



Exhibition Place

6

August 17, 2016

ACTION REQUIRED

To: Finance & Audit Committee

From: Dianne Young, Chief Executive Officer

Subject: **Parking Rate Adjustment**

Summary:

This report seeks approval to increase daily regular and exhibitor parking rates by \$1. An annual review of parking rates shows that with the \$1 increase, Exhibition Place rates will remain competitive in the marketplace. The \$1 rate increase is necessary to meet proposed 2017 budget objectives. Due to the construction on the grounds, parking rates have not increased since 2013 for Tenants, Exhibitors and Regular Rates.

This report also seeks the Board's approval to increase monthly parking pass rates which have not increased for many years and the increase proposed is in keeping with the monthly parking rates charged by Toronto Parking Authority in Liberty Village.

Recommendations:

It is recommended that the Finance & Audit Committee approve adjustments in Parking Rates at Exhibition Place as follows:

- 1) Proposed Regular and Peak Day Parking Rates at Exhibition Place increase by \$1;**
- 2) Proposed Monthly Parking Pass Rates at Exhibition Place increase by \$40 per month; and**
- 3) That the price increase recommended in items 1 & 2 above and as shown in Appendix "C" be implemented on January 1, 2017.**

Financial Impact:

The \$1 per day increase in regular and exhibitor parking rates recommended in item 1 above will result in an increase of approximately \$360,000 in Board revenue in 2017. The proposed 2017 Operating Budget was drafted to include this increased amount.

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 seek new and / or expand revenue opportunities within our existing operations.*

At its meeting of February 12, 2016 the Board approved a recommendation directing staff to report to the Finance & Audit Committee on the Parking Rate structure for events at Exhibition Place.

<http://www.explace.on.ca/database/rte/files/Item%203-Parking%20Study.pdf>

At its meeting of May 22, 2015 the Board approved an increase in the Special Event Rate up to a maximum of \$30 effective May 23, 2015.

<http://www.explace.on.ca/database/rte/files/10-Special%20Event%20Parking%20Rates.pdf>

At its meeting of April 12, 2013 the Board approved that Exhibition Place would hold the Parking rates for 2 years during the hotel construction in 2013 and 2014 and that no parking rate increase be implemented until after the hotel opens in 2015.

[http://www.explace.on.ca/database/rte/files/Item%2012-Parking%20Review\(1\).pdf](http://www.explace.on.ca/database/rte/files/Item%2012-Parking%20Review(1).pdf)

[http://www.explace.on.ca/database/rte/files/Item%2012-Parking%20App\(1\).pdf](http://www.explace.on.ca/database/rte/files/Item%2012-Parking%20App(1).pdf)

At its meeting of November 4, 2011 the Board approved a \$1 increase in the regular daily and evening rates in all lots, bringing the daily rate to \$14, and evening rate to \$11, effective April, 2012. The Board also approved a new Peak Day/Weekend Parking Rate strategy.

<http://www.explace.on.ca/database/rte/files/Parking%20Rate%20Adjustments%20Combined.pdf>

Issue Background:

Parking rates are reviewed annually and set at a level that will ensure an adequate supply of spaces for shows and events, cover the cost of operating the spaces and contribute towards general operating costs, while remaining competitive in the marketplace and conducive to attracting and retaining business at Exhibition Place.

Comments:

WSP reviewed the Parking Rates as part of the recent overall Parking Study and had concluded that Exhibition Place in 2015 was generally in line with rates; however, recommended substantial investments / improvements to the lots which are now built into the Board's 10-year Capital Program and also within its 2016 and 2017 Operating Budgets. In addition, the WSP report recommended that Exhibition Place (a) develop parking rates that reflect location of event, current market and off-site events and competitors; and (b) develop / adopt parking rates that help to manage parking and traffic on site. Both these directions have been addressed in this report and in the recommendations above.

While the major clients on the grounds have expressed their concerns about the diminishing parking supply although in its report, WSP concluded that the "parking supply of approximately 6,000 spaces on Exhibition Place is adequate" to service current demand. However, over 2016, Exhibition Place staff will have or be taking several initiatives / capital upgrades to increase the parking supply on the grounds which are as follows:

- Removal of storage items and dirt from Lot P creating 214 spaces and adding new lighting and emergency call stations
- Nunavut Road straightening for Lot 3 creating 52 spaces
- Removal of storage shed in Lot 4 creating 68 spaces
- Opening of underground (unlimited / not reserved) parking spots at Hotel X creating 400 spaces

With all these upgrades, the supply of parking at Exhibition Place will increase from 5,721 (2013) to 6,455 (2016/17).

