

April 7, 2010

To: The Board of Governors of Exhibition Place  
From: Dianne Young, Chief Executive Officer  
Subject: **2010 Not-For-Profit Booking Guidelines**

<b>ACTION REQUIRED</b>
------------------------

Summary:

This report provides an outline of changes to the current “Not-for-Profit Booking Guidelines Program” which represents the protocol followed for Not-For-Profit groups, and City of Toronto meetings and events that use the facilities/grounds. The recommended revision will provide financial relief to the Not-For-Profit Festivals to encourage growth of these events on the grounds and it will also provide some relief with respect to the mark-up on IATSE costs for Not-For-Profit Community and Charitable Events.

**Recommendation:**

**It is recommended that the Board approve the revised “2010 Not-For-Profit Booking Guidelines” outlined in this report.**

Financial Impact:

The reduction in revenues to the Board for 2010 for the proposed changes to the Not-For-Profit Booking Guidelines will be approximately \$67,000 which is based on the 2009 new business revenue stream (\$50,000) and mark-up for services (\$17,000).

Decision History:

At its meeting of June 15, 2007, the Board adopted a policy with respect to the “Not-for-Profit Booking Guidelines”, wherein the definitions are outlined below and are detailed within Appendix “A” attached to this report.

As part of the 2009 Strategic Plan, the Board approved of a Business Development Goal to *Integrate each of the business enterprises across Exhibition Place to stimulate local and regional economic growth and promote Exhibition Place as an international centre of business excellence.*

### Issue Background:

As part of the Strategic Plan, Exhibition Place staff had an objective to *Increase the use of Exhibition Place for community-based festivals and celebrations.*

### Comments:

As part of its Strategic Objective, Exhibition Place staff in February 2010, met with two existing festivals (Vietnamese Tet Festival and Masala Mehndi Masti) which are events run by volunteers that have strong community outreach in order to discuss the existing Exhibition Place policy on the rate structure for venue/space rental and service costs. Generally, both festivals indicated that while Exhibition Place is an ideal setting for their events, the costs are very high for both rent and services. Because of our costing structure, these community festivals have to either forgo the use of buildings which would make their event more enjoyable to the audiences; reduce the level of services used such as cleaning which may have a detrimental effect on the event or the reputation of Exhibition Place; or cut back on their costs for entertainment or set-up which has a detrimental effect on the public perception of the event or growth of the event. Furthermore, even after reducing costs as much as possible, these volunteer associations may still lose money when the event is held at Exhibition Place.

Exhibition Place is an ideal setting for these types of activities and as a “public park” in the City, one of Board’s mandates is to attract these community festivals especially as these type of events grow to a size that may negatively impact City operations if held in a local park.

Given the issues raised above, the major change to the Not-for-Profit (NFP) Guidelines is to waive the venue rental in the Better Living Centre and Queen Elizabeth Exhibit Hall only for Not-For-Profit Festival Events. In place of these rentals, the proposed policy ensures that the cost of all Board services are recovered such as: the actual utility costs using meter readings, the Facility Coordinator and Event Coordinator (staff time assigned to the event); and for exterior events only, an onsite plumber and electrician for the first five operational hours of each event day. Based on 2009 actuals, the reduction to the NFP Guidelines related to Festival Events would have a negative revenue effect on rental income of approximately \$50,000.00.

In addition to the rent, this report recommends waiving the mark-up on the hourly IATSE labour rate for theatrical and technical services for Not-For-Profit events, which will also provide additional financial relief. The stage show, film and entertainment activities are key components of cultural festivals and Not-For-Profit events. Other competitive venues in the GTA are not unionized and while theatrical and technical service costs are incurred at other locations (such as City parks, competitive theatrical venues) they are at much lower rates than those at Exhibition Place. This is a cost to the Board as the mark-up is used to offset costs of training, uniforms, disability claims, etc. Based on 2009, the foregone mark-up for Not-For-Profit events was \$17,000.00.

The NFP Guidelines would not apply to the Direct Energy Centre and/or Allstream Centre, given these venues are primarily used for international, national, regional and local Trade & Consumer Shows, and Meeting & Conference facilities, and the rental cost would not be within the NFP

organization budget. In addition, the definitions outlined in Appendix “A” attached provide a list of definitions which distinguishes between the different kinds of event organizers and Appendix “B” details the applicable rental policies for the various types of events which distinctions will allow the Board to promote cultural festivals on the grounds. Generally, the thrust of this 2010 Guideline is to reduce rental rates for Festivals and IATSE costs for Festivals, Community and Charitable Events.

