity.

The Psychic Expo and the Toronto Waterfront Marathon Running, Health & Fitness Expo both went very well and the clients were satisfied. Extra labour will be needed for future events to place the extensive rentals.

The Canadian Tire Products Parade and the Toronto Ski, Snowboard and Travel Show both ran smoothly. The latter hired the services of a safety engineer to ensure their feature area was secure. There were some problems with internet access but staff worked overnight to ensure the show opened without any problem the next morning. Staff placed a lot of extra signage on the grounds to accommodate the numerous events taking place that weekend.

Nuit Blanche, another new event, found our site by far the "easiest to deal with" city-wide. For the Bicycle Fall Blowout Sale, all departments worked very hard to fill orders prior to show opening as this was a particularly busy weekend. All aspects of this event went very well.

Attendance was up at the Fall Home Show and show management was very pleased with our Facilities Team and with Craig Sheppard specifically. Marshalling was very well organized and fire lanes were kept clear. A last minute re-location of the Forza Motorsport 3 tent was necessary due to high winds. Attendance was much heavier than anticipated.

#### **Exhibitor Services**

The Exhibitor Services team was kept busy with numerous events from August to October. In the month of October there were ten events for which Exhibitor Services successfully accommodated all requests

from the show organizer and their exhibitors. Also in October, staff prepared for the RAWF and One of a Kind events.

### **Allstream Conference Centre**

Event management finalized the FF&E requirements and coordinated the successful installation of 17 tractor trailer loads of furniture into the Allstream Centre on October 19<sup>th</sup>. The Media event and the Community open house all went extremely well. Recruiting for the Senior Meeting Coordinator and Meeting coordinator positions was held in August and these positions are being filled in November.

### **Parking**

September and October parking activity and revenue from consumer shows and entertainment events was consistent with 2008, and with prior years' activity. Parking for trade shows in this economic downturn was predictably lower than prior years.

Parking for the newly opened Allstream Centre has been integrated into normal daily operations, with reactivation of the tunnel connection between the indoor garage and Allstream Centre. The Parking Services Senior Coordinator was seconded to Allstream Centre to provide transitional co-ordination services.

## **Telecommunications**

IT/Telecom was significantly involved in deploying the infrastructure for telecommunications and data transmissions within the new Allstream Centre. This included both voice and data as well as connectivity for the building automation systems and lighting controls. The new WIFI system implemented by IT/Telecom allows for increased operations for both client and private networks for various devices including the building audio visual system.

IT/Telecom is looking at upgrades to the PBX and other projects across the grounds in order to assist with capital expenditures for improvements to the Better Living Centre and other areas, as required.

## **Building Operations**

### **Maintenance**

- September and October PMPs

### **Electrical**

#### **September**

- Replaced burn outs in Royal offices and Centreplate offices and change rooms
- Installed WI-Fi in Hall A
- Checked EXF 1337 and fixed bus plug in Industry
- Replaced burn outs on parking level and checked fans
- Moved pipe in tunnel to Auto
- Installed new receptacle for water pump at expansion joint tunnel to Auto

## October

- Removed lamps in Management offices and RAWF offices
- Replaced burn outs in Cleaning and moved exit light in Salon 107
- Relamped tunnel from Direct Energy Centre to Auto
- Replace burn outs and repaired broken neutral in Jeff Gay's office
- Pm RAWF offices
- Disconnected motor switch in Room # 10
- Checked handicap door parking level to Galleria

## Facility Services

Facility Services scheduled and supervised the delivery of services for dozens of events at Exhibition Place as well as numerous BMO soccer games, Ricoh hockey games, concerts, CNE move-out, preparation for the RAWF turnover and various tenant events. The following objectives and maintenance activities were scheduled and completed over the last two months:

