



# Exhibition Place

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## Management Report Quarter Ending March 31, 2010

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## Executive Summary

- Consolidated Net Operating Income for Exhibition Place, Direct Energy Centre and Allstream Centre for the three months ending March 31, 2010 was \$353,442 compared to a budget profit of \$327,657 for a favourable variance of \$25,785.
- Net Operating Income for Exhibition Place and Direct Energy Centre for the three months ending March 31, 2009 was \$318,394 compared to a budget of \$127,067 for a favourable variance of \$191,327
- Net Operating Income for Allstream Centre for the three months ending March 31, 2010 was \$35,048 compared to a budget of \$200,590 for an unfavourable variance of (\$165,542)
- During the first Quarter the Sales & Marketing team secured 16 new events for Exhibition Place.
- Direct Energy Centre was announced as the media centre for the G-20 in June 2010
- Stephanie Whiteman, Senior Account Executive, earned her CMP designation, Geoff Mak Account Executive, was winner of the MPI Volunteer of the Year award and Dionne Bishop, Marketing Coordinator, joined the BizBash Toronto Advisory Board.
- Direct Energy Centre hosted Canada Blooms for the first time. It was a huge success and experienced a 20% increase in attendance, with over 90,000 attendees.
- In March, notification was received that Exhibition Place's submission for the UFI Operations Award 2010 was short-listed as one of three finalists.

## March 2010 Financials Exhibition Place and Direct Energy Centre

**Consolidated Net Operating Income for Exhibition Place, Direct Energy Centre and Allstream Centre for the three months ending March 31, 2010 was \$353,442 compared to a budget profit of \$327,657 for a favourable variance of \$25,785. Because of the general economic situation impacting our industry, while still early in the year, expenditure controls have been put in place for all programs and operating areas.**

### Exhibition Place and Direct Energy Centre

Net Operating Income for Exhibition Place and Direct Energy Centre for the three months ending March 31, 2009 was \$318,394 compared to a budget of \$127,067 for a favourable variance of \$191,327 mainly due to lower utilities and building operating costs.

- Rental income was \$3,927,265 compared to a budget of \$4,026,829 for an unfavourable variance of (\$99,564) mainly due to the timing of new business.
- Electrical net services of \$437,284 are favourable to budget by \$44,067 mainly due to additional services for the Artist Project.
- Direct and indirect expenses are favourable to budget by \$550,023 mainly due to timing of expenditures in the Sales and Marketing Division, lower utilities due to warmer temperatures and lower operational maintenance costs.
- Food & Beverage concessions of \$298,568 is unfavourable to budget by (\$158,734) due to timing of new business, minimal corporate events booked and reduced attendance at some of the larger Shows.
- Telecommunications income at \$135,609 is favourable to budget by \$3,238
- Show services from third party billings at \$1,302,0777 are only down by (\$2,661) with corresponding increase in related show expenses of \$26,574 for a net unfavourable variance of (\$29,235) mainly due to higher cost to deliver some show services for Canada Blooms.
- Parking revenues at \$1,840,106 is unfavourable to budget by (\$128,083) mainly due to timing on new business and lower revenues from Direct Energy Centre events due to lower attendance.

Parking expenses are down by (\$18,993) to reflect the lower revenue stream for a total net unfavourable variance after expenses of (\$109,090).

- Tenant income for rent and services at \$512,183 is higher than budget by \$20,061 gross, mainly due to additional 8 show services from Muzik, Medieval Times and Liberty Grand during the first quarter.
- Program recoveries and interest income at \$62,847 is lower than budget by (\$34,653) mainly due to lower interest rate during the year and lower show services requirements from Ricoh Coliseum.
- Advertising and Sponsorship revenue at \$49,051 is at budget.

Direct Energy Centre accounts receivable as at March 3, 2010 was \$1,148,487 consisting mainly of:

- \$571,947 for services on completed events.
- \$232,605 owed as contractual deposits for future events.
- \$218,666 for accounts with City Legal; this amount is fully provided for as a bad debt in the financial statements or the rental revenue has not been recognized as income and deferred as appropriate.
- \$22,824 owed for sponsorship arrangement.

Exhibition Place accounts receivable for the month ending March 31, 2010 was \$2,468,070 consisting mainly of:

- \$1,000,000 owed by City of Toronto Energy Office for an interest free approved ERP loan.
- \$567,092 owed by tenants of which \$89,289 (15%) has been received as of April 6, 2010.
- \$311,999 owed by MLSE for Ricoh Coliseum.
- \$300,000 owed by Federation of Canadian Municipality for approved Conference Centre Grant – LEED Silver Centre
- \$156,560 for show services on completed events of which \$3,353 (2%) has been received as of April 6 2010.
- \$35,003 owed by BMO Field for payroll costs of which \$33,837 (97%) has been received as of April 6, 2010.

### Allstream Centre

Net Operating Income for Allstream Centre for the three months ending March 31, 2010 was \$35,048 compared to a budget of \$200,590 for an unfavourable variance of (\$165,542) mainly due to timing and lower new business.

- Rental income was \$211,235 compared to a budget of \$272,218 for an unfavourable variance of (\$60,984) mainly due to the timing of new business.
- Food & Beverage concessions of \$77,960 is unfavourable to budget by (\$116,030) due to timing of new business.
- Telecommunications income at \$10,039 is favourable to budget by \$1,107
- Show services from third party billings at \$288,207 are down by (\$27,520) with corresponding decrease in related show expenses of \$1,000 for a net unfavourable variance of (\$26,520) mainly due to the timing of new business.
- Parking revenues at \$20,819 is unfavourable to budget by (\$48,882) mainly due to timing on new business.
- Direct and indirect expenses are favourable to budget by \$118,954 mainly due to lower base building expenditures.

Allstream Centre accounts receivable for the month ending March 31, 2010 was \$338,709 consisting mainly of:

- \$316,961 for services on completed events
- \$21,748 owed as contractual deposits for future events.

## **Sales and Marketing**

### **Jan/Feb/March Sales Effort**

During this period, our Sales & Marketing team secured 16 new events for Exhibition Place. The events are categorized as follows - 5 meetings; 2 walk/marathons; 4 conferences; 1 photo shoot; 2 consumer shows; 1 graduation; and 1 trade show. Due to the current economic climate securing new corporate business is challenging and impacting short term new business sales.

