



Exhibition Place

13A

October 22, 2015

To: The Board of Governors of Exhibition Place

INFORMATION ONLY

From: Dianne Young, Chief Executive Officer

Subject: **BMO Field Phase 2 Project Impact Update and Revision – Supplementary Report**

Summary:

This report is an update to Report #13 – BMO Field Phase 2 Project Impact Update and Revision and addresses the issues raised in the letter sent to the Board from the major show organizers (Royal Agricultural Winter Fair, National Home Show, Informa, Boat Show and CNEA) which is attached to this report as Appendix “B” and is also on the Board agenda as Communication C (e).

New construction drawings were provided by MLSE on the morning of October 22nd reducing the impact on Lot 2 for the Royal Agricultural Winter Fair and One of a Kind Christmas show which is reflected on the chart below. However, the entire impact of those changes on the traffic management plan provided in Appendix “A” attached will have to be resolved through future meetings with each of the Show Producers.

Financial Impact:

As set out in Report #13.

Issue Background:

This report and the table attached responds specifically to each of the issues raised in the letter of October 16th and sets out the staff actions taken for each of the Royal Agricultural Winter Fair, National Home Show, Informa and Boat Show.

Comments

Exhibition Place staff have had several meetings with the show organizers and with MLSE on the following dates to discuss solutions to the parking impact due to BMO Phase 2 construction. MLSE also met with these show organizers separately.

- September 14th – staff of Exhibition Place met with Major Show Clients and MLSE for general discussion and next steps. Major shows sent the email of September 16 outlining the items discussed and the Major Shows requests.
- September 18th - Staff met with MLSE
- October 7th - Staff met with MLSE
- October 8th - staff of Exhibition Place met with Informa, One of a Kind Show management to present an individualized show traffic and transportation plan
- October 9th - staff of Exhibition Place met with Royal Agricultural Winter Fair management to present an individualized show traffic and transportation plan
- October 14th - staff of Exhibition Place met with Toronto International Boat Show management to present an individualized show traffic and transportation plan

- October 15th – The Board parking study consultant WSP presented a Parking Study Workshop to clients, tenants, staff of Exhibition Place and Board members. WSP will be reporting to the Board at a future Board Meeting.
- October 16th – staff of Exhibition Place met with National Home Show management to present an individualized show traffic and transportation plan

Exhibition Place staff developed comprehensive and individualized traffic and parking plans for each of the shows and then met on a one-on-one basis to present these plans. While each of these plans have many common elements, all were individualized and based on the actual parking statistics recorded for each show in the previous year. Using the 2014/15 actual parking statistics allowed staff to estimate how many days and on what days the parking requirements for the show exceeded the reduced number of parking spaces that will happen in 2015/16. The parking / traffic management plan then proposed solutions to meet these shortfalls.

The chart attached as Appendix A details all the actions taken as part of the Traffic Management Plans for each show. The results of the analysis of actual parking spaces available in 2015/16 against 2014/15 actual parking statistics are shown below.

Show & Show Dates	Based on 2014/15 Parking Statistics and the 2015/16 Availability – How Many Days would there be insufficient parking spaces on the Exhibition Place grounds to meet the demand?	Proposed locations/solutions to add parking inventory and traffic management measures
RAWF (November 6 – 15, 2015)	0 of the 10 days	Impact is reduced because dates are outside the maxed out construction layout. In addition: <ul style="list-style-type: none"> • RAWF had rented Ontario Place lots • Additional parking available in Liberty Village, Fort York with shuttling • Buses to marshal in Lot 6 to maximize parking for attendees near Enercare Centre • Parking blackout for staff
OOAK Christmas Show (November 26 – December 6, 2015)	0 of the 11 days	Impact is reduced because dates are outside the maxed out construction layout, however Princes' Blvd will be closed. In addition <ul style="list-style-type: none"> • Exhibitors moved to Gore Lot • Remainder of OP lots open and available with shuttling on 4 peak days • Additional parking available in Liberty Village, Fort York, Ontario Place with shuttling on 4 peak days • Parking blackout for staff
Boat Show (January 9 – 17, 2016)	2 of the 10 days	<ul style="list-style-type: none"> • EP rented Ontario Place Lot 2 for exhibitors with shuttling • Remainder of OP lots open & available with shuttling on 2 peak days • Additional parking available in Liberty Village and Fort York with shuttles on 2 peak days • Parking blackout for staff
National Home Show (March 11 –	5 of the 10 days	<ul style="list-style-type: none"> • EP rented Ontario Place Lot 2 • Exhibitors parking in Ontario Place Lot 2 with shuttling

20, 2016)		<ul style="list-style-type: none"> • Other OP lots available to public with shuttling on 5 peak days • Additional parking available in Liberty Village, Fort York with shuttles on 5 peak days • Parking blackout for staff • Still need to develop public transit promotion with GO and TTC
OOAK Spring (March 23 – 27, 2016)	2 of the 5 days	Plan to be finalized but similar measures per above.

