

Friday, October 9, 2015

Chairman, Mark Grimes and the Board of Governors of Exhibition Place
Cc Dianne Young, CEO Exhibition Place

RE: BMO Field Phase 2 Project Impact

Dear Chairman Grimes,

Further to our letter to you of September 3rd regarding the construction on the grounds of Exhibition Place we took the time to meet with the management of the Enercare Centre to submit some requests. There are three areas of concern that require attention and an action plan:

- 1) Our Visitors – We need to ensure they have a positive and pleasant experience with good access/egress to the grounds, and to finding suitable parking spaces within a reasonable distance of the Enercare Centre.
- 2) Our Exhibitors – We need to ensure that a proper plan is put in place to deliver a smooth move in and move out, ample storage for their crates and stock, accommodation and plan for their deliveries and a suitable option for their daily vehicle parking.
- 3) Our bottom line – We need fair compensation for the loss of revenue that we will incur during 7-8 months of construction and in the 2 – 3 year aftermath.

Despite submitting this request, along with the more detailed list (attached) on September 14th we have still not received a formal response. We have however met with the Management of the Enercare Centre who do not appear to be empowered to address our challenges in a meaningful and quick manner.

It is worth noting that we have all heard from MLSE, another tenant of the grounds who was at the meeting, addressing the points in the detail attached.

To date, our exhibitors have not been notified of the pending situation. We need time to mobilize and plan our communication strategy in order to best manage their expectations as it will not be business as usual through this fall- spring show season. In the absence of response or solutions we would like to request your support and attention in achieving:

1. Ownership by Board of Governors, the grounds and its management to find workable solutions for parking and operational issues caused by the development. This includes empowering the management team to make timely decisions addressing these concerns.
2. A defined protocol for communication with major tenants of the grounds allowing sufficient time for consideration and response before decisions are presented to the Board of Governors for ratification.

While this specific construction will not affect the Royal Agricultural Winter Fair or the Canadian National Exhibition they support the need for clearer, more direct communication with proposed solutions to any operational challenges created by the development of Exhibition Place as requested in the two points above.

Thank you for your assistance in this matter.

Yours sincerely



Charlie Johnstone
Chief Executive Officer



Duncan Payne
Managing Director



Linda Waddell
President



Patti Stewart
Vice President



Virginia Ludy
CNE Association



Detailed list sent to the Enerecare Centre Management in September

Parking & Traffic Flow

Rent/secure all parking lots within a 5km radius and provide constant free shuttles

Secure Ontario Place, & Fort York, parking lots and offer free parking for show visitors

Secure Bathurst St parking lot to be used for storage and other uses that we can discuss

Pave the other half of the Gore lot

Provide an extensive complimentary shuttle service during all show dates, that will cover the lots both inside and outside Exhibition Place

Any onsite parking should be subsidised (lower rates)

Additional discounts & incentives offered to customers that show pre-purchased online tickets for our events, i.e. 20% discount on food and beverage purchase while at the show; complimentary beverage or slice of pizza etc.

Valet parking system to be provided at a reduced rate

Contract an outside Parking Service to help professionally monitor and direct cars to available parking spaces both onsite and at satellite lots.

Provide proper signage and wayfinding plan during the construction period. Signs should have the names of the individual events

Compensate show employees for offsite parking costs and/or transportation costs (i.e. taxi chits)

No Ex. Place, EnerCare or MLSE staff parking onsite during the period of our events.

Provide a goodwill gift to each rider on the shuttle services e.g.) chocolate, cookies, etc. A note should be attached from Exhibition Place thanking attendees for their patience during this construction.

Provide complimentary exhibitor parking with a dedicated exhibitor shuttle service to get them back & forth.

Provide complimentary morning coffee for exhibitors using the shuttle.

Post signs 2-3 weeks prior to the start of construction alerting the public that the grounds will be closed to through traffic and will only be used for event parking

Define & publicize a traffic plan (including each event's special needs e.g. Home show buses, teste drives, deliveries, staging, valet etc.)

Lobby both Metrolinx and TTC on behalf of the group to provide incentives for customers to take public transit e.g. free Saturday Go Transit rides

MLSE

No parking spots held for Marlie games .

No afternoon Marlie games (none before 7pm)

Can all Marlie games be moved to other venues (e.g. ACC) during the construction period?

Heavily promote & preferably incent use of transit for any games in Ricoh to the MLSE customer data base list.

Provide messaging inventory on the 5 video boards on the Gardiner prior to and during our events.

Provide messaging inventory on the Bremner Rd. video board prior to and during our events

Provide messaging inventory on the large screen video board inside the ACC prior to and during our events.

Work with each event to co-promote via social media and use of the MLSE customer data base

Purchase bulk tickets from each event to be used for MLSE corporate or personal use, Suite holders, etc.

Other

Storage options

Move in/ out. Provide comprehensive plan for each show (Royal Winter Fair by September 25, One of a Kind by September 30 etc.)

Compensation for loss of revenue – this is not a one year impact we are looking at, at least 3 years to recover. We believe 20% of our gate would be fair and reasonable.

This list covers the challenges and proposed solutions that have a consistent impact across all our events. It does not include the impact of unique challenges for each event (e.g. Royal Winter fair & Manitoba Rd closure due to transfer of livestock; or the Boat show staging challenges due to the boat trailer volume and mobile wash process) which should have unique solutions identified. These special issues should be addressed with the individual shows