### **Jan/Feb/March Summary**

New events held during this time period included WDA Consultation & RCO Annual General meeting, National Bridal Show, Easter Seals Photo Stills Shoot, Toronto International Soccer Show, CNIJ Inc. meeting, Genumark Promotional Merchandise Inc. meeting, Safeguard Business Systems meeting, Plan-It Productions meeting, Triton Sales and Marketing meeting, Unisync Group meeting, Admar Promotions Group meeting, Cotton Candy Incorporated, Commercial Marketing meeting, Canada Blooms Garden Builder's Meeting & Tour, Columbia Institute Winter Forum, Loblaw 2010 National Kick-Off Conference, Starlight Children's Foundation, Canadian Government Meeting, IIDEX & ARIDO Exhibitor Sessions, Ontario Place Corporation Interviews, City of Toronto's Business Roundtable, TREC – Green Collar Careers, BILD Banquet, Hewlett Packard – TSG Customer Tour 2010, Artist Project, Canadian Restaurant & Food Services Association Seminar, Strategy Shopper's Marketing Forum, Canada Blooms, Finding your AlterECO Conference, Toronto Comic-Con 2010, Fashion Week, and the IBEW 353 Benefits Meeting.

### **2010 Conference Travel**

See attached Appendix A for a summary of business travel for the year 2010.

### **Publicity**

#### **Direct Energy Centre**

- Direct Energy Centre was mentioned in the Tourism Now newsletter with Toronto International Boat Show in January and the National Home show in February.
- BizBash featured Direct Energy Centre in a March article about Canada Blooms opening party.
- Martha Stewart posted a detailed entry about Canada Blooms in "The Martha Blog."
- The March issue of MeetingsFocus.com ran a story called "Greater Toronto" by Jeff Heilman mentioning the Direct Energy Centre, Allstream Centre and Exhibition Place – this was a result of a Tourism Toronto FAM.
- March 27 The National Post ran a story called "Sunny Season Shows" by Nathalie Atkinson. This story featured the upcoming One of a Kind Spring Show and Sale at Direct Energy Centre.
- Press Releases sent out by Marketing Division: Canada Blooms enjoys higher attendance at Direct Energy Centre – March 22, 2010.

#### **Allstream Centre**

- After hosting the Canadian Association of Exposition Managers Holiday luncheon in December, the January communiqué ran a 10 page feature about Allstream Centre and the event.

- Construction kudos was given to Allstream Centre in the Tourism Now February Newsletter. BizBash January article called “4 New (and new-ish) Conference Facilities” featured Allstream Centre as 1 of the 4 properties.
- One+ magazine ran a story by Chuck Green called “What Recession? Convention Centers across the Globe aren’t just Holding on” and mentioned Allstream Centre as a new full service conference centre.
- Toronto Construction Association ran a story mentioning Allstream Centre as winners of the ‘Best of the Best’ award on Jan 29, 2010.
- Conworld.net ran “Toronto’s Allstream Centre Wins first design Award” in January. Facilitiesonline.com ran “Allstream ‘Best of the Best’” in February.
- ICCA in the *News & Publications* section of their newsletter ran ‘Allstream Centre wins first design Award’ on Feb 1, 2010.
- Meetings East Magazine ran a story entitled “Ontario” by Jeff Heilman in February 2010. The story featured Allstream Centre as a new edition “making Toronto shine even brighter”.
- Ignite Magazine also featured Allstream Centre’s ‘Best of the Best’ award win in their *Current News* section in February 2010.
- Mid-Atlantic Events Magazine ran a story by Ken Alan called “Touring Toronto in 72-hours” detailing Allstream Centre and Direct Energy Centre. This was in relation to participating in a Tourism Toronto FAM.
- Bizbash ran a story on March 11<sup>th</sup> called “Fashion Week Pulls out of Warehouse Locations, Moves to Allstream.”
- Marketing Division, Dionne Bishop wrote a story called “The Transformation of Toronto’s Automotive Building” which ran in the Spring issue of the “Our Toronto” publication.
- Award magazine ran an article called “Allstream Centre” by Angela Altass.
- March Issue of Meetings East magazine ran a cover story called “Tantalizing Toronto” featuring Allstream Centre.
- Press Releases sent out by Marketing Division: Allstream Centre wins first Design Award, January 25, 2010 and “Allstream Centre wins ‘Best of the Best’ Award, Feb 1, 2010.
- Dianne Young was invited to present the Allstream project to the Latin American Association in Quito, Ecuador

#### **Exhibition Place**

- Jan/Feb issue of Communique publication included 2 stories in the *Take Note!* Section.
- “Toronto City Council Approves Hotel Development with HK Hotels – Additional Seating at BMO Field.”
- Vantage Magazine, Winter/Spring edition, ran a story “Toronto was Recognized as Canada’s most sustainable City” and featured Exhibition Place initiatives and leadership throughout.
- Ajax World Magazine ran a story pulled from PR Newswire. “Toronto Beckons with Bolder, Brighter Buildings” detailed new hotels in the city mentioning the “Hotel in Garden” project and featured Allstream Centre as a “newest venue.”
- Meetings East Magazine, February issue ran a mention called “Toronto Hotel Plans Revealed.”
- Exhibition Place has been in the news repeatedly regarding the upcoming G20 event mentioned in: The National Post, The Toronto Star, The Toronto Sun, Thespec.com (Ottawa), Newstalk1290, The Globe & Mail, The Guelph Mercury, cbc.ca, ctv.ca, The Windsor Star, The Edmonton Journal, Kelowna.com.

#### **Exhibition Place staff in the news**

- Stephanie Whiteman, Senior Account Executive, earned her CMP designation and was mentioned in Meetings & Incentive Travel (meetingscanada.com)
- Geoff Mak, Account Executive. Winner of the MPI Volunteer of the Year award mentioned in Meetings & Incentive Travel (meetingscanada.com)
- Dionne Bishop, Marketing Coordinator, was invited to join the BizBash Toronto Advisory Board and is now mentioned on bizbash.com as a member for the Toronto Market.

## Event Management Services

During the months of January, February and March Event Co-ordinators and Exhibitor Services staff were involved in the following events:

JANUARY
<b>Trade/Consumer/Corporate Events</b>
<ul style="list-style-type: none"> <li>▪ Toronto International Boat Show</li> <li>▪ Toronto International Soccer Show</li> <li>▪ National Bridal Show</li> <li>▪ Promotional Products Professional of Canada</li> </ul>
<b>Other Events</b>
<ul style="list-style-type: none"> <li>▪ TREC Educational Session</li> <li>▪ Vietnamese TET Festival</li> <li>▪ 2010 Columbia Institute Winter Forum</li> <li>▪ Loblaw National Meeting</li> </ul>
FEBRUARY
<b>Trade/Consumer/Corporate Events</b>
<ul style="list-style-type: none"> <li>▪ National Home Show</li> </ul>
<b>Other Events</b>
<ul style="list-style-type: none"> <li>▪ LA Detail Vehicle Prep and Storage</li> <li>▪ City of Toronto Business Roundtable</li> <li>▪ TREC Educational Sessions (3)</li> <li>▪ Starlight Children's Foundation</li> <li>▪ Building Industry &amp; Land Development</li> </ul>
MARCH
<b>Trade/Consumer/Corporate Events</b>
<ul style="list-style-type: none"> <li>▪ Artist Project</li> <li>▪ Toronto International Bicycle Show</li> <li>▪ Canadian Restaurant &amp; Foodservices Association</li> <li>▪ Canada Blooms</li> <li>▪ Toronto Comic Con</li> <li>▪ National Motorcycle Show</li> </ul>
<b>Other Events</b>
<ul style="list-style-type: none"> <li>▪ TREC Educational Sessions (3)</li> <li>▪ Media Centre Tech Meeting</li> <li>▪ CGA Exams</li> <li>▪ Strategy Shoppers Marketing Forum</li> </ul>

- Wizard World
- Toronto Police Exams
- Finding your AlterECO
- Fashion Design Council of Canada
- IBEW 523 Meeting

The Toronto International Boat Show was well attended and patrons were delighted at the return of Henry's Fish and Chips, thanks to accommodations made with Centerplate. Centerplate added a Live Pasta Station which proved so successful that show management requested it again for 2011.