Contact:

Dianne Young, CEO

Tel: 416-263-3611

Fax: 416-263-3640

Email: dyoung@explace.on.ca

APPENDIX A

	Client Requests to Exhibition Place	Action by Exhibition Place	Est. Cost
1	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.	See Confidential Attachment to Report #13	
2	Rent/secure all parking lots within a 5km radius and provide constant free shuttles	OP Lot 2 has been rented by EP (see Item 3 below)	\$102,600
		OP has committed to having remainder of lots open and accessible on show dates	
		Shuttles being run (see item 6)	\$119,800
		TPA lots in Liberty Village are pay and display. TPA aware of the peak days.	
3	Secure Ontario Place & Fort York parking lots and offer Free parking for show visitors.	The RAWF had already secured Ontario Place lots directly as done in previous years.	
		EP has secured access to Ontario Place lots for the other Major shows	
		Additional security for Ontario Place Lots provided by EP	\$ 39,000
		Availability of Fort York lots is secured & they will open and self-operate	
4	Secure Bathurst St parking lot to be used for storage and other uses that we can discuss.	Exhibition Place worked extensively with City of Toronto Real Estate Division but in the end cost to secure were prohibited due to condition of lot, traffic management	
5	Pave the other half of the Gore lot.	Completed week of October 22 and Gore Lot available for parking all weather	\$65,800
		Completed additional paving of Lot 2 south of BMO Field to allow for bypass road	\$30,000
6	Provide an extensive complimentary shuttle service during all show dates that will cover the lots both inside and outside Exhibition Place.	Provided on the peak dates when not enough parking spaces close to Eneicare Centre and requirement to use distant and / or offsite lots.	
7	Any onsite parking should be subsidised (lower rates)	2014/2015 rates held but reduced prices not recommended.	
8	Additional discounts & incentives offered to customers that show pre-purchased online tickets for our events eg. 20% discount on food and beverage purchase while at the show; complimentary beverage or slice of pizza, etc.	Not recommended	

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9	Valet parking system to be provided at a reduced rate.	One of a Kind decided not to provide. RAWF will continue to do as in the past. Boat Show will do. National Home Show is reviewing. Rate to be at \$25.	\$5,000
10	Contract an outside Parking Service to help professionally monitor and direct cars to available parking spaces both onsite and at satellite lots.	Carraway Services hired to assist on peak day	\$37,800
		Additional Paid Duty for each show	\$47,000
		Additional Security for Traffic Management	\$80,400
		Additional Contract Parking Staff	\$27,700
11	Provide a proper signage and wayfinding plan during the construction period. Signs should have the names of the individual events.	Additional signage & changes as required	\$14,000
		2015 Capital Plan for new digital sign program will be constructed in Fall at cost of \$538,333	
12	Compensate show employees for offsite parking costs and/or transportation costs ie) taxi chits	Not recommended.	
13	No Ex Place, Enercare or MLSE staff parking onsite during the period of our events.	Agreed, parking blackouts in effect	
14	Provide a goodwill gift to each rider on the shuttle services ie) chocolate, cookie, etc. A note should be attached from Exhibition Place thanking the attendees for their patience during expansion and construction, etc?	Not budgeted currently	
15	Provide complimentary exhibitor parking with a dedicated exhibitor shuttle service to get them back & forth.	Exhibitors offered reduced rate of \$5 versus \$9	\$142,550
		Shuttle – cost in overall shuttle cost of \$119,800 above	
16	Provide complimentary morning coffee for exhibitors using the shuttle.	Not recommended	
17	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.	Agreed. Signs rented.	\$36,000
18	Define & publicize a traffic plan (including each event's special needs e.g. Home show buses, test drive, deliveries, staging, valet, etc.)	Agreed. Exhibition Place Sales & Marketing team to work with individual shows. Exhibition Place Social Media Coordinator to be onsite peak days	\$10,000
		Promoting transit using Gardiner/Lakeshore message boards	\$78,000
19	Lobby both Metro Linx and TTC on behalf of	Metrolinx has provided a plan that can be put in place for the Boat	

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	the group to provide incentives for customers to take public transit ie) Free Saturday GO Transit Rides, etc.	Show, OOAK Spring Show & National Home Show Metrolinx is not sure if can implement plan in time for OOAK Christmas Show RAWF has its own separate arrangement with Metrolinx	
20	Storage options	Marshalling and storage being reviewed with each show	
21	Move in/ out. Provide a comprehensive plan for each show	Completed and provided. Will continue to update as needed. Other various initiatives	\$43,400
		TOTAL COST	\$879,000

	Client Requests to MLSE	Proposed Action – Information provided by MLSE	Est. Value
22	No parking spots held for Marlies games.	All under consideration by MLSE	
23	No afternoon Marlies games (none before 7pm)		
24	Can all Marlies games be moved to other venues (e.g. ACC) during the construction period?		
25	Heavily promote & preferably incent use of transit for any games in Ricoh to the MLSE customer data base list.		
26	Provide messaging inventory on the 5 video boards on the Gardiner prior to and during our events	Agreed	\$250,000 each show
27	Provide messaging inventory on the Bremner Rd. video board prior to and during our events	Agreed	
28	Provide messaging inventory on the large screen video board inside the ACC prior to and during our events.	Agreed	
29	Work with each event to co-promote via social media and use of the MLSE customer data base	Agreed	
30	Purchase bulk tickets from each event to be used for MLSE corporate or personal use, Suite holders, etc.	Agreed. Purchasing up to 2,000 tickets per show	