



# Exhibition Place

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## Management Report February 29, 2012

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## Executive Summary

- Combined Net Operating loss for Exhibition Place and Allstream Centre for the two months ending February 29, 2012 before net naming fees, building loan interest and amortization expense for the Allstream Centre was (\$864,987) compared to a budget loss of (\$1,383,755) for a favourable variance of \$518,768.
- Net Operating loss for Exhibition Place and Direct Energy Centre for the two months ending February 29, 2012 was \$(958,769) compared to a budget loss of (\$1,526,627) for a favourable variance of \$567,858 primarily due to lower utilities lower grounds maintenance due to minimal snow and building operating costs.
- Net Operating Income before interest and amortization expense for Allstream Centre for the two months ending February 29, 2012 was \$93,782 compared to a budget of \$142,872 for an unfavourable variance of (\$49,090).
- During January and February the Sales & Marketing team secured 23 new events for Exhibition Place.
- Judith Goodkin, General Manager of Food & Beverage at Allstream Centre, received top honours from her parent company, Centerplate, as General Manager of the Year.

## February 2011 Financials for Exhibition Place and Allstream Centre

**Combined Net Operating loss for Exhibition Place and Allstream Centre for the two months ending February 29, 2012 before net naming fees, building loan interest and amortization expense for the Allstream Centre was (\$864,987) compared to a budget loss of (\$1,383,755) for a favourable variance of \$518,768.**

### Exhibition Place

Net Operating loss for Exhibition Place and Direct Energy Centre for the two months ending February 29, 2012 was \$(958,769) compared to a budget loss of (\$1,526,627) for a favourable variance of \$567,858 primarily due to lower utilities lower grounds maintenance due to minimal snow and building operating costs.

- Rental income from events was \$1,439,502 compared to a budget of \$1,446,180 for an unfavourable variance of (\$6,678).
- Electrical net services of \$114,461 are unfavourable to budget by (\$8,415).
- Food & Beverage concessions of \$135,794 are unfavourable to budget by (\$42,736) primarily due to timing and less than budgeted corporate events.
- Telecommunications net services of \$59,689 are unfavourable to budget by (\$2,757).
- Show services from third party billings at \$448,920 are favourable to budget by \$38,956 with corresponding increase in related show expenses of \$31,683 for a net favourable variance of \$7,273 primarily due higher than budgeted revenue from the larger events.
- Parking revenues at \$818,754 are favourable to budget by \$65,814 primarily due to higher than budgeted attendance at Marlies Games. Parking expenses are unfavourable to budget by (\$19,325) to reflect the additional revenue streams for a total net favourable variance after expenses of \$46,489.
- Tenant revenues for rent and services at \$351,465 are favourable to budget by \$24,765 gross, primarily due to higher than budgeted show services from Queen Elizabeth Theatre, Medieval Times and Liberty Grand. Tenant show services expenses are unfavourable to budget by \$18,424 to reflect the additional revenue stream for a net favourable variance of \$6,361.

- Program recoveries and interest income at \$59,916 is unfavourable to budget by \$17,889 primarily due to lower than budgeted interest income and an net unfavourable variance from BMO Field and Ricoh Coliseum recoveries due to budget timing.
- Advertising and Sponsorship revenue within the Direct Energy Centre at \$37,776 is unfavourable to budget by (\$485).
- Direct and indirect expenses at \$4,529,203 are favourable to budget by \$610,211 primarily due to lower utilities due to the energy savings initiatives and warmer weather, lower operational maintenance costs and timing of marketing and sales expenditures. Indirect expenses include costs from various departments; these are Chief Executive Officer, Chief Financial Officer, General Manager, Marketing/Event Services, Corporate Secretary, Records & Archives,, Purchasing & Stores, Human Resources, Security, Finance, Operations, Facilities, Utilities, Special Appropriations, Telecommunications and wages & materials for base building upkeep and general maintenance of the grounds.
- Comparative information - 2012 Year to date Combined Operating Income results for Allstream Centre and Exhibition Place for the two months ending February 29, 2012 before interest expense and naming rights were lower than the corresponding period in 2011 due to additional events in 2011 such as National Bridal Show and National Home show. In 2012 National Home Show has co-located with Canada Blooms which takes place in March 2012.

Direct Energy Centre accounts receivable as at February 29, 2012 was \$4,428,396 consisting primarily of:

- \$1,299,427 owed as contractual deposits for future events of which \$1,129,355 (87%) has been received as of March 17, 2012.
- \$1,169,729 owed for sponsorship arrangements of which \$1,124,802 (96%) has been received.
- \$901,095 for services on completed events of which \$443,824 (50%) has been received as of March 17, 2012.
- \$300,000 owed from City from the Conference Centre Reserve Fund for the loss of the Toronto Sportsman Show.
- \$149,928 for accounts with City Legal; this amount is fully provided for as a bad debt in the financial statements or the rental revenue has not been recognized as income and deferred as appropriate.
- \$14,792 of Food & Beverage Concessions is owed by Centerplate, which is contractually due on the 25<sup>th</sup> of the following month.

Exhibition Place accounts receivable as at February 29, 2012 was \$1,429,108 consisting primarily of:

- \$757,448 owed by tenants of which \$396,865 (38%) has been received as of March 17, 2012.
- \$377,326 owed by MLSE for Ricoh Coliseum of which \$238,554 (63%) has been received as of March 17, 2012.
- \$65,910 owed as contractual deposits for future events, of which \$30,145 (45%) has been received by March 17, 2012.
- \$65,910 for show services on completed events of which \$30,145 (46%) has been received as of March 17, 2012.
- \$25,642 owed by BMO Field for payroll costs of which \$7,336 (28%) has been received as of March 17, 2012.

