



Exhibition Place

Item No. 10

ACTION REQUIRED

November 8, 2013

To: The Board of Governors of Exhibition Place

From: Dianne Young
Chief Executive Officer

Subject: **Business Travel NBA All Star Jam Session 2014**

Summary:

This report recommends travel for the Exhibition Place General Manager, Sales & Events Management and Director of Sales & Marketing related to the NBA All Star Jam Session.

Recommendation:

It is recommended that the Board approve of travel by the Exhibition Place General Manager, Sales and Event Management and Director, Sales and Marketing to travel to New Orleans in February 2014 for the NBA All Star Jam Session.

Financial Impact:

The travel recommended in this report will have a financial impact of approximately \$5,600 which will be funded through the normal Sales & Marketing Operating Budget for Sales Missions.

Decision History:

The Exhibition Place 2009-2012 Strategic Plan has a Business Goal to *Integrate each of the business enterprises across Exhibition Place to stimulate local and regional economic growth and promote Exhibition Place as an international centre of business excellence* and as a Strategy to support this Goal to *grow our new event business*.

Issue Background:

In September 2012 the Board approved a report supporting the bid for the 2016 NBA All Star Jam Session. In September 2013, Direct Energy Centre successfully won the bid in conjunction with Maple Leaf Sports & Entertainment and Tourism Toronto to host 2016 NBA All Star Week.

Comments:

The 2016 NBA All Star Jam Session will occupy all of Direct Energy Centre and as a city wide event for Toronto it is recommended that senior staff attend the 2014 Jam Session event to meet

with key NBA staff in preparation for hosting the 2016 event. Travel to this event will allow Exhibition Place to have firsthand knowledge of the inner workings of this major international event as Exhibition Place will host the 2016 NBA Jam Session in Direct Energy Centre.

The 2014 NBA Jam Session is being held at the Ernest N. Morial Convention Center in New Orleans. A 2-day visit, for a move-in day of the Jam Session and an event day will allow staff to understand firsthand the logistics of this event and make planning recommendations for the 2016 event. Meetings with the venue management, NBA event staff and SMG corporate staff will be arranged during this period. SMG is our marketing partner and many facilities managed by SMG have hosted a number of the major North American sporting events and this visit will allow SMG to share their best practices with Exhibition Place.

Contacts:

Arlene Campbell
General Manager, Sales & Events
Tel: 416-263-3030
Fax: 416-263-3019
Email: ACampbell@directenergycentre.com

Laura Purdy
Director of Sales and Marketing
Tel: 416-263-3020
Fax: 416-263-3029
Email: LPurdy@directenergycentre.com

Dianne Young
Chief Executive Officer