Finally, Exhibition Place staff have just completed an annual review of parking rates in the nearby lots as studied by WSP in 2015 and shown on Appendix A. This updated study indicates that rates in the marketplace have increased by \$1 to \$3 per day. Since 2015, parking rates at the Metro Toronto Convention Centre have increased by \$3 (now \$30 per day), and prepaid Exhibitor rates have increased to \$18 per day. However, parking continues to be advertised as free at the Toronto Congress Centre and the International Centre in Mississauga.

Appendix B attached to this report has the full list of existing and proposed rates across Exhibition Place. The Existing regular daily rates are \$14 (\$11 after 6pm) and prepaid Exhibitor

parking passes for outside lots are \$9 per day. This report is recommending the following increases:

- Increase of a \$1 per day in regular, exhibitor and west end tenant parking.
- No change to the practice that on select busy show dates, the regular daily rate in the Enercare Centre parking garage is increased to \$15 to help redistribute cars between the garage and outdoor lots.
- Increase Monthly parking permits for Lot #6 by \$40 per month to align more with market rates in the TPA lots in the surrounding area.
- No change to the special event rates of up to \$30 for events such as Honda Indy, Caribbean Carnival and Ontario Place events.

Exhibition Place staff have met with the Tenants to advise them of the proposed increase. Staff will be reporting back to the Board Finance & Audit Committee in October 2016 on the matter of the future construction of a structured garage. Exhibition Place also continues to work with the Toronto Parking Authority (TPA) on other initiatives regarding Green P on-line and automated payments and other matters.

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Appendix A

Parking Rate Comparison within Toronto Downtown and Surrounding Areas

Effective May 30, 2016

Facility/Attraction	Parking Lots	Location	Capacity	Peak/Special Event	Weekday Daily Max	Weekday Night Max	Weekend Daily Max	Weekend Night Max	60 min Rate	Off-Season parking	In-Season parking
Ontario Place	Facility Parking		1,586	\$25						\$15	\$25
Air Canada Centre	Toronto Parking Authority	45 Bay Street	330	\$30	\$18	\$6	\$8	\$5	\$5		
Within 400m walking distance	Toronto Parking Authority	40 York Street	323	N/A	\$20	\$8	\$8	\$8	\$7		
	Impark	50 Bay Street	214	\$10-\$50	N/A	N/A	N/A	N/A	\$10		
	Impark	15 York Street	359	\$10-\$50	\$18	\$9	\$9	\$9	\$12		
Metro Convention Centre	Facility Parking	145 Queen Street West	1,700	\$30	\$30	\$30	\$30	\$30	\$15		
Within 400m walking distance	Unit Park		200	\$22	\$15	\$6	\$6	\$6	N/A		
	Impark			\$10-\$50	\$19	\$15	\$15	\$15	\$4		
Harbourfront Centre	York Quay Facility Parking (Lot P2)	225 Queens Quay West		\$20-\$30	\$16	\$12	\$18	\$14	\$9		
	Rees Street Facility Parking (Lot P3)	318 Queens Quay West	1000+	\$20-\$30	\$15	\$11	\$16	\$12	\$10		
	Spadina Pier Facility Parking (Lot P6)	539 Queens Quay West		\$15-\$25	\$13	\$10	\$15	\$11	N/A		
Rogers Centre	Facility Underground Parking	1 Blue Jays Way/Rees Street		\$25	\$25	\$25	\$25	\$25	\$7		
Within 400m walking distance	Precise ParkLink Inc.	313 Bremner Boulevard		\$25	\$20	\$15	\$20	\$15	\$3.50		
	Impark	65 Navy Wharf Court	422	\$10-\$50	\$9	\$6	\$9	\$6	\$6		
CN Tower											
Simcoe Place	Impark	200 Front Street West	768	\$10-\$50	\$19	\$15	\$15	\$15	\$8		
Citibank Building - Within 400m walking distance	Impark	123 Front Street West	128	\$10-\$50	\$17	\$15	\$17	\$15	\$8		
Ripley's Aquarium											
Simcoe Place	Impark	200 Front Street West	768	\$10-\$50	\$19	\$15	\$15	\$15	\$8		
Citibank Building - Within 400m walking distance	Impark	123 Front Street West	128	\$10-\$50	\$17	\$15	\$15	\$15	\$8		
Various locations within downtown area	TORPARK PARKING	308 FRONT ST. W.		\$30							
	VINCI SOHO MET HOTEL	348 WELLINGTON ST. W.	92	\$35	\$30		\$30				
	NORTHERN VALET- TRUMP INTERNATIONAL HOTEL	41 RICHMOND ST. W.		\$50	\$25	\$15	\$25	\$15			
	SHERATON HOUSE CAR	123 QUEEN ST. W.		\$50	\$30		\$30		\$15		
	SP PLUS PARKING	18 YORK STREET		\$10-\$30	\$4-\$35	\$4-\$35	\$4-\$35	\$4-\$35			
	WORLD CAR PARK	473 ADELAIDE ST. W.		N/A	\$14						
	OTIPARK (Underground)	26 Adelaide St		\$30	\$30		\$10				
	Brookfield PARKADE	130 York Street		\$30	\$30	\$10	\$12	\$12			
	VINCI PARK (Now INDIGO)	25 KING ST. W.	580	\$30					\$20		
	TORONTO DOMINION CENTRE (Impark)	79 WELLINGTON ST. W.	521	\$10-\$30	\$30	\$10	\$10	\$10	\$5		
	PRECISE PARKLINK INC.	121 KING ST. W.		\$27	\$10	\$6	\$10	\$6	\$10		