### Allstream Centre

Net Operating Income before interest and amortization expense for Allstream Centre for the two months ending February 29, 2012 was \$93,782 compared to a budget of \$142,872 for an unfavourable variance of (\$49,090).

- Rental income was \$230,121 compared to a budget of \$239,513 for an unfavourable variance of (\$9,393) primarily due to lower than budgeted events.
- Food & Beverage concessions of \$110,265 are unfavourable to budget by (\$27,805) primarily due to timing on new business and lower than budgeted revenue from events.
- Show services from third party billings at \$144,000 are unfavourable to budget by (\$94,018) primarily due to timing of new business and lower than budgeted revenue from events.
- Direct and indirect expenses at \$310,272 are favourable to budget by \$29,393 primarily due to lower PMD show costs, lower utilities due to the energy savings initiatives and lower operational maintenance costs and timing of marketing and sales expenditures. Indirect expenses include costs from various departments. These are Marketing, Event Services, Security, Concierge, Finance, Cleaning and Décor, House Technician, Operations, Utilities and wages & materials for base building upkeep and general maintenance of the buildings.

Allstream Centre accounts receivable as at February 29, 2012 was \$279,850 consisting primarily of:

- \$140,050 owed as contractual deposits for future events, of which \$77,190 (55%) has been received as of March 17, 2012.
- \$115,324 of Food & Beverage Concessions is owed by Cerise Fine Catering which is contractually due by the 25th of the following month.
- \$5,248 for services on completed events, of which \$4,825 (92%) has been received as of March 17, 2012.

## Sales and Marketing

### January/February Sales Effort

During this period, our Sales & Marketing team secured 23 new events for Exhibition Place. The events are categorized as follows:

- 12 meetings & conventions
- 3 trade and consumer shows
- 3 product launches
- 1 film/photo shoots
- 4 other

### January/February Sales Summary

New events held during this time period included IDC & RAIC Press Conference, Digital Dialogue 2012 Conference, Accenture – Level A Milestone meeting, Accenture I&D meeting, US College Expo, NCA Examinations, ACEC Board of Directors meeting, Spin Master Product testing, HP Master the Cloud Roadshow, Rotman Commerce Beyond University of Toronto Conference, Tourism Toronto Microsoft Consulate Luncheon, CMA loyalty Marketing Conference, Loblaw NKO, Loblaw HR meeting, Warehouse 13 TV Series Film Shoot, Canadian Tire Media Showcase, Recycling Council of Ontario Annual General Meeting, and R U Down with Skilled Trades Job Fair.

### Business Travel

Don Leddy and Barbara Outschoorn attended the 2<sup>nd</sup> Annual Winter Summit from January 26-27, 2012 at the Delta Hotel & Conference Centre in Guelph, Ontario. The one and a half day summit brought together approximately 160 business and executive members from CSAE Trillium Chapter to a power-packed mini conference combining education sessions and networking events and opportunities. In addition, as one of the sponsors of the event, Allstream Centre was able to participate in the executive

member room drop as well as a donor for the Silent Auction. Lead follow-up from our presence at this summit is currently in progress.

Stephanie Lander, Barbara Outschoorn and Don Leddy participated in the Tete-a-Tete and MPI Auction and Dinner from February 8 -10, 2012 in Ottawa, Ontario. Don participated in the Tourism Toronto booth while Barbara and Stephanie manned the Allstream Centre booth. In addition, the evening brought the industry together at a well-attended MPI Charity Auction and Dinner. Don, Stephanie, Barb, Laura Purdy and Arlene Campbell were hosts to clients over dinner. Both events were successful in terms of venue exposure with both leads and contacts made. Follow up is ongoing.

## Publicity

### Direct Energy Centre

- News Report during this period included **70** hits for Direct Energy Centre. Stories included: CRFA; Green Living Show; Toronto Boat Show; Bridal Show; IIDEX NeoCon; Event Listings; Canada Blooms; national Home Show; Woodworking Expo

### Allstream Centre

- News Report during this period included **18** hits for Allstream Centre. Stories included: NDP Convention; Supplier Diversity Conference; Loblaw Conference; Events & Meetings listings.
- An Article titled "Toronto East General Hospital writes the City its funniest Prescription yet "Laughter is the Best medicine" a comedy Gala hosted by Celebrity Will Arnett" mentioned Allstream Centre as the venue and ran on Jan 31, 2012 on Yahoo! Canada Finance.
- An Article titled "Ford Affirms its Green Strategies" mentioned Allstream Centre as the location for the Drive Green Ontario event. It appeared on [www.fleetbusiness.com](http://www.fleetbusiness.com)
- Allstream Centre had a box ad included in Ignite magazine's February Newsletter titled 'e-sp@rk.

### Exhibition Place

- News Reports for this period include **65** hits for Exhibition Place. Stories Included: Things to do; R U Down with Skilled Trades?; International Bicycle Show; Ontario Place; Casino in the City; The Artist Project; War of 1812 Bicentennial; New Year's Eve Incident; Royal Winter Fair; Honda Indy; Diversity Business Network; US College Expo; TTC Service; Dance Immersion; CNE independence
- Exhibition Place was featured in an article titled "CNE to Split from City of Toronto, Become Independent Fair" by Dana Flavelle of the Toronto Star. The article was dated January 27, 2012 on [www.thestar.com](http://www.thestar.com)
- Exhibition Place and Queen Elizabeth Building were mentioned in an article titled "Going to America" dated Jan 18, 2012. The article was written by Alex Nino Gheciu
- February edition of Tourism Toronto's "Tourism Now" newsletter mentioned Better Living Centre as the location for the upcoming International Bicycle Show.