2010 marked the first year of the Toronto International Soccer Show, which was quite successful in terms of attendance and media attention. Additional directional signage was placed to guide patrons as three events took place in Direct Energy Centre simultaneously.

The Vietnamese TET Festival was once again well attended; however move-in and move-out took longer than anticipated.

Information from the Promotional Products Professionals of Canada event and the related meetings was very slow in arriving and the event itself was reduced in size. Multiple salon rentals and set-up changeovers for meetings associated with the event also took place. Staff went the extra mile to ensure that client needs were met.

Loblaws National Meeting set-up extensive recreations of store components in each meeting room in Allstream Centre. The conference used almost every space within the facility and was a successful test of our building design and services for a significant corporate gathering. Flat floor exhibit space in Hall D within the Direct Energy Centre was also part of this event.

Staff was very vigilant to ensure all safety guidelines were met during the National Home Show, Canadian Restaurant & Foodservices Association and Canada Blooms. The Ministry of Labour was present at these events and were satisfied that safety regulations were being met.

Staff worked extremely hard to service the Canadian Restaurant & Foodservices Association, the Artist Project and the Toronto International Bicycle Show, all of which took place during the same weekend. This was the second year for Canadian Restaurant & Foodservices Association and show management was very pleased with our services. The Artist Project, a new event to the QE Building, was very labour intensive, and a lot of preliminary preparation work needed to be done to the QE Building to ensure it was a suitable showcase for the event. We thank all the departments who rose to the challenge and contributed to an outstanding event. Toronto International Bicycle Show was very well attended.

This was the first year that Canada Blooms took place in Direct Energy Centre. Staff did a lot of advance preparation to ensure a smooth move-in, event and move-out. All reports indicated the event was very successful and it will return in 2011.

Toronto Comicon went quite well with positive feedback from the organizer and patrons. The returning National Motorcycle Show and Wizard World both ran smoothly.

## Exhibitor Services



The month of January was busy as order desks were required for four shows, three of which were on the same weekend. Early February was steady for Exhibitor Services in preparation for the National Home Show. The order desk for this event ran smoothly with no major issues.

March proved to be very busy with the processing of orders for five events, three of which were on the same weekend and all of which required all exhibitor staff to manage their on site order desks. The Canadian Restaurant Foodservices Association order desk in particular, was very busy. With the short turn over time from the Home Show to the Canadian Restaurant Foodservices Association event, electricians were hard at work filling advance and onsite orders. Future planning for the Canadian Restaurant Foodservices Association may involve deploying additional staff to help assist with exhibitor inquiries and at booth follow-ups.

All staff worked hard and long hours to ensure the order desks ran smoothly during our busiest month of March and their efforts are greatly appreciated.

### Allstream Centre

Meeting Coordination Staff continued training to familiarize themselves on building operations in Allstream. Planning was conducted for events in February and beyond.

### New Staff

Ken Jattan joined our Event Services Division in January, to fill the position vacated by David Lyew who has moved the Parking Division. Ken comes to us with extensive experience in the Trade & Consumer Show industry having worked on the supplier/ contractor side prior to spending his last year as an Event Coordinator at the Metro Toronto Convention Centre.

### Parking

Parking activity for consumer shows in the first quarter of 2010 was down an average 4% over 2009, however, increased revenue from peak day premium garage pricing helped offset the decline in revenue.

All parking supervisory staff took part in a one day Safety Training course in February. The course was conducted in-house by the Health and Safety Division, and topics covered included the OH&S Act, WHIMIS, Robbery Prevention and general safety.

## Telecommunications

Telecommunications has been busy in the first quarter servicing events across the grounds, including the new Allstream Centre. Allstream Centre's connectivity and excellent WIFI access provide an ideal platform for delivering high speed data services. First quarter initiatives include:

- **WIFI in General Services:** WIFI was deployed in the building to provide mobile access to building automation systems as well as internet for boardrooms.
- **PBX Upgrade:** The Exhibition Place Private Branch Exchange (PBX) [our phone systems], is now 13 years old and requires a major upgrade. Telecom/IT have contracted with Allstream Canada to upgrade and enhance the system.
- **Floor Port Refresh:** The Telecommunications floor ports in Direct Energy Centre have seen considerable use over the last 13 years and are due for a technical refresh. Working with Capital Works, Telecom developed a prioritized evaluation list of port states as well as providing a scalable per unit cost structure.



- **Better Living Centre Upgrade Plan:** Additional cabling distribution is scheduled to be deployed in the BLC to assist with the needs of events in that building. An additional CAT 5 and voice cable will be outfitted to every subserviced column in the facility.
- **Allstream Centre Green Switches and Management Software:** The building has approximately 736 data ports through out the facility. Initial budgetary outfitting constraints limited the number of physically active ports deployed within the facility. Telecom/IT now has approval to outfit the entire centre with manageable "green" switches. With this additional capability IT will be able to energize any set of data ports that clients purchase service for and provide variable, managed network connectivity. The switches themselves embody a new "green" capability that CISCO has pioneered and will allow for high density connectivity scenarios with excellent power management. This same software suite can also be adapted to manage desktop users for a unified "smart energy management" solution.
- **Exhibition Place Intranet:** Telecom/IT is expanding the intranet development and has introduced a time saving home page redirection for users. Additional items are being added weekly and users are invited to assist with the evolution of the system.
- **BlackBerry Enterprise Server:** Exhibition Place is in the final stages of testing a BlackBerry Enterprise Server that will tie in with the existing Exhibition Place Microsoft Outlook services. This system will allow for real time synchronization of mobile BlackBerry devices which are used by various users across the campus.
- **Computer Server Refresh:** Exhibition Place has received a new compliment of HP servers that will become the primary platform for data storage, Microsoft Outlook services, SQL database applications etc. The servers provide significantly increased data storage capacity, higher speed processors and much greater memory space. Microsoft Outlook 2010 will become the new mail service system. Microsoft Outlook 2010 provides significantly more collaborative tools as well built in SMS (text messaging) and a myriad of other functions (including significantly improve SPAM filtering technology). Additionally, virus protection will no longer be the Computer Associates product, but instead a much more versatile Symantec antivirus/malware system which should reduce the number of malicious threats that could potentially affect our systems.