- In preparation for the grand opening of the Allstream Centre, Facility Services worked to clean up the perimeter of the building by trimming shrubbery, laying sod, repairing benches and general paint touch-ups. As well, final interior building cleaning was completed for entrances, corridors, washrooms and the tunnel.
- We are in the process of developing a cleaning maintenance schedule for the Allstream Centre and have started to polish the terrazzo in the North lobby as per LEED standards.
- Contracted BriMare Escalator Cleaning Solutions to professionally clean all escalators throughout the Direct Energy Centre.
- The team completed a thorough cleaning in the General Services yard and behind various cubicles, disposing of numerous items no longer required.
- Through our fall landscaping program we have addressed the areas around Bandshell Park in need of repair by adding new top soil and seeding.
- The CNE waste audit was completed. We have reached a diversion rate of 77.33% this year; our highest ever.
- Mike DiMaso had attended the National Compost Conference held in Vancouver this past September. While in Vancouver, we were invited to participate on a national committee to help revise the certification protocol BNQ 9011-911, Compostable Plastic Bags-Certification Program.
- In October the Ontario Ministry of Environment released a report reviewing Ontario's Waste Diversion Act, which recognizes and specifically mentions Exhibition Place's goals and initiatives.
- In preparation for this years Screemers event, several meeting were held between Exhibition Place and The Toronto Fire Department, including an on-site inspection, to ensure public safety.
- We are in the process of completing our annual grounds wide safety audit of Exhibition Place.
- All Facility Coordinators attended the CAEM Health and Safety Law & Risk Management for the Exposition Industry training session held this October at the Allstream Centre.

Exhibition Place won again this year at the Recycling Council of Ontario's 2009 Waste Minimization Awards and was awarded GOLD in the Facilities category. Mike DiMaso and Jennifer Foster coordinated Exhibition Place's submission and received the award at the dinner and awards gala on Thursday,

October 23<sup>rd</sup>. The latest addition to our ever-growing collection of awards is on display at Reception in the Queen Elizabeth Building.

## Service Stars

August 24<sup>th</sup> letter from Kathleen M. Ratcliffe, President, St. Louis Convention & Visitors Commission, to Susan Langdon of Toronto Fashion Incubator and cc to Arlene: "On behalf of Mayor Francis Slay, CVC Chairman Bob O'Loughlin and myself, thank you for organizing the meeting and tour with the various Toronto representatives at the Toronto Fashion Incubator. We learned quite a bit about your model in the short time that we were there, and appreciate the time that the individual designers gave to us as well as we toured the facility... The information that you provided will help us tremendously. Please pass on our thanks to everyone involved in the meeting."

Ian Alberg of President Clinton's office sent an e-mail to Danielle Bourre on August 30<sup>th</sup> to say: "...thank you for all your help in making President Clinton's visit to the CNE a huge success. The event went off without a hitch and most of that was due to the planning and professionalism of you and your staff. Everyone involved from President Clinton's side (including the President) was very happy with the event."

Hardat Persaud became a member of the CAEM (Canadian Association of Exposition Management) Finance Committee in September.

Arlene Campbell received a letter dated Sept. 3<sup>rd</sup> from The Hon. David R. Peterson, Chair, Toronto 2015 Pan Am Games Bid Committee thanking Exhibition Place: "The Evaluation Commission's visit was a stunning success due in no small measure to your efforts. I am convinced that if we continue, we can bring home the Games and make a contribution that we can all be very proud of. I am enormously grateful for all your help and continued support."

Allen Mendoza was granted membership in OMHSRA - Ontario Municipal Health & Safety Representatives Association as of September 9, 2009. OMHSRA members participate in a variety of professional development activities, including lectures, workshops, seminars and presentations. The most valuable benefit of membership in OMHSRA is the opportunity to network with other municipal health and safety professionals who are dedicated to promoting health and safety in municipal workplaces.

Jamie Needler forwarded the following e-mail dated September 22<sup>nd</sup> from Kyle Brooks of Mediaco to John Harlowe, Gil Amaral and Gerry Penic to "I just wanted to take a moment to say thank you (from Mediaco's end) for your work on making the Pan Am event a success. Despite the changes to the schedule your team on site was able to work with us without missing a beat. Not only were there no bumps in the logistical plan, your staff, both in advance and on the day of, were absolutely great, couldn't have asked for an easier event! I hope you'll pass along my sincere appreciation to the rest of your team."

Gerry Penic received the following letter dated September 29<sup>th</sup> from Carmen Harany, International Stage Coordinator for the CNE: "It has been a pleasure to work with Chris Wilson and David Still at the International Stage 2009..... It was great having them in our team. I would also like to extend my thanks to Nick Penic for his work and cooperation in regards to the stage set up."