Sources:

- Harbourfront Centre Website and Information Centre
- Ontario Place Website
- Metro Convention Centre Website and Information Centre
- Rogers Centre Website and Information Centre
- Toronto Parking Authority Website
- Impark Website and Information Centre
- Parkopedia.ca
- Toronto.Bestparking.com
- Parkingpublic.com



Appendix B
Existing and Proposed Parking Rates

Events	Current Rate	Note	Proposed Rate	Increase
EDMs	\$20	If there are trade show/meetings on at the same time as the special event and both are using the same parking area, then the trade show parking rate will apply	\$20	\$0
Ontario Place	\$25		\$25	\$0
Caribbean Carnival	\$30		\$30	\$0
Honda Indy	\$30		\$30	\$0
TFC Games	\$30		\$30	\$0
WWE at Ricoh	\$15		\$15	\$0
Event/Meetings	Current Rate	Note	Proposed Rate	Increase
National Home Show	\$14 before 6pm \$11 after 6pm	On peak \$17 in underground before 6pm and \$14 after 6pm	\$15 before 6pm \$12 after 6pm	\$1
One-of-a-Kind	\$14 before 6pm \$11 after 6pm	On peak \$17 in underground before 6pm and \$14 after 6pm	\$15 before 6pm \$12 after 6pm	\$1
Boat Show	\$14 before 6pm \$11 after 6pm	On peak \$17 in underground before 6pm and \$14 after 6pm	\$15 before 6pm \$12 after 6pm	\$1
Restaurants Canada	\$14 before 6pm \$11 after 6pm	On peak \$17 in underground before 6pm and \$14 after 6pm	\$15 before 6pm \$12 after 6pm	\$1
RAWF	\$14 before 6pm \$11 after 6pm	On peak \$17 in underground before 6pm and \$14 after 6pm	\$15 before 6pm \$12 after 6pm	\$1
Tenants	Current Rate	Note	Proposed Rate	Increase
Ricoh Coliseum	\$14 before 6pm \$11 after 6pm		\$15 before 6pm \$12 after 6pm	\$1
MUZIK	\$11	Standard Parking Rates – west end of grounds	\$12	\$1
Acqua Dolce	15 reserved spots	Surface lot Pay & Display rates		
Liberty Grand	\$11	Standard Parking Rates – west end of grounds	\$12	\$1
Liberty Grand - Weddings	\$2/guest	Prepaid Weddings. based on 4 persons/car	\$3/guest	\$1
Liberty Grand - Corporate	\$9 each	Prepaid Corporate events	\$10 each	\$1
Medieval Times	\$11	Standard Parking Rates – west end of grounds	\$12	\$1

EP/Allstream Centre	Current Rate	Note	Proposed Rate	Increase
Exhibition Place grounds	\$14 before 6pm \$11 after 6pm	On peak \$17 in underground before 6pm and \$14 after 6pm	\$15 before 6pm \$12 after 6pm	\$1
Allstream Centre	\$14 before 6pm \$11 after 6pm		\$15 before 6pm/ \$12 after 6pm	\$1
Allstream Centre - Banquets		Prepaid Banquet Events		
Exhibitor & Monthly	Current Rate	Note	Proposed Rate	Increase
Prepaid Exhibitor Discount Rate	\$9	Surface lots only	\$10	\$1
Monthly Parking Rate	\$50 / month	Lot 6 only	\$90 / month	\$40

Appendix C

Existing and Proposed Parking Rate Increase Recommendations

<i>Location</i>	<i>Day Rate Change</i>	<i>Evening Rate Change</i>	<i>Comments</i>
All Lots Regular Rates	\$14 to \$15	\$11 to \$12	\$1 increase
Prepaid Exhibitor Discount Rates (surface lots only)	\$9 to \$10	N/A	\$1 increase
Lots 4, 5 & 6 West End Tenants	\$11 to \$12	\$11 to \$12	\$1 increase
Monthly Parking Pass Rate (Lot 6)	\$50/Month to \$90/Month	N/A	\$40/Month increase