



September 7, 2016

To: The Board of Governors of Exhibition Place

From: Dianne Young
Chief Executive Officer

Subject: **Licence Agreement - 2016 Screemers Inc.**

Summary:

This report recommends a one-year agreement with Screemers Inc. for 2016 inclusive. Screemers Haunted House Event at Exhibition Place being held during the month of October. Screemers Inc. operates a Halloween themed family event in the Queen Elizabeth Exhibit Hall and Exterior Parkland at Exhibition Place and has held this event on the grounds since 1993.

Recommendations:

It is recommended that the Board:

- 1) Enter into a licence agreement with Screemers Inc. to rent the Queen Elizabeth Exhibit Hall and exterior west Parkette for 33 days in 2016 on the terms and conditions of the standard licence agreement, and such other terms satisfactory to the Chief Executive Officer and City Solicitor; and**
- 2) Direct that the confidential report contained in Attachment 1 to this report not be released publicly in order to protect the competitive position, future economic and legal interests of the Board.**

Financial Implications:

The licence agreement recommended in this report provides revenue to the Board as set out in the Confidential Attachment.

Decision History:

The Exhibition Place 2014 - 2016 Strategic Plan had a Financial Goal to *maintain a positive operating financial performance across Exhibition Place and all its businesses* and as a Strategy to support this goal *we will effectively monitor costs and processes.*

Issue History:

At its meeting of September 4, 2015, the Board approved a one-year agreement with Screemers Inc. for the 2015 Screemers Haunted House Event.

<http://www.explace.on.ca/database/rte/files/Item%2015-Screemers.pdf>

At its meeting of August 4, 2011, the Board approved a one-year agreement with Screemers Inc. for the 2011 Screemers Haunted House Event and directed that the CEO negotiate the 2012 and future year's rental agreement more in line with market rents for the space. At its meeting of September 4, 2013, the Board approved a one-year agreement with Screemers Inc. for the 2013 Screemers Haunted House Event.

Comments:

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 and consequently, Screemers was the only other use for the building. However, in 2004 the Horticulture Building was leased for redevelopment, and the event moved to the Better Living Centre and in 2008, when the shows formerly occupying the Automotive Building moved to the Better Living Centre, Exhibition Place required Screemers to move 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 which credit was fully discharged in 2011.

Contact:

Arlene Campbell
General Manager, Sales & Event Management
Tel: (416) 263-3030
Fax: (416) 263-3019
Email: ACampbell@enercarecentre.com