



Exhibition Place

Item No. 11

November 4, 2013

ACTION REQUIRED

To: Board of Governors of Exhibition Place

From: Dianne Young
Chief Executive Officer

Subject: **2014 Mobile Vending Program**

Summary:

This report recommends the Mobile Vending Licence Fees at Exhibition Place grounds for the period of January 1 – December 31, 2014. Scotiabank Toronto Caribbean Carnival, Honda Indy, CHIN Picnic and the Canadian National Exhibition are excluded from this program and are dealt with separately as is currently the case.

Recommendation:

It is recommended that the Board approve the rates for the 2014 Mobile Vending Program as outlined in this report.

Financial Impact:

The approval of this report will result in the Board earning approximately \$10,986.27 which is consistent with the 2014 Operating Budget.

Decision History:

The Exhibition Place 2009-2012 Strategic Plan had a Financial Goal to *Effectively monitor costs and revenues* and as a Strategy to support this Goal *we will review and revise financial and organizational systems to strengthen controls and processes.*

At its meeting of November 23, 2012, the Board approved the terms and conditions for the 2013 vendor's licences and permits which included an increase of 2% for all vendors including mobile popcorn/peanut carts, ice cream trucks, hot dog vendor and licencing for any special event that may occur throughout the year.

Issue Background:

The permits for ice cream trucks and the hot dog vendors expired on September 30, 2013 and permits for the popcorn/peanut carts expire on December 31, 2013.

Comments:

Prior to 2007, staff recommended no increase in the licencing fees for the mobile vendors because since 2001 the vendors have been significantly impacted by many events including the cancellation of the Benson & Hedges Symphony of Fire which attracted an audience of over

500,000 and the decreased attendance at Ontario Place. The recent elimination of the West Ontario Place Bridge hot dog location due to the current reduced activity at Ontario Place has had a negative impact on our revenue amounts. However, the increase in the occupancy of buildings, Ricoh Coliseum and BMO Field, there has been increased activity on the grounds.

Staff are estimating that licences will result in revenues of \$10,986.27. Listed below are the proposed rates for 2014.

Number & Type License	Operating Period – 2014 (Excluding the Honda Indy, Scotiabank Toronto Caribbean Carnival and the CNE periods)	2014 License Fee per location (rates increased 2% from 2013 excluding HST)	Total (excluding HST)
(4) mobile popcorn/peanut carts operator permits at seven licensed locations	January 1 to December 31	\$719.45	\$2,877.79
(3) ice cream truck permits at four licensed locations	May 1 to September 30	\$831.28	\$2,493.84
(1) hot dog cart operator permit to Service the east bridge to Ontario Place	May 1 to September 30	\$2,785.67	\$2,785.67
(10) additional hot dog cart operator and ice cream truck permits for special events (which are in addition to the permits noted above)	Per event day	\$282.90/cart per event day	\$2,828.97
TOTAL REVENUE (Excluding HST)			\$10,986.27

Staff has contacted the vendors to review these rates with them.

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Submitted by:

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