Francesca Leone of Centerplate received an e-mail dated September 30<sup>th</sup> from Diane Pott re the IES Wine & Cheese event in conjunction with IIDEX NeoCon Canada: "Thank you Francesca for your help in setting this up. The event went well, the staff was great and very organized. Again, thank you..."

Mike DiMaso on behalf of Exhibition Place was invited to Vancouver on September 30<sup>th</sup> to participate on a national committee on compostable products. The committee represented three major interest groups consisting of suppliers, users and public interest with the goal of adopting the International Standard ISO 17088 for compostable plastics as a National Standard of Canada and revise the certification protocol BNQ 9011-911 Compostable Plastic Bags – Certification Program. It is foreseen that the standard and the certification protocol will be published by the end of March 2010

While Mike was in Vancouver he attended the 19<sup>th</sup> Annual National Compost Conference and was elected on October 2<sup>nd</sup> to represent Exhibition Place on the Composting Council of Canada Board. He received a follow-up e-mail dated October 5<sup>th</sup> from Susan Antler to say "Congrats" and "THANKS SO MUCH for being part of our conference and being such a great help."

Jay Laxton of Ricoh Coliseum sent an e-mail to Curtis Dray on October 6<sup>th</sup> regarding cleaning services provided by Steve Georgio. "... he has done a pretty decent job but last night topped it off. I received a call from Les around 7:30-8pm. While Steve was cleaning the room, he found a \$100 dollar bill on the floor beside the bikes. He then got a hold of Les and turned it in. Kudos to Steve for his honesty and his hard work."

Sandra Palombo, Erin Warner and Chris Warner of Centerplate received a note dated October 14<sup>th</sup> from Heather Dahmer from Canadian Tire: "I just wanted to send a little note to say thank you – you are all AWESOME. You each looked after us so well! I am so happy to have had the opportunity to work with you guys. Thank you again!"

Randy Desanti of RAWF sent an e-mail to Tim Beuckelare on October 23<sup>rd</sup> to say "Thank you very much you for all the support you gave me and the Royal this year. You provide us with exceptional service and layout direction during the year which is reflected in our expanded floor plan."

Andrew Gillespie of The Commerce Trade Show Logistics Group Ltd sent an e-mail to Laura Purdy and Jeff Gay on October 23<sup>rd</sup> regarding the opening of Allstream Centre: "Wow! Congrats! Great building – We'll certainly spread the news of your wonderful renovation... This will be great! Thanks again for including us in being apart of the "official" opening.

Fatima Scagnol sent an e-mail dated October 23<sup>rd</sup> to Linda Cobon, Audrey Borges and Christina Stewart: "Want to thank you so much for your efforts related to the two Haunted Tours held after the CNE (25 folks and first and 67 last night) and raising \$400.00 cash I received this morning from Linda for United Way. Great start!"

Tina Hurl-Priestley of Cultural Services, Toronto Special Events, sent an e-mail dated October 25<sup>th</sup> to Dionne Bishop regarding the Allstream Centre Open House: "On behalf of Toronto 175, I wanted to congratulate you on your Open House yesterday. I was really impressed with the building as a whole and think it will be a great addition to the CNE grounds."

Danny Chui was invited (on behalf of Ontario Construction Users Council as its Chair) to a meeting hosted in late October by the Construction Sector Council in Ottawa to discuss the outlook for Canada and the provinces from coast to coast in the next 10 years and labour productivity and performance benchmarking for Canadian construction industry, among other topics.

Sandra Palombo of Centerplate received the following letter dated November 3<sup>rd</sup> from Joan Press and Julie Pike of the Society of Manufacturing Engineers: "On behalf of the Canadian Manufacturing Technology Show (SMTS) team, we would like to thank you for all of your efforts with this event....You were a great team to work with and we were very fortunate to have the kind of expertise and knowledge behind this event that you provided."

## Centerplate

### Retail Department

The retail department was busy during the month of September with the CNE wrapping up and several events hot on its heels.

