



Exhibition Place

Item No. 18

September 11, 2012

ACTION REQUIRED

To: The Board of Governors of Exhibition Place

From: Dianne Young
Chief Executive Officer

Subject: **Proposal for a Sporting Event at Direct Energy Centre**

Summary:

This report recommends that the Board approve the terms for a licence agreement for the Direct Energy Centre to be the host venue for a sporting event as outlined in the Confidential Attachment.

Recommendations:

It is recommended that the Board:

- 1) Approve of the recommendations as set out in the Confidential Attachment I; and,**
- 2) Direct that the confidential report contained in Attachment 1 to this report remain confidential in its entirety and not be released publicly in order to protect the competitive position, future economic and legal interests of the Board.**

Financial Impact:

The licence agreement recommended in this report provides revenue to the Board as set out in the Confidential Attachment.

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 *the development and utilization of a Targeted Meeting Fund (TMIF) with Tourism Toronto.*

Issue Background:

Sporting events are extremely beneficial to a host-city's tourism and tourism-related industries, and assist immensely in the promotion of the City as a world class location to an extensive international market.

Comments:

This report recommends that the Board approve the proposal to submit Direct Energy Centre as the venue for this sporting event, as discussed in detail in the Confidential Attachment along with the terms and conditions of the license agreement.

Contact:

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

Dianne Young
Chief Executive Officer