## Building Operations

### Maintenance

- 561 preventive maintenance work orders issued for January; 561 for February; and 535 for March
- Repairs to Guillotine-Blade door and to three manual controls on Hall A west roll up doors
- Repaired three roof leaks
- Two Steam heaters replaced in North Extension
- Repaired and patched floor at Hall A by door 40
- Painted all washroom stall partitions damaged by graffiti
- Repaired heater exchanger MUA 35 and replace main shaft MUA 45
- Required exhaust fan EF-35, EX-63, EX-62 main bearings.
- Purchased a new chiller tube cleaning machine and a gantry, opened the chillers, started cleaning the tubes in the condenser box of the 3 centrifugal chiller and the absorber.

### Electrical

#### January

- Check exhaust fan Fahrenheit Grill and check VSD SAF # 27, 3rd floor
- Install heater motor cleaning and hook up new heater in Industry
- Disconnect 2 heaters Industry and disconnect pump 3rd floor / reconnect

- Repair panel cover in Industry and repaired heater in West loading dock
- Heater door 28 remove motor and reinstall
- Infra-red scan on electrical boards, panels, disconnects
- Renovations in Event Services Division, wired and installed cameras in new boardrooms
- Kitchen exhaust fan cleaning cycle relay and set up Fluke meters on Centerplate freezer
- Replace motors and overload relays Air Curtains
- Repair outside signboard, lights in Hall C entrance and parking kiosk light switch
- Disconnect pump RAWF boiler room
- Install 200A service Hall C kitchen servery

## February

- Replace burn outs Centerplate freezers, re-hang light fixture in East Annex, fix broken fixture in Industry
- HVAC heaters in Industry, install heater motor in Industry, fixture cycling in Industry
- Install heater motor in compactor room and hook up unit heater in North Extension
- No power door 41, door 40 air curtain disconnect, door 9 air curtain stuck on
- Repair dock levellers and install temporary LED light in parking garage
- Blank off exit sign Salon 107
- Hook up motor RAWF boiler room
- SAF 17 chattering

## March

- Replace burnt out air curtain motors and replace overloads for air curtain motors
- Dock leveler 6 blowing fuse, burnt out solenoid
- Replace burnt out lamps curved ceilings at entrances and in Galleria ad signs
- Disconnect pump 3rd floor
- Water leaking onto buss parking garage cover buss with tarp
- Reset time of day clocks in Halls A,B,C,D and Identify circuit numbers for Hall A lights
- Check operation of switches salon 10, check parking garage motion detectors B17 B18
- Replace heating motors in Cleaning Department and fix heaters west loading dock ( stats and motors)
- Replace pull chain switch parking kiosk
- Disconnect tree lights from broken tree
- Disconnect CC poles, remove CC poles and cover bases with boxes

## Facility Services

The Facility Services Division planned and delivered services to Boat Show, Promotional Products Professionals of Canada, The Bridal Show and the Loblaw events. The Boat Show conversion at Ricoh was very challenging due to stringent timelines. A very large IATSE call that was well organized and delivered for the Loblaw event.

The Facility Division has been restructured to give Coordinators more focus on either show or maintenance activities, with a goal of delivering the best possible customer service to our clients.

The following projects/activities were completed or are on-going:

- A staff meeting was held to discuss the various lighting levels required in all buildings. The goal is to save even more energy in 2010 by utilizing various lighting levels and turning off unnecessary lights.

- In the process of developing a new event planning document which will share information between all departments that are involved with the move-in and move-out of shows.
- Used approximately 17 metric tons of road salt throughout January. This is a reduction of approximately 120 metric tons compared to January 2009.
- Added a new dirt leveling attachment to tractor, which was necessary due to heavy use in the Horse Palace arena by the Police Services Mounted Unit and the Riding Academy.
- As part of the preventative maintenance program a thorough cleaning of the Press Building was completed, all Salon carpeting in Direct Energy Centre was steam cleaned, the underground garage was swept and washed, and the south end of the mechanical rooms was cleaned. In Allstream Centre the carpet in ballroom A and the front entrance was steam cleaned. The General Services cubicles were cleaned and the parking/placement of equipment was reorganized.
- The Recycling Council of Ontario, with the help of Exhibition Place, hosted discussions with Ontario's Ministry of the Environment on the Waste Diversion Act 2002 Review, at Exhibition Place.
- Completed the 2009 waste audit and surpassed goal with a waste diversion record of 79.09%.
- Order 29 three-stream recycling receptacles made of 100% plastic for Direct Energy Centre salons.
- Implemented new signage on the four-stream receptacles around Direct Energy Centre that will help minimize the impact of waste contamination and help create and strengthen best diversion practices at the source receptacle.

## Record & Archives



### Haunted Walking Tours - Exhibition Place

Given its popularity during the CNE period (2 tours) and one October (which raises funds for the United Way—\$400 was raised in 2009). Staff have coordinated 6 tours in an effort to generate revenue and have posted the information to the Exhibition Place web site and will also be advertised on the digital signs on the park. In addition, a communication will also be sent to City of Toronto to post on its web site.

Historically Exhibition Place is known for its bright lights and entertaining shows, but lurking below the surface are a few well-kept secrets that, until this walking tour, were primarily known only to staff who work the late shift. That the grounds should harbour otherworldly visitors is not much of a surprise: the Horticulture Building was once used as a temporary morgue; the current site of the CNE midway was a bloody battlefield during the War of 1812; and the grounds were once home to two military forts. Not to mention the CNE's own long history, going back to 1879 – plenty of time and plenty of reasons for an accumulation of “things that go bump in the night.”

Leader: Steve Collie; Starting Point: 2 Manitoba Drive, General Services Building; Finish Point: Scadding Cabin (south of the Dufferin Gate); Length: Approximately 2 hours; Difficulty: Long walk on level ground; some stairs and rough terrain. Cost: \$20.00 per person, cash at the door. Not Recommended for Children. \*Limit of 50 people, please call 416-263-3600 to register.

Tour dates – Friday, April 23<sup>rd</sup>, Friday, May 14<sup>th</sup>, Friday June 18, Friday July 23, Friday, Sept. 24<sup>th</sup>, and Friday Oct. 29<sup>th</sup>. There will also be two haunted walking tours during the CNE, dates to be determined; free with admission to the CNE.