## Event Management Services

During the months of January and February 2012, Event and Meeting Co-ordinators and Exhibitor Services staff at Exhibition Place, Direct Energy Centre and Allstream Centre were involved in the following events:

<b>JANUARY</b>	
<b>Exhibitions/Meetings/Conventions/Corporate Events</b>	
<ul style="list-style-type: none"> <li>▪ Toronto International Boat Show</li> <li>▪ US College Expo</li> <li>▪ Bridal Show</li> <li>▪ HP Master the Cloud</li> <li>▪ SpinMaster</li> <li>▪ Accenture</li> </ul>	<ul style="list-style-type: none"> <li>▪ Digital Dialogue</li> <li>▪ NCA Exams</li> <li>▪ CAEM Annual Technology Day</li> <li>▪ CSAE PDX Committee Meeting</li> <li>▪ Canada Helps</li> <li>▪ ACEC Building Meeting</li> </ul>
<b>FEBRUARY</b>	
<b>Exhibitions/Meetings/Conventions/Corporate Events</b>	
<ul style="list-style-type: none"> <li>▪ Target</li> <li>▪ Rotman Commerce</li> <li>▪ Integrated Auto Group Vehicle Prep</li> <li>▪ LA Detail Vehicle Prep and Storage</li> <li>▪ Loblaw NKO</li> <li>▪ CMA Loyalty Marketing Conference</li> </ul>	<ul style="list-style-type: none"> <li>▪ TD Children's Party Whitestone Property</li> <li>▪ Warehouse 13 TV Series</li> <li>▪ Recycling Council of Ontario</li> <li>▪ SpinMaster</li> <li>▪ Canadian Tire Media Showcase</li> <li>▪ R U Down With Skilled Trades</li> </ul>

### Event Services

Excellent weather this year allowed staff to move in the International Boat Show in record time. The US College Expo went well and the client expressed appreciation for the personal attention they received from the IT Department. RU Down With Skilled Trades organized bus parking for their guests. Show Management for these events were all very pleased with our facility.

The three major events that are back to back in Direct Energy Centre in March are CRFA, National Home Show/ Canada Blooms and One of a Kind Spring Show and Sale. Extensive planning and meetings with March event manager were held in the first two months of 2012 to coordinate and prepare.

### Exhibitor Services

January was an active month, with staff servicing four events and preparing IATSE quotes for the Loblaw events held in both Direct Energy Centre and Allstream Centre.

February proved to be busy with the planning and processing of March exhibitor orders for the National Home Show/Canada Blooms, One of a King and National Motorcycle and Tattoo Show. To assist in the planning, Exhibitor Service staff called many exhibitors to attempt to get their orders as early as possible.

### Allstream Centre

Four events took place in January, three of which were returning clients such as Digital Dialogue and NCA Exams. Accenture was here for their third event. All events were a success.

Three events took place in February, two of which were quite large. Target held their first major meeting in Canada and it was a great success. Loblaw returned to the facility this year for their catered function associated with the trade show in Direct Energy Centre.

## Parking

Same-show parking activity for January and February was up slightly from last year. However, overall, February activity showed a significant drop as a result of the Home Show moving to March.

In February, all Parking Coordinators successfully completed training and certification that will enable them to issue parking infraction notices in Exhibition Place parking lots. The training promotes a better understanding of the tag issuing and administration process, and will allow coordinators to assist as necessary in the issuance of tags.

## Telecommunications

IT/Telecom deployed an upgraded WiFi system in Allstream Centre in the first two months of 2012. Demand by hi-tech events in Allstream Centre increased significantly in 2011 and it became evident that the centre needed enhancement of the WiFi system. Allstream Canada was consulted, and after thorough investigation it was determined that the best route for future expansion was installation of a CISCO 5508 WiFi controller and 44 CISCO model 1041 access points. This system is now the core for all WiFi on the campus and the initial deployment covers both the 1812 WiFi walking route as well as Allstream Centre.

IT/Telecom is currently in the process of migrating existing legacy (Nortel/Trapeze) equipment to the new Cisco platform. As funds become available this replacement will switch out the WiFi in the BLC, DEC, QE, Press Building, BandShell, and GS, as well as provide the road map for outdoor deployment.

IT/Telecom is also in the final stages of deploying the electronic time clock system and integrated scheduling software. This system will allow employees to use their electronic door access identification badges to quickly log in and out of a time capture system.

## Building Operations

### Maintenance

- Completed floor repairs near Door 20 and area
- Installed new west entrance underground rapid rubber doors
- Repaired roof leaks in Industry Building, Galleria and Heritage Court
- Inspected all DEC Hufcor walls and scheduled repair of 2 panels in AB wall on April 3-5
- Full repair in progress for the South Handicap ramps
- Completed paint touch ups and refurbished 3 benches and east handrails in the Galleria
- Repaired domestic cold water supply leak in Salon 105 and sprinkler leak in the Sky boardroom
- Repaired 3 door hinges due to wind damage in the Galleria
- Removed and cleared debris from all Galleria entrance grates
- Installed bollards in the East Annex to Heritage Court entrance, in order to eliminate vehicle traffic through pedestrian entrances

### Electrical

- Re-attached wire mold and replaced burnt out lamps in Galleria signs.
- Called in service repair person to fix Beacon lights not turning
- Re-installed light fixtures in high ceiling of East Annex.
- Fixed all outside lighting in the loading docks
- Repaired key switches on Roll up Door #33 and #48



