



Item No. 15

Exhibition Place

ACTION REQUIRED

May 16, 2012

To: The Board of Governors of Exhibition Place

From: Dianne Young
Chief Executive Officer

Subject: **Annual Rental Agreement - Festival Management Committee
for the Scotiabank Toronto Caribbean Carnival - 2012**

Summary:

The Scotiabank Toronto Caribbean Carnival is a major cultural event that has been held at Exhibition Place since the mid-1990s, with Scotiabank again as the title sponsor in 2012. The Festival Management Committee (“FMC”) was established and took over as the main body and event organizer commencing with the 2006 event. Given the importance of the Parade to the community-at-large, and the fact that it is a free event for the citizens of Toronto, the Board and staff have been working with FMC to provide financial support by sharing some of the revenues generated by the event. The Parade is scheduled to be held at Exhibition Place, Saturday, August 4, 2012.

This report recommends a one-year agreement with FMC for the Scotiabank Toronto Caribbean Carnival 2012 at Exhibition Place based on the same terms and conditions as approved by the Board in 2011. The proposed 2012 costs to FMC have not increased from 2011.

Recommendation:

It is recommended that the Board approve the execution of a one-year agreement with FMC for the Scotiabank Toronto Caribbean Carnival 2012, on the terms and conditions outlined in this report, and such other terms as required by the CEO and City Solicitor.

Financial Impact:

A one-year agreement with FMC secures the Scotiabank Toronto Caribbean Carnival at Exhibition Place providing a financial return to the Board of \$25,000, plus services and parking for the event.

Decision History:

At its meeting of May 13, 2011, the Board approved a one-year agreement with FMC for the Scotiabank Toronto Caribbean Carnival 2011 which expired in September 2011.

At its meeting of April 23, 2010, the Board approved a “Not-for-Profit Booking Guidelines”, which allows for a discount of \$1,000 against the cost of Board services for community events held at Exhibition Place.

The Exhibition Place 2009-2012 Strategic Plan had a Recognition/Public Understanding Goal to *Build positive relationships with the community-at-large* and as a Strategy to support this Goal we will *develop an outreach program aimed at surrounding local communities*.

Issue Background

Within the “Not for Profit Booking Guidelines”, the definition for festivals is as follows: “A festival is an event, normally staged by a local community, which centres on some unique aspect of that community. The function of a festival is to meet specific social, cultural and educational needs, as well as provide entertainment. These times of celebration offer a sense of belonging for religious, social or geographical groups.”

The Scotiabank Toronto Caribbean Carnival 2012 is considered a major multi-cultural festival in the City of Toronto, and staff have been working cooperatively with the organizers to continue the success of this event at Exhibition Place.

Comments

There is no change to the following terms and conditions approved by the Board in 2011:

- a) Venue Rental – Waive all grounds and interior venue rental fees – Parking Lot 1 (351,310 sf) & Parking Lot 2 (485,335 sf) for a total of 836,645 sf with a \$18,406.19 daily exterior venue rental, Salon 109 & 110 (1 move in day, 1 event day & 1 move out day), Total Venue Rental \$59,718.57
- b) Rentals & Services (labour, cleaning, rentals) – time and materials + 12%
- c) Technical Services – time and materials
- d) Technical Equipment Rentals – to be charged at posted rates
- e) Parking – Special event parking rate of \$20.00 will apply for this event, which is consistent with all other parking charges for special event and concert days at Ontario Place. Exhibition Place will retain \$15.00 per vehicle from the Event Parking Fee collected, and the balance will be remitted to FMC as a credit on their account.
- f) Concessions – FMC to buyout food & beverage rights for the event day for \$25,000 + 13% payable in advance to the Board of Governors of Exhibition Place. FMC will be permitted to operate and license food & beverage concessions subject to comply with all City and department of Public Health bylaws, and Exhibition Place regulations with respect to the operation of a food concession and the safe handling of food materials, and on the condition that FMC pay for all cleaning costs.
- g) Licensed area – FMC will be permitted to operate its own licensed area and receive 100% of the revenues from such concession, provided that FMC applies for and receives its own Special Occasion Permit, and provided that FMC meets all regulations including but not limited to the posting of appropriate security personnel.
- h) Sponsor Recognition – That Exhibition Place receives sponsor recognition in all promotional materials produced by FMC equal to the value of building/grounds rentals that have been waived, in a manner that is consistent with FMC recognition for all corporate sponsorship of the Scotiabank Toronto Caribbean Carnival 2012.

As in previous years, FMC will be required to pay for all labour and services in advance of delivery based on the estimate provided and agreed to by FMC in advance.

The details outlined in this report have been communicated to the event organizers who are in agreement with same.

Contact:

Arlene Campbell

General Manager, Sales & Events

Tel: (416) 263-3030

Fax: (416) 263-3019

Email: ACampbell@directenergycentre.com

Submitted by:

Dianne Young
Chief Executive Officer