### Film Digitization Project

Would you like to walk down memory lane.....Records & Archives has established a channel on YouTube where they are posting CNE films being digitized under a Heritage Trust Grant from EMC. Christina Stewart, our Film Archivist, is managing the film digitization project and every time she finishes digitizing a reel of film, she will post it to the channel. There is only a handful of digitized film posted to date, but stayed tuned for more! An excellent way to learn the history of Exhibition Place or just to reminisce! The link: <http://www.youtube.com/user/CNEArchives>

### Service Stars

Rob Bartholomew received an e-mail on January 24<sup>th</sup> from Heather Robertson of Sears Canada. “Just wanted to say thanks again for the great support and help you gave us at the show this weekend. Your team was great and I appreciate all your help to me in making it a great show for Sears. I look forward to working with you again.”

Marti Milks of the National Bridal Show sent an e-mail to Arlene Campbell and Jeff Gay on January 25<sup>th</sup>. “We had a sold out show. First and foremost I cannot imagine doing what we did without Jamie Needler. He kept everything running so smoothly and so efficiently both pre-show and on-site. Jamie is without a doubt one of the best people I have ever worked with, and continues to deliver a performance that makes my job so much easier. It is not just customer service to him, he makes you feel like you are part of the family and he will cover off all details no matter what it takes... Brian Smith and Jim MacGregor were awesome, as were the marshalling guys on Sunday night. We all know what move out is like, and those guys were great! The new guy at Centreplate, Corey - he is a keeper! Again, he was constantly circling to see what he could do, and how he could help! Really liked him. Arlene, we are going through some tough times, but this show puts us back on track. It takes an entire village to raise a show, and you have all the right people in the village!”

Marti Milks sent a follow-up e-mail to Arlene and Jeff on January 25<sup>th</sup> to say “I also forget to mention Rob! He was absolutely incredible with us and the exhibitors, I have never had so many compliments about customer service that he delivered at any of my shows!”

Jim Lee received an e-mail on January 25<sup>th</sup> from Vicki Chan of the Toronto International Soccer Show. “Thanks so much for everything. Your whole team is so awesome & we look forward to talking with you guys soon about next year.”

Julie Pike of the Society of Manufacturing Engineers sent an e-mail to Don Leddy on January 26<sup>th</sup> which said “We’re pleased to tell you that our SME staff raised \$4,698 for Childhelp which will go to helping children who are victims of child abuse and neglect. Thank you again to you and your organization for the kindness and generosity shown to our annual event that means a great deal to all of us at SME. Our day would not have been a success without you!”

Jeff Ironi of Global Alliance Worldwide Chauffeured Services Ltd. sent an e-mail to Don Leddy on February 11<sup>th</sup> regarding the National Bridal Show. “I wanted to mention what great service we received from everyone at the Direct Energy Centre.... I have been involved with over 3 dozen conventions in many cities across North America and have never been treated as well...”

Dionne Bishop received an e-mail from Julie Siedel of PCMA on March 2<sup>nd</sup> "Once again, it was a pleasure meeting you last week at the first PCMA Canada East Educational Program for 2010. The Allstream Centre is amazing and your staff were great to work with. Please find attached a note of "Thanks" from our Chapter President, Tara Gordon. Regrettably Tara was not able to attend the program itself however she has been kept well informed of the outcome of the program and the support you provided to the Chapter."

A quote from the letter as mentioned above, from Tara Gordon to Dionne, is as follows: "...the success of our chapter's initiatives are dependent upon many partners in the process from the conception to delivery. The very kind assistance extended by the Allstream Centre provided a much needed pair of "helping hands" which was greatly appreciated by all. Your facility offers great space with state of the art technology which I know a number of our members were very keen to see in action. Hopefully you'll see more of them in their official capacities in the future!"

Dianne Young sent an e-mail to all staff on March 5<sup>th</sup> as follows: "It gives me great pleasure to announce that last night our own Geoff Mak, Account Executive was awarded the MPI Toronto Chapter "Outstanding Volunteer of the Year Award", by Meeting Planners International, Toronto Chapter. The Awards Ceremony held at the Fairmont Royal York Hotel, recognized Geoff's commitment to volunteerism, both personally and professionally. Congratulations Geoff!"

Debbie Sanderson received a letter dated March 18<sup>th</sup> from Tamara Toleda. "On behalf of the Latin American Canadian Art Projects, I would like to extend our gratitude and thanks to Deputy Mayor Joe Pantalone, Chair of the Board of Governors of Exhibition Place for their support in providing a venue and community assistance for the fundraising event in support of the victims of the earthquake in the city of Lota, Chile. We are eternally grateful to Deputy Mayor Joe Pantalone for not only listening to our urgent request after our initial meeting, but also very thankful to him and the CEO of Exhibition Place, Dianne Young, for quickly attending and supporting with an immediate venue and assistance to funds and onsite advertising."

André Harris of Yamaha Motor Canada sent an e-mail to Francesca Leone on March 25<sup>th</sup>. "Wanted to comment on the service and attention to detail that Francesca Leone and the staff at Centerplate Catering provide to Yamaha Motor Canada during the Toronto International Boat show this past January. Francesca suggested a menu that fit my budget and made recommendations that allowed for us to roll out our sales programs in a short time. She also assured that there would be staff ready and attentive to our requests for refilling of the coffee and Danishes. The serving tables were cleared out and the booth returned to us in time for the show being open to the general public. All in all, we had one of the best boat shows in recent history..."

Arlene Campbell sent an e-mail to all staff on March 26<sup>th</sup> as follows: "I just wanted to share part of an email that was sent to me from Gerry Ginsberg, General Manager Canada Blooms, today. Our clients identify us by the building they are in, but this thanks is meant for all Exhibition Place staff.

"A short note of thanks to all of the staff of the Direct Energy Centre for hosting Canada Blooms 2010 at your exceptional facility. We are hearing constant praise about the quality of our 2010 celebration and the quality of your venue....."

Please thank the Staff of the Direct Energy Centre for their support. They all did a great job this year."

So thank you to all Exhibition Place staff. You are what makes this grounds work and help our clients have successful events.”

## **Centerplate**

### Retail Department

#### **January**

The retail department kicked off the year with a very successful Boat Show. Centerplate offered visitors and exhibitors a Pasta Station, a new concept to this particular show, which turned out to be a guest favorite. In addition to the return of Henry’s Fish and Chips, guests had the opportunity to try one of our three gourmet Paninis; Calabrese, Turkey and Swiss or Grilled Vegetable. In the Exhibitor Lounge guests enjoyed a daily soup and entrée special including Cabbage Rolls, BBQ Ribs and Stuffed Peppers.

During the Promotional Products Professionals of Canada, guests were able to choose from a variety of offerings including Smoked Meat Sandwiches, Pizza Pizza, Gourmet Salads, and favorites from the Grill. We also added a Pasta Cart, new to this show as well, and guests were able to choose their own toppings including Chicken and Grilled Vegetables as well as their choice of Sauce. The client was very happy with the overall service of the show.

