

March 8, 2010

To: Board of Governors of Exhibition Place

From: Dianne Young  
Chief Executive Officer

**ACTION REQUIRED**

Subject: **2010 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, 2010. It is recommended to increase rates by 1.5 % for the popcorn, ice cream and hot dog vendors from 2009 rates. The one hot dog location at the east Ontario Place bridge will increase by 36% (\$927) due to increased traffic (value) for that location. Overall, the mobile vending program could earn the Board approximately \$14,805. 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 mobile vending program as provided for in this report.**

Financial Impact:

The approval of this report will result in the Board earning approximately \$14,805 which is consistent with the 2010 Operating Budget.

Decision History:

At its meeting of December 2008, the Board approved the terms and conditions for the 2009 vendor's licenses and permits which included an increase of 1.5% for Hot Dog carts, popcorn and ice cream vendors. These licenses and permits expired on December 31, 2009.

Issue Background:

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 1.5% which approximates CPI. The rate for the hot dog location at the Ontario Place East bridge has been increased to \$3500 due to increased traffic at that location compared to the west bridge. It is estimated by staff that licenses will result in revenues of \$14,805 for the Board. Below are the proposed rates for 2010:

Number & Type License	Operating Period – 2010 (Excluding the Honda Indy, Caribana and the CNE periods)	2010 License Fee per location (rates increased 1.5% unless otherwise noted and excluding GST)	Total (excluding GST)
(7) mobile popcorn/peanut carts operator permits at seven licensed locations	January 1 to December 31	\$654.85	\$4,583.93
(3) ice cream truck permits at three licensed locations	May 1 to September 30	\$511.36	\$1,534.07
(1) hot dog cart operator permit to Service the east bridge to Ontario Place	May 1 to September 30	\$3500.00 (new rate)	\$3500.00
(1) hot dog cart operator permit to Service the west bridge to Ontario Place	May 1 to September 30	\$2573.42	\$2,573.42
(10) additional hot dog cart operator permits for special events (which are in addition to the permits noted above)	Per event day	\$261.36/cart per event day	\$2,613.62
<b>TOTAL REVENUE (Excluding GST)</b>			<b>\$14,805.04</b>

Staff have contacted the vendors to review these increased rates with them.

Contact:

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