The Weekend to End Breast Cancer took place in Hall A of Direct Energy Centre. Centerplate opened up a location on the show floor and served Signature Salads consisting of our new Thai Noodle Salad, Beans and Grains and a variety of Fresh Green Salads. We also served a variety of Sandwiches and Wraps, Ball Park Hot Dogs and snacks including Hummus and Flat Breads and Granola Yogurt Cups. The show went really well and guests were quite happy with the healthy offerings.

For IIDEX, in addition to our permanent concessions, we opened a wine lounge, a sit down bistro and a full food court. We offered freshly pressed Panini's in the food court and Artisan Cheese Plates in the wine lounge. In the bistro guests lined up all day for Chef Robert's Potato Gnocchi with Double Smoked Bacon and Sage, Smoked Salmon, Boiled Egg and Asparagus Trio or Braised Chicken Legs with Portobello Mushrooms. The Clothing Show in the Better Living Centre was quite busy. Guests chose from a variety of selections including Crepes and Pizza Pizza. In addition Centerplate offered our Gourmet Salads and Sandwiches and a made to order Pasta Station.

October was just as busy as September. Both the Fall Home Show and Ski, Snowboard and Travel Show in the Better Living Centre had higher attendance than predicted. Centerplate offered visitors and exhibitors a Pasta Station, a variety of Gourmet Salads and Sandwiches, Edo Sushi, Crepe Delicious, Pizza Pizza and a bar.

Canadian Tire went exceptionally well. The client was overjoyed with the offerings in the food court, which included Asian Style Noodles and grab and go Gourmet Salads and Sandwiches. The show proved to be a great event for the food and beverage team and the client was so pleased with the service provided that she sent a very complimentary letter to Centerplate.

Centerplate launched its new Gourmet Popcorn Cart for the CMTS event, featuring freshly popped popcorn with an array of spices and flavours. In our food court we offered a Chef's Pasta of the day with a choice of sauces and toppings made to order in front of guests. We also offered Soups, Asian Style Noodles and a Hot Sandwich Grill featuring Chicken Shawarma, Curried Chicken Roti, Chicken Taco

and hot Panini. The show was a success and the show manager sent Centerplate a letter of thanks as they were quite pleased with the new menu concepts and the overall look of the food court.

### Catering & Sales Department

The catering department was also very busy during the month of September, especially with the 25<sup>th</sup> anniversary edition of IIDEX. During the event the show manager hosted an opening reception with six food and six paired beverage stations each serving 200 guests around the show floor. Many of the food stations were sponsored by various companies and catering service was provided in front of or close to their booths. Overall the reception was very successful. Items served consisted of Lamb Tenderloin on Brioche with Blueberry Relish, Risotto Cones and Tandoori Chicken with Lemon Grass Skewers served with Minted Raita.

The Green Building Council Summit and Festival hosted a breakfast, lunch and reception for between 150-250 guests. Guests enjoyed Artisan Cheeses, Beef Brisket Carvery with an array of condiments, Chicken, Mushroom and Goat Cheese Quesadilla and a large assortment of Hors D'Oeuvres.

The Best of Canada awards also took place during IIDEX. Guests enjoyed Skewered Garlic Shrimp, Leek and Double Smoked Bacon Tarts, Beef and Asparagus Rolls along with an Artisan Cheese and Antipasto station. Guests were delighted with the food and beverage offerings and the client was quite happy with the event. Overall catering at IIDEX went very well and we are pleased with the event.

October was quite a busy month for catering as well. Centerplate served a 600 person plated lunch at an awards lunch the Canadian Tire Product Parade hosted to recognise staff who have worked longer than 25 years. The meal consisted of a trio appetizer of Gazpacho in a Cucumber Cup, Smoked Ontario Trout Crepe Bundle and Vitello Tonnato on Focaccia Cracker. The main course was an Ontario Corn Fed Chicken Breast with Roasted Garlic Dauphinoise Potatoes and Julienne of Ontario Carrot, Roasted Beet and Spinach Soufflé. Dessert was plated Mini French Pasties. The event was a huge success and the VP personally thanked us for the great meal and excellent service.

At the Canadian Manufacturing and Technology show opening reception we served an elaborate Rib Eye Carvery and a Tri-Coloured Mashed Potato Station with a large assortment of condiments and an array of Gourmet Hors D'Oeuvres. The client was extremely happy with the selections and the event was another success!

