



Exhibition Place

10

May 8, 2015

To: The Board of Governors of Exhibition Place

ACTION REQUIRED

From: Dianne Young
Chief Executive Officer

Subject: **Special Event Parking Rates**

Summary:

This report recommends an increase to the special event parking rate to be applied to all lots on Exhibition Place grounds effective May 23, 2015.

Recommendations:

It is recommended that the Board approve an increase in the Special Event Rate up to a maximum of \$30.00, effective May 23, 2015.

Financial Impact:

An increase in the daily maximum rate would have a positive financial benefit to the Board's parking revenue. With the current parking inventory of approximately 5,800 spaces, on a sold out/capacity day, the parking revenue would increase from \$145,000 to \$174,000, based on current parking inventory.

Decision History:

The Exhibition Place 2014 – 2016 Strategic plan had a Financial Goal to *maintain a positive operating financial performance across Exhibition Place and all its businesses and as a strategy to support this goal we will seek new and/or expand revenue opportunities within our existing operations.*

Issue Background:

As a result of a review of the current special event parking rate, which has remained unchanged since 2009, staff are recommending to increase the current maximum rate from \$25 per day (inclusive of HST) to \$30 per day (inclusive of HST) which translates into an average annual increase of 3.0%. This rate is very much in keeping with current special event parking rates in the downtown core and areas surrounding Exhibition Place.

Comments:

The intent of Exhibition Place staff is to apply this rate in 2015 to times when there is low capacity for parking space and peak parking demand, such as during the PanAm Games, Honda Indy, TFC events at the expanded BMO Field and Ontario Place / Molson Amphitheatre concerts. Exhibition Place staff have consulted with organizers of the Honda Indy, MLSE and TO2015 who have no concerns about this increased rate. MLSE, as part of its agreement with the Board, receives 33 1/3% of any parking revenues generated by TFC Games.

The Special Event Parking Rate was put in place several years ago to address very high volume events when staff estimate that all parking lots will be at capacity and completely sold

out. In the summer, this circumstance typically occurs when either Ontario Place and / or Exhibition Place parking lot areas actually become event space, thus reducing the parking capacity collectively. At the same time as capacity is reduced, during such times there is a high volume of attendees coming to the grounds.

As noted, the Special Event Rate is only one of many differential pricing for the Exhibition Place parking lots as noted in Appendix B. The other rates as set out in Appendix B will be remaining the same and will not increase or be affected by the Special Event Rate.

Since the Special Event Parking Rate had not increased since 2009, Exhibition Place staff conducted a review and found that Exhibition Place is currently lower than other venues and parking lots in the downtown core and at similar event venues in the GTA. Appendix A details the local special event rate information provided by WSP, Exhibition Place's parking study consultant which concludes that the median average for about 25 area parking lots would be in the range of \$27.00 - \$35.00 for special events and the median would be \$25.00 - \$30.00.

Contact

Francesca Colussi, Director, Security and Parking Services
Tel: (416) 263-3564
Fax: (416) 263-3641
E-mail: FColussi@explace.on.ca

Appendix A

Parking Rate Comparison within Toronto Downtown and Surrounding Areas
Effective May 7, 2015