The Soccer Show and Bridal Show took place during the same weekend. Café Soleil was opened for these guests in addition to locations inside the Halls. In Café Soleil we offered guests a live Pasta Station, Grilled Paninis, Gourmet Sandwiches and Salads. Inside the Halls guests enjoyed hot items including Chicken Shawarma, Chicken Stir Fry with Rice and Crepe Delicious. Overall both shows were a success and guests and the show managers were quite pleased with the new menu concepts.

#### **February**

The retail department had a busy month with the National Home Show and working with a new Show Manager. During the National Home Show, Centerplate operated all Concession Stands in Direct Energy Centre, a Full Service Fine Dining Restaurant, a full Food Court with a Bar, as well as a Pasta Station on the south east wall. In permanent south wall locations guests were offered a variety of Grilled Items, Crepes, Smoked Meat Sandwiches, Pizza, and newly packaged Sandwiches and Salads.

In the Bistro guests enjoyed a variety of items including Caesar Salad with Pancetta and an Autumn Miropoix, a Trio of Smoked Salmon, Egg and Asparagus, Grilled Vegetable Paninis served with a side Salad and our new Chocolate Chipotle Pudding served with Vanilla Crème Fraiche and Biscotti. This proved to be a guest favourite!

In Centerplate’s food court there were a few different offerings, including Chicken Shawarma, Grilled Paninis, freshly made Pasta with a variety of ingredients, and some local fare at our Bountiful Ontario cart including Squash and Mushroom Quesadilla. To help attract guests to the food court, which was somewhat hidden, food maps were handed out on the show floor and guests were offered food samples.

Overall the show was a success and the client was happy working with the Centerplate team.

#### **March**

The retail department had an extremely active month of March with the Artist Project, CRFA, Bicycle Show, Canada Blooms and Motorcycle Show.



During the Artist Project, Centerplate ran a small Bistro in the centre of the show floor which offered Tomato, Basil & Bocconcini Napoleon Salad, Smoked Chicken & Grilled Vegetable Soup with Saffron & Padano, Grilled Ontario Old White Cheddar Grilled Cheese Sandwiches with Fresh Prepared Coleslaw and Chicken Souvlaki with Sour Cream, Shredded Lettuce, Diced Tomato & a Mixed Greens Salad.

For the inaugural show of Canada Blooms in Direct Energy Centre, Centerplate opened the south wall concessions including Fahrenheit Grille, Go Gourmet, Pickles Deli and Pizza Pizza. In the Food Court guests were offered a choice of Grilled Paninis, Crepe Delicious, Hot Dogs, Made to Order Pasta and Chicken Shawarma. The food court was originally in Hall A but ended up expanding into Heritage Court to accommodate extra seating for the show. Food maps were handed out to help direct visitors to the various seating areas and food locations. The show was a great success and the client was very happy with Centerplate's services.

During the Motorcycle Show Centerplate opened two locations. The first served Pasta and Paninis for the first time in this show along with Hot Dogs, French Fries and Pizza Pizza. Two full service bars were also in operation. In the second location guests were offered grilled items and Pizza Pizza. The client was happy overall with the services offered.

## Catering & Sales Department

### January

The Boat Show did not host their Annual Charity Reception or Breakfast at Direct Energy Centre. In previous years the Charity Reception was upwards of 1800 people. Exhibitors also cut budgets back and reduced booth catering significantly. We did however host the Boat Show AGM where guests enjoyed a variety of Pinwheel Wraps and Open Faced Sandwiches including Roast Beef with Onion Crisps, Roasted Chicken with Sundried Tomato and Black Forest Ham with Pineapple. In addition we offered a Grilled Maple Pear Salad with Oven Roasted Cherry Tomatoes, Caramelized Walnuts and Asiago on Red Leaf, Baby Arugula and Belgian Endive in a Citrus Vinaigrette.

During the Promotional Products Professionals of Canada event catering was busy, especially on the last day of the show when many exhibitors hosted hospitality suites and invited their clients. The majority of clients ordered baked goods and fruit for breakfast, sandwiches and salads for lunch and desserts as a midday snack. One client had an ice cream cart with gourmet ice creams being served at 2pm. The clients were all very happy.

### February

The National Home Show reduced their budget this year for all catered events. They normally have a media breakfast which was quite elaborate in recent shows however this year all funds went towards their House Warming Event. The House Warming Party was a reception sponsored by the Heart & Stroke Foundation for approximately 300 people. In partnership with the Spirit and Wine Festival guests enjoyed a glass of wine, beer or spirit and a selection of Hors D'oeuvres. The client was quite happy with the reception specifically the service and level of hospitality with the partnership.

### March

During the Artist Project, a first for Direct Energy Centre, Centerplate hosted a reception for 1,000 people to kick off the show. Offerings included Hors D'Oeuvres such as Balsamic-Glazed Onion, Mushroom



and Orange on Polenta, Butternut Squash and Blue Cheese on Crostini and a Thai Salad Roll with a Sweet Chili Ginger Dip.

During the Canadian Restaurant & Foodservices show Centerplate hosted a Spanish themed reception for approx 100 people and served Spanish Ham Croquettes, Meatballs in a Tomato Sauce, Stuffed Cherry Tomatoes, Goat Cheese Stuffed Piquillo Peppers and Spicy Sausage & Cheese Tortilla. The Vice President was so happy he came to thank us in person. He said he loved how all of the food was homemade and really appreciated the care and professionalism that went into making his event a success.

Centerplate and Canada Blooms kicked off the show with a Preview Party for just under 1,000 people. Some of the items served to the VIP guests included Korean Beef Stir Fry with Jasmine Rice in a Bamboo Boat, Mussels in a Spicy Pernod Sauce, Caesar Salad Martinis, Chilled Peaches and Cream Soup and Floral Cupcakes. The client was extremely happy with the menu, service and level of hospitality. Overall the reception was well received by guests and everyone enjoyed themselves and the food.

