



Exhibition Place

ACTION REQUIRED

Item No. 12

January 13, 2012

To: Board of Governors of Exhibition Place

From: Dianne Young, Chief Executive Officer

Subject: **2012 Mobile Vending Program**

Summary:

This report recommends that the Board approve the Mobile Vending License Fees at Exhibition Place grounds for the period of January 1 – December 31, 2012. It is recommended to increase rates by 2% for the popcorn and hot dog vendors from 2011 rates. The two ice cream truck locations will increase by 25% (\$159.80) due to increased traffic (value) for those locations. Overall, the mobile vending program could earn the Board approximately \$15,512. Caribana, Honda Indy and the CHIN Picnic 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 2012 Mobile Vending Program as provided for in this report.

Financial Impact:

The approval of this report will result in the Board earning approximately \$15,512 which is consistent with the 2012 Operating Budget.

Decision History:

At its meeting of February 4, 2011, the Board approved the terms and conditions for the 2011 vendor's licenses and permits which included an increase of 2% for Hot Dog carts, popcorn and a 25% increase in the ice cream vendors. These licenses and permits expired on December 31, 2011.

The Exhibition Place 2009-2012 had a Financial Goal to *Maintain a positive operating financial performance across Exhibition Place and all of its business by effectively monitoring 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*.

Issue Background:

The existing agreements to provide outdoor Mobile Vending on the Exhibition Place to service events expire in February.

Comments:

Prior to 2007, staff recommended no increase in the licensing 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. However, with the increase in the building occupancy, Ricoh Coliseum and BMO Field, there has been increased activity on the grounds.

Staff is recommending that the license fee rates for popcorn/ peanut cart, ice cream trucks and event day hot dog cart permits on the West Ontario Place bridge increase by 2% which approximates CPI. The rate for the ice cream truck locations has been increased to \$799 due to increased traffic at those locations. It is estimated by staff that licenses will result in revenues of \$15,512 for the Board. Below are the proposed rates for 2012 and Vendors have been contacted to review these increased rates.

Number & Type License	Operating Period – 2012 (Excluding Honda Indy, Caribana and the CNE periods)	2012 License Fee per location (rates increased 2% unless otherwise noted & excluding GST)	Total (excluding GST)
(6) mobile popcorn/peanut carts operator permits at seven licensed locations	January 1 to December 31	\$691.51	\$4,149.06
(3) ice cream truck permits at three licensed locations	May 1 to September 30	\$799.00 (25%)	\$2,397.00
(1) hot dog cart operator permit to Service the east bridge to Ontario Place	May 1 to September 30	\$3,570.00	\$3,570.00
(1) hot dog cart operator permit to Service the west bridge to Ontario Place	May 1 to September 30	\$2,677.39	\$2,677.39
(10) additional hot dog cart operator permits for special events (which are in addition to the permits noted above)	Per event day	\$271.92/cart per event day	\$2,719.20
TOTAL REVENUE (Excluding HST)			\$15,512.65

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Dianne Young, Chief Executive Officer