

April 8, 2010

To: The Board of Governors of Exhibition Place

ACTION REQUIRED

From: Dianne Young, Chief Executive Officer

Subject: **Annual Rental Agreement - Festival Management Committee for the Scotiabank Caribana Festival Parade - 2010**

Summary:

This report recommends a one-year agreement with Festival Management Committee (“FMC”) for the Scotiabank Caribana Festival Parade 2010 at Exhibition Place based on the same terms and conditions as approved by the Board in 2009. The proposed 2010 costs to FMC have not increased from 2009.

The Scotiabank Caribana Festival Parade is a major cultural event that has been held at Exhibition Place since the mid 1990s with Scotiabank again as the title sponsor in 2010. 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 it 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 the event. The Parade is scheduled to be held at Exhibition Place on Saturday, July 31, 2010.

Recommendations:

It is recommended that the Board approve:

- (1) the execution of a one-year agreement with FMC for the 2010 Scotiabank Caribana Parade on the terms and conditions outlined in this report, and such other terms as required by the Chief Executive Officer and City Solicitor; and**
- (2) Subject to adoption by the Board of the “2010 Not-for-Profit Booking Guidelines Program” presented for consideration at its meeting of April 23, 2010, waive the mark-up on the IATSE hourly labour rate for technical services.**

Financial Impact:

The financial return to the Board in 2009 was \$25,000, however with the implementation of recommendation number 2 above, the return to the Board for 2010 will be \$24,300, plus services and parking for the event.

Decision History:

At its meeting of April 17, 2009, the Board approved a one-year agreement with FMC for the Caribana Parade 2009 which expired in September 2009.

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

Comments

Exhibition Place staff are recommending an agreement with FCM on the same terms and conditions approved by the Board in 2009 which are stated below save and except for the IATSE Technical Services which differs from 2009 in that there is no longer have a mark-up attached. With respect to the IATSE mark-up, the Board at its meeting of April 23, 2010, will be considering a report recommending a “2010 Not-for-Profit Booking Guidelines Program”, that recommends the mark-up on the IATSE hourly labour rate for technical services be waived. Based on 2009 actuals, the foregone mark-up for technical services for 2010 will be \$700.00.

- a) Venue Rental – Waive all grounds and interior venue rental fees – Parking Lot 1 (351,310 sf) & Parking Lot 2 (485,335 sf) for a total of 836,645 sf with a \$17,569.55 daily exterior venue rental, Fountain Dining Room \$1,500.00 daily venue rental, (1 move in day, 1 event day & 1 move out day), Total Venue Rental \$57,208.65
- b) Rentals & Services (labour, cleaning, rentals) – time and materials + 12%
- c) Technical Services – time and materials
- d) Technical Equipment Rentals – to be charged at posted rated
- e) 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.
- f) 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.
- g) 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.
- h) 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 2010 Scotiabank Caribana Festival Parade.

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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