Submitted by:

Submitted by:

Arlene Campbell  
General Manager, Sales & Events

Dianne Young  
CEO, Exhibition Place

## APPENDIX 'A'

Date	Tourism Toronto Business Group	Location	Event / Sales Activity / Organizer/ or Marketing Program	Target Audience	Proposed EXPLACE Seller	Travel Completed
<b>MC&amp;IT Sales Activities</b>						
<b>ASSOCIATION</b>						
January 10 - 13, 2010	MC&IT	Dallas, TX	<b>PCMA (Professional Convention Management Association) Annual Conference</b> - TT & MTCC to co-host an "Imaginarium" throughout the event at the centre, sponsor closing general session speaker, host VIP book signing with closing session speaker, partner with CTC on Canada Night	US Association	Don Leddy Stephanie Whiteman	done
January 28, 2010	MC&IT	Ottawa, ON	<b>CSAE (Canadian Society of Association Executives) Tete a Tete Trade Show, CSAE/MPI (Meeting Professionals International) Auction and Dinner</b> - Build the business and showcase Toronto at one of the top trade shows in Canada for the Cdn Association/ Government Markets	Canadian Association	Barb Outschoom Don Leddy Stephanie Whiteman	done
February 7, 2010	MC&IT	Chicago, IL	Midwest/West in market initiative - Client Event	US Association	Don Leddy	done
February 2 - 4, 2010	MC&IT	Washington, DC	<b>Tourism Toronto GM Sales Mission:</b> Key client event plus two days of sales calls with High Value Association clients and third party management companies	US Association	Arlene Campbell Barb Outschoom	done
February 17, 2010	MC&IT	Chicago, IL	<b>Experient Sales Mission</b>		Barb Outschoom	done
March 10, 2010	MC&IT	New York / Philadelphia	NYSAE We Love NY Day Tradeshow & client entertainment. Details TBA <b>Northeast in-Market Initiatives</b> - Meet with key self-contained & citywide partners, New York City (tie in the NYSAE) & Philadelphia	US Association	Barb Outschoom	done
March 31, 2010	MC&IT	Washington, DC	<b>Experient Sales Mission</b>		Stephanie Whiteman	done
April 15, 2010	MC&IT	Toronto, ON	<b>National Meetings Industry Day</b>		entire team	
May 27, 2010	MC&IT	Washington, DC	<b>ASAE (American Society of Association Executives) &amp; The Center-Springtime Expo</b>	US Association	Stephanie Whiteman	
May 6, 2010	MC&IT	Ottawa, ON	<b>MPI Prix Prestige Awards Gala</b> - Showcase Toronto at one of the top attended MPI events in Canada hosting over 250 planners	Canadian Association	Barb Outschoom Don Leddy Stephanie Whiteman	
June, 2010	MC&IT	Toronto, ON	<b>Toronto FC</b> - Client Event	SMERF	Barb Outschoom	
July 16-17, 2010	MC&IT	Chicago, IL	<b>GM Sales Mission:</b>	US Association	Stephanie Whiteman	
August 21 - 24, 2010	MC&IT	Los Angeles, CA	<b>ASAE (American Society of Association Executive) &amp; The Center Annual Meeting</b>	US Association	Laura Purdy Barb Outschoom Don Leddy Stephanie Whiteman	
August TBA, 2010	MC&IT	Ottawa, ON	<b>Canadian Association August Sales Mission and HVA Client Event</b> - Conduct Sales calls over 2 days and an HVA client event to go after new tentative business in the Cdn Association/ Government and Union Markets	Canadian Association	Barb Outschoom Don Leddy Stephanie Whiteman	
September 23 -25, 2010	MC&IT	Quebec City	<b>CSAE Annual Conference and Showcase</b> - Attend Annual conference and showcase to promote Toronto as a leading destination for Cdn Association business in Canada	Canadian Association	Laura Purdy Barb Outschoom Don Leddy Stephanie Whiteman	
September TBA, 2010	MC&IT	New York	New York City Sales Calls & Client Event	US Association	Don Leddy	

## APPENDIX 'A' Continued

Date	Tourism Toronto Business Group	Location	Event / Sales Activity / Organizer/ or Marketing Program	Target Audience	Proposed EXPLACE Seller	Travel Completed
September/October TBD 2010	MC&IT	Washington, DC	Washington DC Signature Client Event	US Association	Stephanie Whiteman	
October TBA, 2010	MC&IT	Philadelphia	Philadelphia Sales Calls & Chapter Sponsorship (PCMA)	US Association	Barb Outschoorn	
November TBA, 2010	MC&IT	Ottawa, ON	Tourism Toronto Annual HVA Signature Event - Build the business and promote Toronto as a leading destination for Cdn Association, Government and Union business	Canadian Association	Don Leddy Stephanie Whiteman	
December 13 - 15, 2010	MC&IT	Chicago, IL	Association Forum of Chicagoland Holiday Showcase	US Association	Don Leddy	
December, 2010	MC&IT	Toronto, ON	CSAE Trillium - Festive Gala	Provincial Association	Barb Outschoorn Don Leddy Stephanie Whiteman	
TBA, 2010	MC&IT	Washington, DC	Washington Signature Client Event	US Association	Don Leddy	

### SPORTS ASSOCIATION & TRADESHOW

April 21-23, 2010	MC&IT	Toronto, ON	Sports Event Congress 2010		Ellen de Boer	
June 27-29	MC&IT	Kelowna, BC	Canadian Association of Exposition Management Annual Conference	Tradeshow	Ellen de Boer	
July 13- 15th, 2010	MC&IT	Boston, MA	TS 2 Sales Mission		Arlene Campbell	
December 7 - 10, 2010	MC&IT	New Orleans, LA	Expo! Expo! IAEE's (International Association of Exhibitions and Events) Annual Meeting & Exhibition, targeting US trade show exhibit managers and us consumer show producers and managers. TT will participate in partnership with the MTCC within the CTC Canada Pavilion.	US Association	Ellen de Boer	

### CORPORATE

January 20 - 23, 2010	MC&IT	Las Vegas, NV	HelmsBriscoe Annual Conference	US Corporate	Joy Leonte	
May 11-12, 2010	MC&IT	Atlanta, GA	Conference Direct Partner Conference	US Corporate	Joy Leonte	
March 25 - 26, 2010	MC&IT	Montreal, QC	Montreal Signature Event - Multiple client appreciation lunches in two areas of Greater Montreal	Canadian Corporate	Debbie Sanderson	
May 26 - 27, 2010	MC&IT	London & Cambridge, ON	South Western Ontario Signature Event - Two Client events. One in London and one in Cambridge	Canadian Corporate	Debbie Sanderson	
July 24 - 27, 2010	MC&IT	Vancouver, BC	MPI (Meeting Professionals International) WEC (World Education Congress)	US Corporate	Joy Leonte Debbie Sanderson Geoff Mak	
August 17-18, 2010	MC&IT	Toronto, ON	IncentiveWorks Tradeshow & Participate in hosted buyers Program and deliver clients to community	Canadian Corporate	Joy Leonte Debbie Sanderson Geoff Mak	
December 1 - 5, 2010	MC&IT	Toronto, ON (possibly)	Host NCBMP (National Coalition of Black Meeting Planners) 2010 Annual Conference	Canadian Corporate	Joy Leonte Debbie Sanderson Geoff Mak	