- Checked Variable frequency motor drive in the Chiller Room
- Replaced burnt off wire inside fixture that was not working in Hall D
- Fixed the no power issue on Roll up doors 45 and 48 and on exhaust fans NTC-1X and NTC-2X
- Replaced the blown fuse on Dock Leveller # 48
- Checked rotation of pump #15 and re-connected
- Reset the tripped breaker for Air curtains 8,9,10 that were not working
- Fixed the HVAC C-Cure door access failure
- Replaced blade in Exhaust Fan ER #17 and battery on Exhaust Fan ER #15
- Adjusted overloads for the HVAC fan that were tripping
- Removed 5 motors from the Air Curtains that were not working
- Replaced motor control switches on can wash condensate pump and contactor in the mid arch condensate pump

## Facility Services

Facility Services have been busy providing Labour, Cleaning, IATSE and Cleaning services to various shows and events taking place in January and February. The following maintenance projects/activities were completed or are on-going:

- Conducted a thorough sweeping of the Direct Energy Centre underground garage.
- Scheduled and conducted a thorough cleaning of all mechanical rooms in Direct Energy Centre and Allstream Centre.
- Steam-cleaned all carpeting throughout the Allstream Centre's banquet halls and meeting rooms.
- Cleaning maintenance at the Allstream Centre is now being tracked on the Angus System, a preventative maintenance program.
- Completed a thorough cleaning of the Q.E. Exhibit Hall in preparation for The Artist Project.
- Stored 1400 Direct Energy Centre chairs from our inventory into portable trailers for easier and cost effective handling.
- Delivered several sections of aluminum bleachers to the Industry Building to undergo maintenance and repairs prior to the Bicycle show.
- Completed a challenging Ricoh turnover from ice rink to Boat Show Lake and back to ice rink.
- Conducted meetings with members from the Recycling Council of Ontario (RCO) to discuss plans of how we can obtain 3R Certification which will be recognized as the highest standard for waste diversion purposes.
- Proposed a plan to divide a portion of the Press Lot storage facility to accommodate various types of recyclable items generated in our shows/events. This will act as a dry holding centre to help us accumulate the necessary volumes of waste to be transferred to dedicated sites that re-use/dispose of in an environmentally responsible manner.
- In the process of introducing large portable recycling stations which will be strategically situated to welcome exhibitor participation in an attempt to improve waste diversion at our shows and events.
- Replaced an older garbage truck with a City of Toronto unit that has dual compacting capabilities to improve our recycling program.
- Cleared and removed a portion of a damaged willow tree on the north side of Liberty Grand with the remaining portion assessed and left intact.
- Minimal snow removal and salting activities over the last 2 months due to moderate temperatures and a total of 29cm of snow fall.



## EXcellence in Action

Julia Salerno sent an email to Francesca Leone on January 12<sup>th</sup> regarding the IDC and RAIC press conference “ Thanks, Francesca – F&B went very well. We were very pleased with the service and the event as a whole! Thanks for everything you did to make it as successful as it was!”

Tamer Mecky received an email dated January 23<sup>rd</sup> from Leslie Wright of the MPI Toronto Chapter to congratulate him on being “nominated for the Outstanding Volunteer of the Year Award.” The award winner will be announced at Awards Night on March 8<sup>th</sup>.

Helen Zegouras reported in her Client Satisfaction Survey for the CMA Loyalty Marketing Conference on Feb 14<sup>th</sup> that “It was a great experience. Everyone I dealt with was friendly, helpful, quick to response. Very easy to work with. Would recommend using Allstream.” Regarding the service provided by Cerise, “Staff were wonderful, food was great”

Andreanne Yaghi sent an email dated February 15<sup>th</sup> to Jim MacGregor regarding HP Master the Cloud. “I just wanted to thank you once again for all of the help during the planning and onsite at the show. You were wonderful to work with!”

Chantal Vallerand of Canada’s New Democratic Party sent a letter to Arlene Campbell dated Feb. 15, 2012: “Let me take this opportunity to let you know that the service received by the Allstream staff in preparation of our event was stellar. We would not hesitate to host another event at your venue, should an opportunity arise”

Dianne Young received a letter dated February 27<sup>th</sup> from Judith Lipp of TREC: “By providing access to special locations such as the Horse Palace roof, and the staff who give their time to get us there, we have been able to create a unique excursion program with no equivalent in Ontario. Your efforts have allowed this robust program to continue, and the teachers and students who attend it consistently comment on how excited they are to see these installations at Exhibition Place. Without your help, our excursion program would not exist at Ex Place. We would also like to thank your staff, in particular Ron Kostick, Geoff Mak and Noel Mationg, who have always been exceptionally helpful and accommodating, no matter what the circumstances”

A press release dated March 7<sup>th</sup> from Allstream Centre announced that “Judith Goodkin, General Manager of Food & Beverage at Allstream Centre, received top honours from her parent company, Centerplate as General Manager of the Year at their 2012 Annual Meeting in Vancouver. Judith and her team demonstrate outstanding customer service and continually enhance the client experience at Allstream Centre. “We are proud to announce Judith Goodkin as General Manager of the Year and congratulate her on all the hard work and commitment to providing culinary excellence in servicing our meeting & gala clients” says Arlene Campbell, GM Sales & Events, Allstream Centre at Exhibition Place.”

## Centerplate

Catering & Sales Department

### January

This year at the Toronto International Boat Show Centerplate serviced the Fundraising Opening Reception. Guests enjoyed a selection of Hot and Cold Hors D’oeuvres, Burritos, Beef and Chicken

Sliders, Asian Style Noodles, and Penne Pasta served with choice of Sauce. Dessert featured a Strawberry Short Cake Station with Strawberry Compote, Whip Cream and Short Cake Biscuit. The event was a success and the feedback heard on the show floor was great.