Submitted by:



Arlene Campbell  
General Manager, Sales & Events

Submitted by:

Dianne Young  
CEO, Exhibition Place

APPENDIX 'A'

**Combined Direct Energy Centre and Exhibition Place  
Financial Summary**

<b>Statement Of Operations Highlights</b>						
<b>For the ten months ended October 31, 2009</b>						
	<b>Current Month</b>			<b>YTD</b>		
	<b>Actual</b>	<b>Budget</b>	<b>Variance</b>	<b>Actual</b>	<b>Budget</b>	<b>Variance</b>
	<b>\$</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>
Event Income	<b>1,968,122</b>	2,703,485	(735,363)	<b>22,888,839</b>	24,132,748	(1,243,909)
Direct Expenses	<b>432,818</b>	410,766	(22,052)	<b>4,320,310</b>	4,267,319	(52,991)
Indirect Expenses	<b>1,767,840</b>	2,048,132	280,291	<b>18,857,258</b>	20,481,315	1,624,057
<b>Net Income (Loss)</b>	<b>(232,536)</b>	244,588	(477,124)	<b>(288,729)</b>	(615,887)	327,157

**DIRECT ENERGY CENTRE  
FINANCIAL STATEMENT HIGHLIGHTS  
OCTOBER 2009 AND YEAR TO DATE**

	<u>MONTH ACTUAL</u>	<u>MONTH BUDGET</u>	<u>VARIANCE</u>	<u>YTD ACTUAL</u>	<u>YTD BUDGET</u>	<u>VARIANCE</u>
Number of Events	11	5	6	61	30	31
Direct Event Income	916,104	1,169,074	(252,971)	6,675,132	7,332,268	(657,136)
Ancillary Income	(13,520)	555,060	(568,580)	2,101,443	2,972,219	(870,776)
Advertising Income	15,854	19,667	(3,813)	183,124	196,667	(13,543)
Naming Rights	58,333	58,333	-	583,333	583,333	-
<b>Total Event Income</b>	<u>976,771</u>	<u>1,802,135</u>	<u>(825,363)</u>	<u>9,543,033</u>	<u>11,084,487</u>	<u>(1,541,454)</u>
Direct Expenses	59,919	50,395	(9,524)	472,203	466,149	6,055
Indirect Expenses	274,423	315,218	40,795	2,822,608	3,152,183	(329,576)
Naming Rights	58,333	58,333	-	583,333	583,333	(0)
<b>Total Event Expenses</b>	<u>392,675</u>	<u>423,947</u>	<u>31,271</u>	<u>3,878,144</u>	<u>4,201,665</u>	<u>(323,521)</u>
<b>NET INCOME</b>	<u><b>584,096</b></u>	<u><b>1,378,188</b></u>	<u><b>(794,092)</b></u>	<u><b>5,664,889</b></u>	<u><b>6,882,822</b></u>	<u><b>(1,217,933)</b></u>

**DIRECT ENERGY CENTRE  
FINANCIAL STATEMENT HIGHLIGHTS  
OCTOBER 2009 WITH COMPARISON TO OCTOBER 2008**

	<b>2008 YTD OCT. 2008 ACTUAL</b>	<b>2009 YTD ACTUAL</b>	<b>2009 YTD BUDGET</b>	<b>2009 VARIANCE</b>	<b>VARIANCE TO YTD OCT. 2008 ACTUAL</b>	<b>VARIANCE TO YTD OCT. 2008 %</b>
Number of Events	69	61	30	31	8	12%
Direct Event Income	6,307,283	6,675,132	7,332,268	(657,136)	367,849	6%
Ancillary Income	2,509,847	2,101,443	2,972,219	(870,776)	(408,404)	-16%
Advertising Income	176,753	183,124	196,667	(13,543)	6,371	4%
Naming Rights	583,333	583,333	583,333	-	0	0%
<b>Total Event Income</b>	<b>9,577,217</b>	<b>9,543,033</b>	<b>11,084,487</b>	<b>(1,541,454)</b>	<b>(34,184)</b>	<b>0%</b>
Direct Expenses	506,422	472,203	466,149	(6,055)	34,218	7%
Indirect Expenses	2,892,589	2,822,608	3,152,183	329,576	69,982	2%
Naming Rights	583,333	583,333	583,333	(0)	(0)	0%
<b>Total Event Expenses</b>	<b>3,982,344</b>	<b>3,878,144</b>	<b>4,201,665</b>	<b>323,521</b>	<b>104,200</b>	<b>3%</b>
<b>NET INCOME</b>	<b>5,594,872</b>	<b>5,664,889</b>	<b>6,882,822</b>	<b>(1,217,933)</b>	<b>70,016</b>	<b>1%</b>

