

April 2, 2009

To: The Board of Governors of Exhibition Place

From: Dianne Young, Chief Executive Officer

**ACTION REQUIRED**

Subject: **Annual Rental Agreement with the Festival Management Committee (“FMC”) for the Scotiabank Caribana Festival Parade 2009**

Summary:

The Scotiabank Caribana Festival Parade is a major cultural festival parade that has been held on the grounds of Exhibition Place since the mid 1990s with Scotiabank again as the title sponsor in 2009. 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 this 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 this event. The Scotiabank Caribana Festival Parade is scheduled to be held at Exhibition Place, Saturday, August 1, 2009.

This report recommends a one year agreement with FMC for the Scotiabank Caribana Festival Parade 2009 at Exhibition Place based on the same terms and conditions as approved by the Board in 2008. The proposed 2009 costs to FMC have not increased from 2008.

**Recommendation:**

**It is recommended that the Board approve the execution of a one-year agreement with FMC for the Scotiabank Caribana Parade 2009, 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 Caribana Festival Parade 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 June 20, 2008, the Board approved a one year agreement with FMC for the Caribana Parade 2008 which expired in September 2008.

Issue Background

At its meeting of June 15, 2007, the Board adopted a policy entitled “Not for Profit Booking Guidelines” which included the following definition for festivals:

“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 Caribana Parade is considered a major cultural festival parade in the City of Toronto, and staff have been working cooperatively with the organizers to continue the success and growth of this event at Exhibition Place.

### Comments

Given the importance of the Scotiabank Caribana Parade to the community at large, and the fact that this is a free event for the citizens of Toronto, staff recommend the approval of a one year agreement on the following terms and conditions which are the same terms and conditions approved by the Board in 2008:

- a) Venue Rental – Waive all grounds rental fees - Parking Lot 1 (351,310 sf) & Parking Lot 2 (485,335 sf) for a total of 836,645 sf with a \$16,732.90 daily event rate, total venue rental \$50,198.70 (1 move in day, 1 event day & 1 move out day)
- b) Rentals & Services (labour, cleaning, rentals) – time and materials + 12%
- c) Technical Services Equipment Rentals – to be charged at posted rates
- d) 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.
- e) Concessions – For the event day the Board will retain the first \$25,000 + GST in revenue earned from food concessions commissions, and will pay FMC 100% of all revenues earned over \$25,000. All concession operators are to be licensed by the Board and 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.
- f) 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.
- g) Sponsor Recognition – That Exhibition Place receive sponsor recognition in all promotional materials produced by FMC equal to the value of building rentals that have been waived, in a manner that is consistent with FMC recognition for all corporate sponsorship of the 2009 Scotiabank Caribana Festival Parade.

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

The event details for the Scotiabank Caribana Festival 2009 have been communicated with the event organizers. A one year agreement with FMC secures the Scotiabank Caribana Parade 2009 at Exhibition Place, producing cumulative concessions revenue of approximately \$25,000 plus services and parking for the event.

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