Contact:

Arlene Campbell, General Manager, Sales & Events

Tel: (416) 263-3030

Fax: (416) 263-3019

Email: [ACampbell@directenergycentre.com](mailto:ACampbell@directenergycentre.com)

Submitted by:

---

Dianne Young, Chief Executive Officer

## APPENDIX “A”

### Definitions

Not-for-Profit - A non-profit organization includes a club, society or association organized and operated solely for the purpose of social welfare, civic improvement, education, pleasure or recreation, or for any other purpose except for profit. No part of the income and or proceeds of which is payable to, or is otherwise available for personal benefit directly or indirectly of any proprietor, member or shareholder. Not-for-Profit (NFP) organizations must be the Licensee (i.e. 3<sup>rd</sup> party meeting planner or individual organizing an event on behalf of the NFP is not applicable), and NFP categories need to be mutually exclusive.

Not-for-Profit Festival - A Festival is an event normally staged by a local community, which centers on a unique aspect of that community. The function of a festival is to meet special 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, which are open to the general public.

Not-for-Profit Community Use - A community is a group of people with some shared element (i.e. people who live in the same area). The substance of shared element varies widely, from a situation, to interest, to lives and values. For example a group of students from a local school (i.e. school graduation ceremony, annual dance recital).

Not-for-Profit Registered Charity - A registered charity is an organization established and operated for charitable purposes and must devote a significant amount of its resources to charitable activities. The charity must be a resident in Canada and cannot use its income to benefit its members. For income tax purposes, the charity must have a valid registration number issued by Canada Customs and Revenue Agency and can issue official income tax receipts for donations.

Community Grant - Exhibition Place budgets an annual grant fund of \$6,000 per year for community programs supporting in-need neighbourhoods. Applicants may request grant approval, which will apply up to a maximum of \$1,000, against the cost of their rentals and services per year. Qualification includes a written endorsement from a Toronto City Councillor outlining the purpose of the Applicant’s event and the rationale for the request of financial aide through this program. The current events that benefit from the program are: Streetbuds Ball Hockey Tournament, STOMP Urban Dance Competition/Showcase, Kids World of Energy Festival, Toronto Education Opportunity Fund, and Bike Week (SMART Program).

Major Festival Celebrations - Both the CHIN Picnic and Caribana events are exempt from these guidelines wherein an annual report is submitted to the Board for consideration.

**Appendix “B”**

**LEGEND:** X – Applicable, N/A – Not Applicable, T&M – Time & Materials, EP – Exhibition Place, DEC – Direct Energy Centre

Elements	Not-for-Profit			City of Toronto Meetings & Events
	Festival	Community Use	Charitable	
<b>Primary use of grounds and parking lots</b> to be charged at the standard Board approved rate (cents/square foot)	X	X	X	X
<b>Venue rental fee</b> discount applied to venue rental	N/A	10%	15%	N/A
Allstream Centre – Meeting Rooms / Ballrooms	N/A			rack rate
Direct Energy Centre – Meeting Rooms	N/A			waived
Direct Energy Centre – Exhibit Halls	N/A			rack rate
Bandshell Park & Stage & Lot 5 *utility based on actual meter readings and cost recovery fees subject to annual increase	Utility Fee, Cost Recovery of Facility & Event Staff, Onsite Electrician & Plumber for first 5 hours of each event day			rack rate
Better Living Centre	Utility Fee, Cost Recovery of Facility & Event Staff			daily utility rate
QE Exhibit Hall				daily utility rate
<b>Pro rata rates apply to</b> QE Exhibit Hall / Better Living Centre	N/A	X	X	N/A
<b>Venue rental fee</b> payments are due	25% upon execution 25% 90 days prior 50% 45 days out	25% upon execution 25% 90 days out 50% 45 days out	25% upon execution 25% 90 days out 50% 45 days out	Post event
<b>Free move in/out</b> up to a maximum number of day(s)	3	1	1	N/A
<b>Provide registered charity number</b>	X	N/A	X	N/A
<b>Food concession fee</b> *subject to increase based on event size/duration	\$5,000 plus taxes	N/A	N/A	N/A
<b>Parking facilities</b> Exhibition Place have sole/exclusive rights to the operation and revenues from surface and underground parking	X	X	X	X
<b>Rentals &amp; services</b> will be charged at	Services – T&M+12% IATSE – T&M	Services - rack rate IATSE – T&M	Services - rack rate IATSE – T&M	Services – T&M+12% – DEC Services – T&M+25% – EP IATSE – T&M+15%
<b>Use of Board Equipment</b> discount applied to Board owned equipment	28%	10%	15%	N/A
<b>Payments due</b>	10 days prior to event	10 days prior to event	10 days prior to event	Post event