



Exhibition Place

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ACTION REQUIRED

May 9, 2016

To: The Board of Governors of Exhibition Place

From: Dianne Young, Chief Executive Officer

Subject: **Annual Rental Agreement - Festival Management
Committee for the Toronto Caribbean Carnival – 2016**

Summary:

This report recommends a one-year agreement with Festival Management Committee (“FMC”) for the Toronto Caribbean Carnival 2016 at Exhibition Place based on the same terms and conditions as approved by the Board in 2015.

The Toronto Caribbean Carnival is a major cultural event that has been held at Exhibition Place since the mid-1990s. The 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 the bigger part of the event is free 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 on Saturday, July 30, 2016.

Recommendation:

It is recommended that the Board approve the execution of a one-year agreement with FMC for the Toronto Caribbean Carnival 2016, 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 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:

The Exhibition Place 2014-2016 Strategic Plan had a Recognition/Public Understanding Goal to *sustain a high level of public understanding that builds confidence and recognition of excellence within the marketplace and local, national, and international communities* and as a Strategy to support this Goal we will *develop an outreach program aimed at surrounding local communities*.

Scotiabank stepped away as title sponsor of the Toronto Caribbean Carnival following the 2015 Event. At this time there is no confirmed title sponsor.

At its meeting of May 22, 2015, the Board approved a one-year agreement with FMC for the Scotiabank Toronto Caribbean Carnival 2013 which expired in August 2015.

<http://www.explace.on.ca/database/rte/files/7-Caribana%202015.pdf>

At its meeting of October 23, 2015 the Board approved a revised “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.

<http://www.explace.on.ca/database/rte/files/Item%207-BOG%20Policies-Revised.pdf>

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 centers 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 Toronto Caribbean Carnival 2016 is considered a major multi-cultural festival in the City of Toronto and staff has been working cooperatively with the organizers to continue the success of this event at Exhibition Place.

Comments:

Due to the addition of the Biosteel Centre to the grounds, for the 2016 event a modified Parade Route was developed on Parking Lot 1 and Parking Lot 6. Generally, the plans and set up of the event from 2015 will continue in 2016.

The recommended terms and conditions of this Licence Agreement are as follows:

- 1) Venue Rental – Waive all grounds and interior venue rental fees – Bandshell Park, Parking Lot 3 (260,178 sf) Parking Lot 4 (183,700 sf) Parking Lot 6 (192,700 sf) & Parking Lot 2 (485,335 sf), a portion of Parking Lot 1 and a trailer space at BLC Loading Docks for a total of 1,121,913 sf in addition to, Queen Elizabeth Building and Loading Docks (office space) and EMS, 1 event day & 1 move out day). Total Event Rental is \$91,146.49.
- 2) Rentals & Services (labour, cleaning, rentals) – time and materials + 12%.
- 3) Production Services – time and materials.
- 4) Production Equipment Rentals – to be charged at posted rated.
- 5) Parking – Special event parking rate of \$30.00 will apply for this event, which is consistent with all other parking charges for special event and concert days at Ontario Place. Due to Loss of Parking Inventory Exhibition Place will retain 100% of all parking fees collected.
- 6) 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.
- 7) 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.
- 8) 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 Toronto Caribbean Carnival 2016
- 9) 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.

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