**DIRECT ENERGY CENTRE  
EVENT STATISTICS  
FOR PERIOD ENDED MAY 31, 2009**

	<b>MONTH ACTUAL</b>	<b>YTD ACTUAL</b>	<b>PRIOR YEAR ACTUAL</b>
Attendance [Note: 1]	115,300	766,900	748,175

<b><u>EVENT</u></b>	(NOTE 1) ACTUAL # OF PERFORMANCES			(NOTE 3) NET EVENT INCOME (IN THOUSANDS)		(NOTE 2) REFRESHMENT PER CAP'S ACTUAL
	2009	2008	2007	ACTUAL	BUDGET	
	Consumers Show	28	17	23	4,394	5,700
Trade Show	12	12	18	1,207	342	5.94
Concert	0	0	0	-	-	-
Photo/Film Shoot	0	1	3	-	-	-
Meeting/Corporate	21	17	16	13	-	3.37
	<b>61</b>	<b>47</b>	<b>60</b>	<b>5,615</b>	<b>6,042</b>	<b>14</b>

Note: 1 Attendance estimates provided by Show Management.

Note: 2 Refreshment per cap's based on information reported by Centerplate

Note: 3 Net event income includes rent and services, ancillary income includes catering and electrical commissions.

**DIRECT ENERGY CENTRE  
CHEQUE DISBURSEMENTS OVER \$50,000  
FOR THE MONTH OF OCTOBER , 2009**

Check No	Date	Payee ID	Payee	Amount	Description
155	10/15/2009	COT	TERM INVESTMENTS	1,500,000.00	TERM INVESTMENT
174	10/28/2009	COT	TERM INVESTMENTS	1,200,000.00	TERM INVESTMENT
<b>TOTAL</b>					
<b>DISBURSEMENTS OVER \$50,000</b>				<b>\$ 2,700,000.00</b>	
<b>OTHER DISBURSEMENTS LESS THAN \$50,000</b>				<b>77,705.76</b>	
<b>TOTAL DISBURSEMENT</b>				<b>\$ 2,777,705.76</b>	

**EXHIBITION PLACE & DIRECT ENERGY CENTRE  
COMBINED BALANCE SHEET  
AS AT OCTOBER 31, 2009**

	2009 YTD	2008 YTD
<b>ASSETS</b>		
<b>CURRENT ASSETS</b>		
CASH	226,277	1,110,644
SHORT-TERM INVESTMENTS	11,450,000	15,150,000
<b>ACCOUNTS RECEIVABLE</b>		
TRADE ACCOUNTS RECEIVABLE	7,959,960	4,718,422
ALLOWANCE FOR DOUBTFUL ACCOUNTS	(222,211)	(138,091)
NET ACCOUNTS RECEIVABLE	7,737,749	4,580,331
SALES TAX RECOVERABLE	85,221	-
OTHER RECEIVABLE	11,070,918	5,000,122
INVENTORIES	113,345	141,373
PREPAID EXPENSES	70,391	184,834
<b>TOTAL CURRENT ASSETS</b>	<b>30,753,901</b>	<b>26,167,304</b>
RECEIVABLE FROM THE CITY OF TORONTO	5,161,383	6,735,191
<b>FIXED ASSETS</b>		
EQUIPMENT	9,080,559	1,259,363
ACCUMULATED DEPRECIATION - EQUIPMENT	2,103,667	(1,178,727)
<b>EQUIPMENT - NET</b>	<b>6,976,893</b>	<b>80,636</b>
<b>TOTAL ASSETS</b>	<b>42,892,177</b>	<b>32,983,131</b>
 <b>LIABILITIES &amp; EQUITY</b>		
<b>CURRENT LIABILITIES</b>		
ACCOUNTS PAYABLES - TRADE	4,562,993	9,001,774
ACCRUED LIABILITIES	12,996,696	6,006,944
SALES TAX PAYABLE	288,184	93,123
CONFERENCE CENTRE RESERVE FUND	1,137,700	775,377
DEFERRED REVENUE	8,274,167	6,532,875
OTHER CURRENT LIABILITIES	106,819	-
<b>TOTAL CURRENT LIABILITIES</b>	<b>27,366,559</b>	<b>22,410,093</b>
DUE FROM CNEA	1,498,221	4,059,268
EMPLOYEE BENEFITS PAYABLE - PSAB	7,892,611	7,809,290
OTHER LIABILITIES	272,234	-
LOAN PAYABLE - ERP PROJECTS	6,348,408	-
<b>EQUITY</b>		
NET INCOME (LOSS) CURRENT	(288,729)	(545,796)
PRIOR YEAR SURPLUS	(197,126)	(749,724)
<b>SUBTOTAL</b>	<b>(485,855)</b>	<b>(1,295,520)</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>42,892,177</b>	<b>32,983,131</b>