During the HP Conference Centerplate served 500 delegates Breakfast, Breaks, Lunches and an evening Social. Lunch featured a Delicatessen Counter with Ham, Roast Beef, Smoked Turkey, Genoa Salami, Cajun Chicken, Egg Salad and Tuna Salad on Artisan Breads and Pickles, Olives and Relishes. As a side we offered Pasta and Roasted Vegetable Salad and a Garden Salad with a variety of dressings and condiments. Gourmet Squares and Cookies were served for dessert.

After a day of seminars guests enjoyed some Ball Park favorites. Centerplate served a variety of Gourmet Soft Pretzels with Mustard, Mini Hot Dogs and Individual Bags of Dry Roasted Peanuts and Popcorn.

## **February**

In February Centerplate served over 1,400 guests at the Loblaw National Kick Off Conference. Breakfast featured Assorted Breakfast Breads, Danishes, Cookies, Croissants, Muffins, Assorted Fruit Yogurt and Fruit Cottage Cheese Cups, Potato Chips with Assorted Dips and Nacho Chips with Salsa, Granola Bars and Brownies with Coffee, a variety of Hot Teas, Juices and Soft Drinks.

Some of the items Centerplate served the crew included Roasted Garlic and Yukon Gold Potato Puree and Cream of Carrot and Ginger Soup, Sandwiches including Shaved Prime Rib with Caramelized Onions, Sautéed Portobello Mushrooms, Brie and Horseradish Aioli on Potato Rosemary Loaf, and Monterey Jack Cheese, Salsa and Chipotle Mayonnaise on Herb Garlic Focaccia.

During the Canadian Tire Media Event, Centerplate helped facilitate a Furniture and Food Showcase. All food was served on Canadian Tire patio furniture in a backyard barbecue setting! Food offerings for Media Personnel included Seasonal Fresh Fruit on Skewers, Mediterranean Chicken Kabobs, Beef Sliders, Grilled Vegetable and Tofu Skewers, and Smores for the Camp Ground area.

The event was a great success and the client was very happy with the food, service and attention to detail.

## **Retail Department**

### **January**

Centerplate opened up Café Soleil for National Bridal Show. Visitors were offered a variety of Specialty Coffees including Cappuccino and Lattes, Bagels with Lox, Egg, Tuna, BLT or Chicken, Baked Potatoes and a variety of Crepes including Sweet and Savory selections. Centerplate also opened a Snack Cart by the Fashion Show stage.

This year during the Toronto International Boat Show, Centerplate had a special feature called the Canadian Yachting Island Village. We served Brown Rice mixed with Papaya, Peppers, Red Onion, Cilantro and Black Beans, a Grilled Cajun Flatiron Steak finished with Shallots, Garlic served with Rice with Pineapple and Jalapeno Compote, and Marinated Baked Chicken Thighs topped with Rum, Chicken Broth, Mint and Black Pepper served with Rice with Coconut Milk. The entire area was dressed up to look like a Caribbean resort and exhibitors and visitors really enjoyed the experience.

In addition, Centerplate opened up our new Wings concept and Shawarma. Guests chose between Wings served with Vegetable Sticks and Spinach Dip, Chicken Fingers with Fries and Dipping Sauces, Nacho

Platters served with all the fixings, Poutine or Regular Style French Fries. At the Shawarma cart offerings included Chicken Shawarma Wraps and Falafel served with a Mediterranean Salad.

## **February**

Centerplate opened up the Fahrenheit Grille during the Loblaw National Kick Off Conference in Hall B. As the client purchased food and beverage for most of its delegates during the conference, concession style services were minimal.

Overall the events went well and the clients were happy with Centerplate's services.

## **Cerise Fine Catering**

Allstream Centre hosted Target's Vendor Day on February 2<sup>nd</sup> and served 800 guests Breakfast, Mid-Morning Break, Lunch a Mid-Afternoon Break and an early evening Reception and Bar. The building looked great and the food was awesome; guests were very full and satisfied! We are happy to say that Target "looks forward to coming back" to Allstream Centre.

Target's event was followed with Loblaw NKO. Cerise was so pleased to host their evening Gala, which featured a hockey theme to celebrate Loblaw's new Maple Leaf Gardens store. Chef -attended stations served the best angus beef hot dogs with pizza, two types of wings, endless nachos, Montreal smoked meat sandwiches, pulled pork and barons of beef to 1,400 guests. Cerise followed the NKO with two lunches featuring four fabulous sandwiches and two salads served family style with soup, chili, and soda stations around the ballroom.

Submitted by:

Arlene Campbell  
General Manager, Sales & Events

Submitted by:

Dianne Young  
CEO, Exhibition Place

## APPENDIX 'A'

### Combined Exhibition Place and Allstream Centre Financial Summary

Statement Of Operations Highlights For the two months ended February 29, 2012						
	Actual	Current Month Budget	Variance	Actual	YTD Budget	Variance
Event Income (note 3)	\$ 1,301,268	\$ 1,069,900	\$ 231,368	\$ 3,974,488	\$ 4,095,324	\$ (120,836)
Direct Expenses	231,167	185,992	(45,175)	471,997	459,214	(12,783)
Indirect Expenses	2,453,395	2,495,993	42,598	4,367,478	5,019,865	652,387
<b>Operating Income (Loss) before building loan interest &amp; amortization and naming fees</b>	<b>(1,383,294)</b>	<b>(1,612,085)</b>	<b>228,791</b>	<b>(864,987)</b>	<b>(1,383,755)</b>	<b>518,768</b>
Interest expense - Allstream Centre	156,408	156,544	136	313,098	313,372	274
Amortization expense - Allstream Centre	129,216	129,175	(41)	258,432	258,349	(83)
<b>Operating Income (Loss) before naming fees</b>	<b>(1,668,918)</b>	<b>(1,897,804)</b>	<b>228,886</b>	<b>(1,436,517)</b>	<b>(1,955,476)</b>	<b>518,959</b>
Contribution from (to) Conference Centre Reserve Fund	46,466	113,973	(67,507)	333,880	284,981	48,899
<b>Net Income (Loss)</b>	<b>(1,622,452)</b>	<b>(1,783,831)</b>	<b>161,379</b>	<b>(1,102,637)</b>	<b>(1,670,495)</b>	<b>567,858</b>

(1) Operating Loss for the Board before building loan interest and amortization of building improvements net of contribution from naming fees is (\$864,987). compared to a budget loss (\$1,383,755) for a favourable variance of \$518,768.