Facility/ Attraction	Parking Lots	Location	Capacity	Peak/Special Event	Weekday Daily Max	Weekday Night Max	Weekend Daily Max	Weekend Night Max	60 min Rate	Off-Season parking	In-Season parking
Exhibition Place	Facility Parking	Exhibition Place	6,128	\$17-\$25	\$14	\$11	\$14	\$11			
Ontario Place	Facility Parking		1,586	\$20						\$12	\$20
Air Canada Centre <i>Within 400m walking distance</i>	Toronto Parking Authority	45 Bay Street	330	\$25	\$18	\$6	\$8	\$5	\$6		
	Toronto Parking Authority	40 Bay Street	323	N/A	\$18	\$6	\$7	\$7	\$6		
	Impark	50 Bay Street	214	\$10-\$50	N/A	N/A	N/A	N/A	\$10		
	Impark	15 York Street	359	\$10-\$50	\$18	\$9	\$9	\$9	\$12		
Metro Convention Centre <i>Within 400m walking distance</i>	Facility Parking	145 Queen Street West	200	\$30	\$30	\$30	\$30	\$30	\$15		
	Unit Park			\$22	\$22	\$10	\$10	\$10	\$4		
	Impark			\$10-\$50	\$19	\$15	\$15	\$15			
Harbourfront Centre	York Quay Facility Parking (Lot P2)	225 Queens Quay West	1,000	\$15-\$25	\$15	\$11	\$17	\$12	\$4.50		
	Rees Street Facility Parking (Lot P3)	318 Queens Quay West		\$15-\$25	\$14	\$9	\$14	\$9	\$4		
	Spadina Pier Facility Parking (Lot P6)	539 Queens Quay West		\$20	\$12	\$9	\$15	\$9	N/A		
Rogers Centre <i>Within 400m walking distance</i>	Facility Underground Parking	1 Blue Jays Way/Rees Street 313 Bremner Boulevard 65 Navy Wharf Court	422	\$25	\$25	\$25	\$25	\$25	\$7		
	Precise ParkLink Inc.			\$25	\$20	\$15	\$15	\$3.50			
	Impark			\$10-\$50	\$9	\$6	\$9	\$6			
CN Tower <i>Within 400m walking distance</i>	Impark	200 Front Street West	768	\$10-\$50	\$19	\$15	\$15	\$15	\$8		
	Impark	123 Front Street West	128	\$10-\$50	\$17	\$15	\$17	\$15	\$8		
Ripley's Aquarium <i>Within 400m walking distance</i>	Impark	200 Front Street West	768	\$10-\$50	\$19	\$15	\$15	\$15	\$8		
	Impark	123 Front Street West	128	\$10-\$50	\$17	\$15	\$15	\$15	\$8		
Various locations within downtown area	TORPARK PARKING	308 FRONT ST. W.		\$30							
	VINCI SOHO MET HOTEL	348 WELLINGTON ST. W.	92	\$35	\$30		\$30				
	NORTHERN VALET- TRUMP INTERNATIONAL HOTEL	41 RICHMOND ST. W.		\$50	\$25	\$15	\$25	\$15			
	SHERATON HOUSE CAR	123 QUEEN ST. W.		\$50	\$30		\$30		\$15		
	SP PLUS PARKING	18 YORK STREET		\$30	\$25	\$10	\$25	\$10			
	WORLD CAR PARK	500 ADELAIDE ST. W.		\$34							
	CITIPARK	26 Adelaide St		\$30	\$30		\$9				
	Brookfield PARKADE	130 York Street		\$30	\$30	\$10	\$12	\$12			
	VINCI PARK	25 KING ST. W.		\$30							
	TORONTO-DOMINION CENTRE (Impark)	79 WELLINGTON ST. W.	521	\$10-\$30	\$30	\$10	\$10	\$10	\$5		
PRECISE PARKLINK INC.	121 KING ST. W.		\$27	\$10	\$10	\$10	\$10	\$10			

Sources:

- Exhibition Place Website
- Harbourfront Centre Website and Information Centre
- Ontario Place Website
- Metro Convention Centre Website and Information Centre
- Rogers Centre Website and Information Centre
- Toronto Parking Authority Website
- Impark Website and Information Centre
- Parkopedia.ca
- Toronto.Bestparking.com
- Parkingrepublic.com

Special Rate Review		
Low Range	Average	\$23
	Median	\$24
Midpoint	Average	\$27
	Median	\$25
High Range	Average	\$35
	Median	\$30
Average	\$27-\$35	
Median	\$25-\$30	



Appendix B
Existing Parking Rates

	<u>Maximum Rate</u>	<u>Note</u>
EDM's	\$25	If there are trade shows / meetings on at the same time as the special event and both are using same parking area then the trade show parking rate will apply.
Ontario Place	\$25	
Caribbean Festival	\$25	
Honda Indy	\$25	
TFC Games	\$25	
WWE at Ricoh	\$15	

<u>Events / Meetings</u>		
National Home Show	\$14 before 6pm, \$11 after 6pm	On peak \$17 in underground before 6pm and \$14 after 6pm
OOAK (Spring & Xmas)	\$14 before 6pm, \$11 after 6pm	On peak \$17 in underground before 6pm and \$14 after 6pm
Boat Show	\$14 before 6pm, \$11 after 6pm	On peak \$17 in underground before 6pm and \$14 after 6pm
Restaurants Canada	\$14 before 6pm, \$11 after 6pm	On peak \$17 in underground before 6pm and \$14 after 6pm
RAWF	\$17 underground, \$14 surface	

<u>Tenants</u>		
Ricoh Coliseum	\$14 before 6pm, \$11 after 6pm	
Muzik	\$11	Standard Parking Rates - West end of the property
Gossip	15 reserved spots	Surface lot pay and display rates
Liberty Grand	\$11	Standard Parking Rates - West end of the property
Liberty Grand	\$2 / guest	Prepaid Weddings. Based on 4 pers/car.
Liberty Grand	\$9 / ea.	Prepaid Corporate events
Medieval Times	\$11	Standard Parking Rates - West end of the property

<u>EP/Allstream</u>		
Exhibition Place Grounds	\$14 before 6pm, \$11 after 6pm	On peak \$17 in underground before 6pm and \$14 after 6pm
Allstream Centre	\$14 before 6pm, \$11 after 6pm	
Allstream Centre	\$9	Prepaid Banquet Events