**THE BOARD OF GOVERNORS OF EXHIBITION PLACE  
FINANCIAL STATEMENT HIGHLIGHTS  
OCTOBER 2009 AND YEAR TO DATE**

	<u>MONTH ACTUAL</u>	<u>MONTH BUDGET</u>	<u>VARIANCE</u>	<u>YTD ACTUAL</u>	<u>YTD BUDGET</u>	<u>VARIANCE</u>
<b>Direct Event Income</b>						
Rentals	65,426	71,041	(5,615)	1,304,200	1,297,551	6,650
3rd Party Billings	276,934	233,115	43,819	2,247,731	2,307,638	(59,907)
Parking - EP	485,707	435,300	50,407	4,198,122	3,796,920	401,202
Parking - BMO Field	46,197	28,000	18,197	722,671	605,000	117,671
Advertising & Sponsorship	46,349	49,701	(3,351)	463,494	497,007	(33,513)
Program Recoveries + Others	21,698	35,153	(13,456)	216,977	351,535	(134,557)
Rent - MLSE - Ricoh Coliseum	49,041	49,041	0	490,408	490,408	0
<b>Total Event Income</b>	<u>991,351</u>	<u>901,351</u>	<u>90,000</u>	<u>13,345,806</u>	<u>13,048,261</u>	<u>297,545</u>
<b>Expenses:</b>						
Direct Expenses	372,899	360,371	(12,528)	3,848,107	3,801,170	(46,936)
Indirect Expenses	1,435,084	1,674,580	239,496	15,451,317	16,745,799	1,294,482
<b>Total Event Expenses</b>	<u>1,807,983</u>	<u>2,034,951</u>	<u>226,968</u>	<u>19,299,424</u>	<u>20,546,969</u>	<u>1,247,545</u>
<b>NET INCOME /(LOSS)</b>	<u><b>(816,632)</b></u>	<u><b>(1,133,600)</b></u>	<u><b>316,968</b></u>	<u><b>(5,953,618)</b></u>	<u><b>(7,498,709)</b></u>	<u><b>1,545,091</b></u>

**THE BOARD OF GOVERNORS OF EXHIBITION PLACE  
FINANCIAL STATEMENT HIGHLIGHTS  
OCTOBER 2009 WITH COMPARISON TO OCTOBER 2008**