(2) Amortization is a non cash item as related to the capitalization of the asset for the new Allstream Centre.

(3) Actual number of events for Combined Exhibition Place is 26.

**EXHIBITION PLACE  
FINANCIAL STATEMENT HIGHLIGHTS  
FEBRUARY 2012 AND COMPARATIVES**

	MONTH			2012 YTD			2011 YTD	
	ACTUAL	BUDGET	VARIANCE	ACTUAL	BUDGET	VARIANCE	ACTUAL	YOY VARIANCE
Number of Events	7	2	5	12	4	8	16	-4
Direct Event Income	\$ 487,795	\$ 316,529	\$ 171,266	\$ 2,034,264	\$ 2,031,881	\$ 2,383	\$ 2,966,615	\$ (932,351)
Ancillary Income	62,755	81,731	(18,976)	328,574	425,027	(96,453)	753,440	(424,866)
Advertising and Sponsorship	18,443	19,130	(687)	37,776	38,261	(485)	32,027	5,749
Rent-MLSE-Ricoh Coliseum	43,878	41,740	2,138	87,757	83,480	4,277	83,480	4,300
Naming Rights	101,666	101,666	-	203,333	203,333	-	160,000	43,333
Parking EP	245,429	179,000	66,429	806,461	753,000	53,461	1,246,127	(439,666)
Parking - BMO Events	6,176	-	6,176	12,353	-	12,353	12,040	313
Program Recoveries and Other	34,231	38,903	(4,672)	59,916	77,805	(17,889)	52,291	7,625
<b>Total Event Income</b>	<b>1,000,373</b>	<b>778,699</b>	<b>221,674</b>	<b>3,570,434</b>	<b>3,612,787</b>	<b>(42,353)</b>	<b>5,306,020</b>	<b>(1,735,563)</b>
Direct Expenses	212,641	169,399	(43,242)	440,039	429,455	(10,584)	491,204	51,165
Indirect Expenses	2,158,093	2,239,374	81,281	3,885,831	4,506,626	620,795	3,553,243	(332,588)
Naming Rights	159,999	101,666	(58,333)	203,333	203,333	-	121,160	(82,173)
<b>Total Event Expenses</b>	<b>2,530,733</b>	<b>2,510,439</b>	<b>(20,294)</b>	<b>4,529,203</b>	<b>5,139,414</b>	<b>610,211</b>	<b>4,165,607</b>	<b>(363,596)</b>
<b>Net Income (Loss)</b>	<b>(1,530,360)</b>	<b>(1,731,740)</b>	<b>201,380</b>	<b>(958,769)</b>	<b>(1,526,627)</b>	<b>567,858</b>	<b>1,140,413</b>	<b>(2,099,159)</b>

**ALLSTREAM CENTRE  
FINANCIAL STATEMENT HIGHLIGHTS  
FEBRUARY 2012 AND COMPARATIVES**

	MONTH			YTD			2011 YTD	
	ACTUAL	BUDGET	VARIANCE	ACTUAL	BUDGET	VARIANCE	ACTUAL	YOY VARIANCE
Number of Events	7	[Note 1]	-	14	[Note 1]	-	10	4
Direct Event Income	\$ 174,883	\$ 165,011	\$ 9,872	\$ 260,034	\$ 296,395	\$ (36,361)	\$ 287,980	\$ (27,946)
Ancillary Income	111,680	108,884	2,796	121,846	155,856	(34,010)	216,619	(94,773)
Parking Revenue	14,332	17,306	(2,974)	22,174	30,286	(8,112)	15,010	7,164
<b>Total Event Income</b>	<b>300,895</b>	<b>291,201</b>	<b>9,694</b>	<b>404,054</b>	<b>482,537</b>	<b>(78,483)</b>	<b>519,609</b>	<b>(115,555)</b>
Direct Expenses	18,526	16,593	(1,933)	31,958	29,759	(2,199)	35,648	3,690
Indirect Expenses	135,303	154,953	19,650	278,314	309,906	31,592	244,027	(34,287)
<b>Total Event Expenses</b>	<b>153,829</b>	<b>171,546</b>	<b>17,717</b>	<b>310,272</b>	<b>339,665</b>	<b>29,393</b>	<b>279,675</b>	<b>(30,597)</b>
<b>Operating Income (Loss) before building loan interest &amp; amortization and naming fees</b>	<b>147,066</b>	<b>119,655</b>	<b>27,411</b>	<b>93,782</b>	<b>142,872</b>	<b>(49,090)</b>	<b>239,934</b>	<b>(146,152)</b>
Interest expense	67,199	156,544	89,345	313,098	313,372	274	317,319	4,221
Amortization expense	129,216	129,175	(41)	258,432	258,349	(83)	67,199	(191,233)
<b>Operating Income (Loss) before naming fees</b>	<b>(49,349)</b>	<b>(166,064)</b>	<b>(61,893)</b>	<b>(477,748)</b>	<b>(428,849)</b>	<b>(48,899)</b>	<b>(144,584)</b>	<b>(333,164)</b>
Contribution from Conference Centre Reserve Fund	46,466	113,973	(67,507)	333,880	284,981	48,899	155,092	178,788
<b>Net Income (Loss) before transfers</b>	<b>(2,883)</b>	<b>(52,091)</b>	<b>(129,400)</b>	<b>(143,868)</b>	<b>(143,868)</b>	<b>-</b>	<b>10,508</b>	<b>(154,376)</b>

