



Exhibition Place

Item 12

March 28, 2013

ACTION REQUIRED

To: The Board of Governors of Exhibition Place

From: Dianne Young
Chief Executive Officer

Subject: **Parking Rate Review**

Summary:

Exhibition Place Staff have completed an annual competitive parking rate analysis (as detailed in Appendix A”), and as a result are proposing there be no parking rate adjustments at this time.

In addition, staff have considered the perceived negative impact on parking availability and accessibility during the construction phase of the Hotel and because of this is also proposing that no parking rate increases be implemented for the next two (2) years during construction. Finally, that the Board reach out to the Ontario Place Board to secure Ontario Place parking lots during peak days at Exhibition Place during the construction phase of the hotel.

Recommendations:

It is recommended that the Board request the CEO to communicate with Ontario Place requesting an agreement, for the duration of the construction of the Hotel (2013, 2014), to allow the Ontario Place parking lots to be made available to the public for overflow parking for Exhibition Place shows and events, and/or for vehicle storage, or other mutually agreeable uses.

Financial Impact:

A decision to hold parking rates for a two year period will not impact Board revenue in 2013 as the 2013 Operating Budget did not provide for any parking rate increases. The 2014 Operating Budget will be drafted on the assumption that parking rates will also not increase.

Decision History:

At its meeting of November 04, 2011, the Board approved a \$1.00 increase in the regular daily and evening rates, bringing the daily rate to \$14.00 and the evening rate to \$11.00, effective April, 2012.

As part of the 2009 Strategic Plan, Exhibition Place has a Goal of *Maintaining a positive operating financial performance across Exhibition Place and all its businesses* and pursuant to that Goal *fosters long term partnerships and alliances with public and private sector organizations.*

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. In 2013 and 2014, the impact of the hotel construction needs to be considered.

Comments:

Exhibition Place staff has completed an annual review of parking rates to find that in the marketplace comparative rates have remained unchanged since the last review. As a result of the last review daily parking rates at Exhibition Place were increased by \$1.00, effective April 2012. Metro Toronto Convention Centre rates have also increased rates by \$1.00. As a result no further increases are recommended at this time.

Hotel construction is scheduled to commence shortly in Parking Lot 1 and last for the next two years. While there will be a temporary loss of parking spaces during construction of the hotel, sufficient parking will remain on the grounds for most event days throughout the year. In anticipation of the construction of the hotel, and the resulting temporary loss of parking spaces, staff have already implemented a number of measures to mitigate the impact on shows and events. These include:

- a) Created a 50 space parking lot in front of Bandshell Stage;
- b) Created a 115 space parking lot west of the Food Building by integrating the vacant police station parking lot and the adjacent unpaved lot;
- c) Created a 200 space parking lot on peak days by closing Nunavut/Nova Scotia from Ricoh Coliseum to Manitoba Drive and using the roadway for parking (this was done during both weekends of the 2013 National Home Show);
- d) Requested Ontario Place staff to make all of their parking lots available for public parking during Exhibition Place peak days;
- e) Provided free shuttle bus service from parking lots in the west end of the grounds on weekends during the National Home Show;
- f) Working with specific Shows, implemented a peak day parking rate structure that offers reduced rates to park on weekday evenings coupled with increased rates on peak weekends;
- g) Encourage suppliers to store trailers offsite during busy shows, freeing the Gore marshaling lot for public parking;
- h) Requested MLSE, in advance of Soccer and Hockey schedules being created, to avoid scheduling games on peak trade and consumer show days, or to schedule later in the day; and
- i) Provided an information package to clients advising them of steps that have been taken to mitigate disruption during hotel construction.

On the 10 to 15 days per year when parking demand may still surpass supply, staff will look to working with Ontario Place to utilize their parking lots to take the overflow. On occasion Ontario Place has elected to rent a parking lot out for a third party event during our peak days, and this has had a negative impact on Exhibition Place operations. Staff is therefore recommending that the Board make a formal request to Ontario Place to work with Exhibition Place in making parking lots available during peak days at Exhibition Place. Staff understand that Ontario Place must work in its financial best interests and Exhibition Place will work with Ontario Place to ensure the proposed cooperative effort is beneficial to both parties.

All of the above measures will help mitigate the impact of the hotel construction on normal parking and traffic at Exhibition Place. However the loss of parking adjacent to the Direct Energy Centre, and the presence of hoarding around the construction site, will be viewed negatively by clients and by visitors to the grounds. Hence staff are also recommending that no parking rate increases be implemented until after the hotel opens in 2015.

Contact

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Submitted by:

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