	2008 YTD OCTOBER ACTUAL	2008 YTD ACTUAL	2008 YTD BUDGET	2008 VARIANCE	VARIANCE TO YTD OCTOBER 2008 ACTUAL	%
Direct Event Income						
Rentals	1,014,459	1,304,200	1,297,551	6,650	289,742	28.6%
3rd Party Billings	2,165,880	2,247,731	2,307,638	(59,907)	81,851	3.8%
Parding - EP	4,062,574	4,198,122	3,796,920	401,202	135,547	3.3%
Parking - BMO field	718,341	722,671	605,000	117,671	4,330	0.6%
Advertising	363,479	463,494	497,007	(33,513)	100,015	27.5%
Program Recoveries & Admin Fee	443,561	216,977	351,535	(134,557)	(226,584)	(51.1%)
Tenants Recoveries	486,648	490,408	490,408	-	3,759	0.8%
CNE Recovery	3,749,026	3,702,203	3,702,203	-	(46,823)	(1.2%)
<b>Total Event Income</b>	<b>13,003,969</b>	<b>13,345,806</b>	<b>13,048,261</b>	<b>297,545</b>	<b>341,837</b>	<b>12.2%</b>
Direct Expenses	3,542,269	3,848,107	3,801,170	(46,936)	(305,838)	(8.6%)
Indirect Expenses	15,606,168	15,451,317	16,745,799	1,294,482	154,851	1.0%
<b>Total Event Expenses</b>	<b>19,148,437</b>	<b>19,299,424</b>	<b>20,546,969</b>	<b>1,247,545</b>	<b>(150,987)</b>	<b>(7.6%)</b>
<b>NET INCOME /(LOSS)</b>	<b>(6,144,468)</b>	<b>(5,953,618)</b>	<b>(7,498,709)</b>	<b>1,545,091</b>	<b>492,824</b>	<b>8.0%</b>

**BOARD OF GOVERNORS - EXHIBITION PLACE  
CHEQUE DISBURSEMENTS - OCTOBER 2009  
GREATER THAN \$50,000**

Cheque No	Date	Amount	Description	
			\$	
632	10/28/2009	VANBOTS CONSTRUCTION INC.	1,904,909.77	CAPITAL WORKS - ALLSTREAM CENTRE
656	10/27/2009	CITY OF TORONTO	974,808.16	INSURANCE VEHICLE CONT.SICK BANK
	10/14/2009	ADP CANADA	589,809.05	HOURLY PAYROLL
	10/20/2009	ADP CANADA	436,476.61	SALARY PAYROLL
	10/6/2009	ADP CANADA	348,606.99	SALARY PAYROLL
635	10/27/2009	CANADA CUSTOMS AND REVENUE	307,492.38	G.S.T. FOR SEPTEMBER 2009
561	10/8/2009	T. HAMILTON & SON ROOFING	278,508.13	CAPITAL WORKS - BETTER LIVING CENTRE
	10/7/2009	ADP CANADA	271,666.04	HOURLY PAYROLL
	10/28/2009	ADP CANADA	259,290.74	HOURLY PAYROLL
	10/21/2009	ADP CANADA	230,218.00	HOURLY PAYROLL
440	10/1/2009	CITY OF TORONTO	199,554.75	HYDRO - JULY 2009
611	10/19/2009	CITY OF TORONTO	152,365.72	WATER AUGUST & SEPTEMBER 2009
631	10/21/2009	MINISTER OF FINANCE	122,504.45	P.S.T. REMITTANCE FOR SEPTEMBER 2009
625	10/21/2009	OMERS	118,559.38	PENSION CONTRIBUTION FOR SEPTEMBER 2009
581	10/9/2009	CITY OF TORONTO	84,443.68	PREMIUM FOR MAJOR., DENTAL LIFE FOR OCTOBER 2009
579	10/9/2009	LOCAL 58 BENEFITS FUND	77,330.61	UNION DUES FOR SEPTEMBER 2009 - VAC. & BENEFITS
436	10/1/2009	TORONTO HYDRO	60,945.56	WIND TURBINE PRODUCTION FOR NOV.08-MAY 09
442	10/1/2009	CITY OF TORONTO	59,298.27	CITY LEGAL THIRD QUARTER
575	10/9/2009	TRUSTEES OF LOCAL 506	54,448.84	UNION DUES FOR SEPTEMBER 2009
693	10/27/2009	R.V. ANDERSON ASSOCIATES	52,655.85	PARKS, PARKING LOTS & ROADS
562	10/8/2009	TORONTO POLICE SERVICES	50,987.58	ADMINISTRATION FEES CNE 2009
<b>DISBURSEMENTS OVER \$50,000</b>			<b>6,634,880.56</b>	
<b>OTHER DISBURSEMENTS</b>			<b>729,868.58</b>	
<b>TOTAL DISBURSEMENT</b>			<b>7,364,749.14</b>	