Note 1: 2012 Allstream Centre Total Event Income Budget was based on Proforma and 2011 actual information on first year history

**DIRECT ENERGY CENTRE AND ALLSTREAM CENTRE  
EVENT STATISTICS  
FOR PERIOD ENDED FEBRUARY 29, 2012**

<b>DIRECT ENERGY CENTRE</b>	<b>MONTH ACTUAL</b>	<b>YTD ACTUAL</b>	<b>PRIOR YEAR ACTUAL</b>
Attendance [Note:1]	1,900	107,925	203,300

<b>EVENT</b>	<b>(NOTE 1)</b>			<b>(NOTE 3)</b>		<b>(NOTE 2)</b>
	<b>ACTUAL # OF EVENTS</b>			<b>NET EVENT INCOME</b>		<b>REFRESHMENT PER CAP'S</b>
	<b>2012</b>	<b>2011</b>	<b>2010</b>	<b>ACTUAL</b>	<b>BUDGET</b>	<b>ACTUAL</b>
	<b>#</b>	<b>#</b>	<b>#</b>	<b>\$ (IN '000'S)</b>	<b>\$ (IN '000'S)</b>	<b>\$ (IN '000'S)</b>
Consumers Show	2	3	5	1,361	1,398	4.66
Trade Show	3	3	3	60	24	4.31
Exam	0	0	0	-	-	-
Photo/Film Shoot	1	0	0	6	-	-
Meeting/Corporate	4	6	3	287	-	38.68
	<b>10</b>	<b>12</b>	<b>11</b>	<b>1,714</b>	<b>1,423</b>	<b>48</b>

67199

**ALLSTREAM CENTRE**

<b>EVENT</b>	<b>(NOTE 4)</b>			<b>(NOTE 3)</b>		<b>(NOTE 2)</b>
	<b>ACTUAL # OF EVENTS</b>			<b>NET EVENT INCOME</b>		<b>REFRESHMENT PER CAP'S</b>
	<b>2012</b>	<b>2011</b>	<b>2010</b>	<b>ACTUAL</b>	<b>BUDGET</b>	<b>ACTUAL</b>
	<b>#</b>	<b>#</b>	<b>#</b>	<b>\$ (IN '000'S)</b>		<b>\$ (IN '000'S)</b>
Gala	0	0	1	-	-	-
Conference	5	4	2	296	-	189.75
Reception	1	1	2	1	-	26.50
Meeting	6	4	3	6	-	43.48
Exam	2	1	0	48	-	8.52
	<b>14</b>	<b>10</b>	<b>8</b>	<b>351</b>	<b>-</b>	<b>268</b>

Note: 1 Attendance estimates provided by Show Management.

Note: 2 Refreshment per cap's based on information reported by Centerplate and Cerise

Note: 3 Net event income includes rent and services, ancillary income includes catering and electrical commissions.

Note: 4 Allstream Centre opened on October 2009



**BOARD OF GOVERNORS - EXHIBITION PLACE  
CHEQUE DISBURSEMENTS - FEBRUARY 2012  
GREATER THAN \$50,000**

Cheque No	Date	Amount	Description
		\$	
	01/02/2012	ADP CANADA	195,950.59 HOURLY PAYROLL
	07/02/2012	ADP CANADA	378,952.09 SALARY PAYROLL
	08/02/2012	ADP CANADA	179,542.67 HOURLY PAYROLL
	15/02/2012	ADP CANADA	139,796.50 HOURLY PAYROLL
	21/02/2012	ADP CANADA	390,135.35 SALARY PAYROLL
	22/02/2012	ADP CANADA	268,172.41 HOURLY PAYROLL
	29/02/2012	ADP CANADA	137,765.49 HOURLY PAYROLL
7224	03/02/2012	ZEAG CANADA	68,781.97 PARKING LX TERMINALS
7289	15/02/2012	ENBRIDGE	69,950.13 JANUARY 2012 GAS CHARGES
7311	22/02/2012	POLLARD ENTERPRISES LTD.	79,792.13 CAPITAL WORKS - HORSE PALACE ROOF
7260	15/02/2012	CITY OF TORONTO	84,794.60 PREMIUM FOR MAJOR., DENTAL LIFE FOR FEBRUARY 2012
7199	03/02/2012	MAPLE LEAF SPORT & ENTERTAINMENT	91,952.26 REFUND ON YEAR 6
7308	29/02/2012	OMERS	168,415.64 PENSION CONTRIBUTION FOR JANUARY 2012
7240	08/02/2012	CITY OF TORONTO	197,691.87 PROPERTY TAX 1ST INSTALMENT
7268	29/02/2012	CITY OF TORONTO	222,689.97 LOAN REPAYMENT - ALLSTREAM CENTRE MARCH 2012
7342	27/02/2012	POLLARD ENTERPRISES LTD.	227,124.20 CAPITAL WORKS - HOLDBACK RELEASE
7316	27/02/2012	CANADA CUSTOM AND REVENUE	363,413.79 H.S.T. REMITTANCE FOR JANUARY 2012
		<b>DISBURSEMENTS OVER \$50,000</b>	<b>3,264,921.66</b>
		<b>OTHER DISBURSEMENTS</b>	<b>644,631.49</b>
		<b>TOTAL DISBURSEMENT</b>	<b><u>3,909,553.15</u></b>

**BOARD OF GOVERNORS OF EXHIBITION PLACE  
BALANCE SHEET  
AS AT FEBRUARY 29, 2012**

	<u>FEBRUARY 29 2012</u>	<u>FEBRUARY 28 2011</u>
<b>ASSETS</b>		
<b>CURRENT ASSETS</b>		
CASH	\$ 1,772,677	\$ 3,617,496
SHORT-TERM INVESTMENTS	4,300,000	7,600,000
TRADE ACCOUNTS RECEIVABLE	6,047,251	2,342,316
ALLOWANCE FOR DOUBTFUL ACCOUNTS	<u>(446,363)</u>	<u>(323,388)</u>
NET ACCOUNTS RECEIVABLE	5,600,888	2,018,928
OTHER RECEIVABLE	2,564,107	1,586,830
INVENTORIES	86,856	97,027
PREPAID EXPENSES	<u>182,459</u>	<u>96,631</u>
<b>TOTAL CURRENT ASSETS</b>	<b><u>14,506,987</u></b>	<b><u>15,016,912</u></b>
RECEIVABLE FROM THE CITY OF TORONTO	6,383,993	6,383,993
RECEIVABLE FROM THE CITY OF TORONTO - CAPITAL	67,199	754,595
RENT RECEIVABLE (STEP UP LEASE)	<u>1,573,331</u>	<u>1,421,678</u>
<b>SUBTOTAL</b>	<b><u>8,024,523</u></b>	<b><u>8,560,266</u></b>
<b>EQUIPMENT - NET</b>	<b>45,549,563</b>	<b>46,926,781</b>
<b>TOTAL ASSETS</b>	<b><u>68,081,073</u></b>	<b><u>70,503,959</u></b>
<b>LIABILITIES &amp; EQUITY</b>		
<b>CURRENT LIABILITIES</b>		
ACCOUNTS PAYABLES & ACCRUED LIABILITIES	6,042,414	7,188,529
PROVINCIAL & FEDERAL SALES TAX PAYABLE	148,003	435,770
DEFERRED REVENUE	8,077,775	6,487,008
OTHER CURRENT LIABILITIES	<u>637,200</u>	<u>634,062</u>
<b>TOTAL CURRENT LIABILITIES</b>	<b><u>14,905,392</u></b>	<b><u>14,745,369</u></b>
DUE FROM CNEA	1,644,269	(849,924)
EMPLOYEE BENEFITS PAYABLE - PSAB	8,188,261	8,132,781
LOAN PAYABLE - ERP PROJECTS	7,655,251	7,342,695
LOAN PAYABLE - FCM CAPITAL ASSET	1,843,415	1,924,655
LOAN PAYABLE - CONFERENCE CENTRE	37,210,832	38,028,379
<b>EQUITY</b>		
NET INCOME (LOSS) CURRENT	(1,102,637)	(383,724)
SURPLUS/(DEFICIT)	<u>(2,263,710)</u>	<u>1,563,728</u>
<b>SUBTOTAL</b>	<b><u>(3,366,347)</u></b>	<b><u>1,180,004</u></b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b><u>68,081,073</u></b>	<b><u>70,503,959</u></b>

## Summary of Sole Source Commitment Activity by Reason - January 1, to February 29, 2012

The report below informs the Board of the sole source activity for Exhibition Place including sole source purchases approved through the Board. The format used to provide the information below is the same used by the City of Toronto Purchasing and Materials Management Division (PMMD) so as to maintain consistency and uniformity in reporting.

Procedures for the processing of sole source purchase are outlined below and include due diligence measures to ensure that:

- (1) Detailed explanation is provided for the sole source purchase.
- (2) Sole sourcing is an appropriate method to obtain the needed goods and/or services
- (3) Proper approvals as outlined in the Board Financial By Laws are obtained before processing a sole source purchase; and
- (4) Where possible, the process is in accordance with current market conditions and prices offered to other customers.

Total sole source activity for January and February total is \$65,326.15. The percentage of dollar value of sole source purchasing activity for goods and services compared to the total purchasing expenditures of \$1,594,364.86 is 4.1% for this period.

### EP Program

Reason for Sole Source	Number of Commitments	Number of Suppliers	Total Value
Match Existing Equipment/Service	0	0	\$ -
Specialized Services	1	1	\$ 5,320.89
Ensure Warranty Maintenance	0	0	\$ -
Emergency	0	0	\$ -
Time Constraints	1	1	\$ 3,828.44
Bridging Contract	0	0	\$ -
Proprietary/Trademark/Patent	1	1	\$ 38,646.00
Health & Safety Issues	0	0	\$ -
Other Reasons -Used Equipment	0	0	\$ -
Other Reasons - Number of firms with total value of various separate orders exceeding \$3,000 (See Note)	0	0	\$ -
<b>Total</b>	<b>3</b>	<b>3</b>	<b>\$ 47,795.33</b>

### CNE Program

Reason for Sole Source	Number of Commitments	Number of Suppliers	Total Value
Match Existing Equipment/Service	0	0	\$ -
Specialized Services	3	3	\$ 17,530.82
Ensure Warranty Maintenance	0	0	\$ -
Emergency	0	0	\$ -
Time Constraints	0	0	\$ -
Bridging Contract	0	0	\$ -
Proprietary/Trademark/Patent	0	0	\$ -
Health & Safety Issues	0	0	\$ -
Other Reasons - Used Equipment	0	0	\$ -
Other Reasons - Number of firms with total value of various separate orders exceeding \$3,000 (See Note)	0	0	\$ -
<b>Total</b>	<b>3</b>	<b>3</b>	<b>\$ 17,530.82</b>

NOTE: Reporting Protocol requires that staff report on total value of all commitments to any single vender that in total exceed \$3,000 for the previous 12 months, where no competitive process has taken place.