## APPENDIX 'B'

### Combined Exhibition Place and Allstream Centre Financial Summary

<b>Statement Of Operations Highlights</b>						
<b>For the three months ended March 31, 2010</b>						
	<b>Current Month</b>			<b>YTD</b>		
	<b>Actual</b>	<b>Budget</b>	<b>Variance</b>	<b>Actual</b>	<b>Budget</b>	<b>Variance</b>
	\$	\$	\$	\$	\$	\$
Event Income	<b>3,001,410</b>	2,435,258	566,152	<b>8,118,106</b>	8,761,298	(643,192)
Direct Expenses	<b>274,492</b>	296,755	22,263	<b>764,426</b>	879,546	115,120
Indirect Expenses	<b>2,879,032</b>	2,291,237	(587,795)	<b>7,000,238</b>	7,554,095	553,857
<b>Net Income (Loss)</b>	<b>(152,114)</b>	(152,734)	620	<b>353,442</b>	327,657	25,785

**EXHIBITION PLACE  
FINANCIAL STATEMENT HIGHLIGHTS  
MARCH 2010 AND YEAR TO DATE**

	<u>MONTH ACTUAL</u>	<u>MONTH BUDGET</u>	<u>VARIANCE</u>	<u>YTD ACTUAL</u>	<u>YTD BUDGET</u>	<u>VARIANCE</u>
Number of Events	9	6	3	20	13	7
Direct Event Income	1,635,414	1,108,928	526,486	4,293,883	4,422,682	(128,799)
Ancillary Income	339,068	332,065	7,003	1,089,110	1,155,084	(65,974)
Advertising and Sponsorship	49,051	16,746	32,305	49,051	50,238	(1,187)
Rent-MLSE-Ricoh Coliseum	41,740	41,740	-	125,220	125,220	-
Naming Rights	101,667	101,667	-	305,000	305,000	-
Parking EP	651,977	634,637	17,340	1,840,106	1,968,190	(128,084)
Program Recoveries and Other	50,135	32,500	17,635	62,847	97,500	(34,653)
<b>Total Event Income</b>	<u>2,869,052</u>	<u>2,268,283</u>	<u>600,769</u>	<u>7,765,218</u>	<u>8,123,914</u>	<u>(358,696)</u>
Direct Expenses	268,896	283,728	(14,832)	753,354	829,819	76,465
Indirect Expenses	2,606,889	2,153,777	453,112	6,388,470	6,862,028	473,558
Naming Rights	101,667	101,667	-	305,000	305,000	-
<b>Total Event Expenses</b>	<u>2,977,453</u>	<u>2,539,172</u>	<u>438,281</u>	<u>7,446,824</u>	<u>7,996,847</u>	<u>550,023</u>
<b>Net Income (Loss)</b>	<u>(108,400)</u>	<u>(270,889)</u>	<u>162,489</u>	<u>318,394</u>	<u>127,067</u>	<u>191,327</u>

**ALLSTREAM CENTRE  
FINANCIAL STATEMENT HIGHLIGHTS  
MARCH 2010 AND YEAR TO DATE**

	<b>MONTH ACTUAL</b>	<b>MONTH BUDGET</b>	<b>VARIANCE</b>	<b>YTD ACTUAL</b>	<b>YTD BUDGET</b>	<b>VARIANCE</b>
Number of Events	4	[Note 1]	-	12	[Note 1]	-
Direct Event Income	105,950	90,839	15,111	238,519	346,753	(108,234)
Ancillary Income	14,341	57,876	(43,535)	93,550	220,930	(127,380)
Parking Revenue	12,066	18,260	(6,194)	20,819	69,701	(48,882)
<b>Total Event Income</b>	<b>132,358</b>	<b>166,975</b>	<b>(34,617)</b>	<b>352,888</b>	<b>637,384</b>	<b>(284,496)</b>
Direct Expenses	5,596	13,027	(7,431)	11,072	49,727	(38,655)
Indirect Expenses	170,476	35,793	134,683	306,768	387,067	(80,299)
<b>Total Event Expenses</b>	<b>176,072</b>	<b>48,820</b>	<b>127,252</b>	<b>317,840</b>	<b>436,794</b>	<b>(118,954)</b>
<b>Net Income (Loss)</b>	<b>(43,714)</b>	<b>118,155</b>	<b>(161,869)</b>	<b>35,048</b>	<b>200,590</b>	<b>(165,542)</b>

**Note 1** 2010 Allstream Centre Total Event Income Budget was based on Pro-forma information given there was no prior year history

**EXHIBITION PLACE  
FINANCIAL STATEMENT HIGHLIGHTS  
MARCH 2010 WITH COMPARISON TO MARCH 2009**

	2009 YTD MARCH 2009 ACTUAL	2010 YTD ACTUAL	2010 YTD BUDGET	2010 VARIANCE	VARIANCE TO YTD MARCH 2009 ACTUAL	VARIANCE TO YTD MARCH 2009 %
Number of Events	23	20	13	7	(3)	-13%
Direct Event Income	3,709,962	4,293,883	4,422,682	(128,799)	583,921	16%
Ancillary Income	910,753	1,089,110	1,155,084	(65,974)	178,357	20%
Advertising and Sponsorship	122,484	49,051	50,238	(1,187)	(73,433)	-60%
Rent-MLSE-Ricoh Coliseum	125,220	125,220	125,220	-	-	0%
Naming Rights	175,000	305,000	305,000	-	130,000	74%
Parking EP	1,446,431	1,840,106	1,968,190	(128,084)	393,675	27%
Parking BMO	43,139	-	-	-	(43,139)	-100%
Program Recoveries and Other	59,839	62,847	97,500	(34,653)	3,008	5%
<b>Total Event Income</b>	<b>6,592,828</b>	<b>7,765,218</b>	<b>8,123,914</b>	<b>(358,696)</b>	<b>1,172,390</b>	<b>18%</b>
Direct Expenses	625,546	753,354	829,819	(76,465)	127,808	20%
Indirect Expenses	5,738,399	6,388,470	6,862,028	(473,558)	650,071	11%
Naming Rights	175,000	305,000	305,000	-	130,000	74%
<b>Total Event Expenses</b>	<b>6,538,945</b>	<b>7,446,824</b>	<b>7,996,847</b>	<b>(550,023)</b>	<b>907,879</b>	<b>14%</b>
<b>Net Income (Loss)</b>	<b>53,883</b>	<b>318,394</b>	<b>127,067</b>	<b>191,327</b>	<b>264,511</b>	<b>491%</b>



**DIRECT ENERGY CENTRE AND ALLSTREAM CENTRE  
EVENT STATISTICS  
FOR PERIOD ENDED MARCH 31, 2010**

**DIRECT ENERGY CENTRE**

	MONTH ACTUAL	YTD ACTUAL	PRIOR YEAR ACTUAL
Attendance [Note:1]	143,400	412,650	462,250

EVENT	(NOTE 1) ACTUAL # OF EVENTS			(NOTE 3) NET EVENT INCOME		(NOTE 2) REFRESHMENT PER CAP'S ACTUAL
	2010	2009	2008	ACTUAL	BUDGET	ACTUAL
	#	#	#	\$ (IN '000'S)	\$ (IN '000'S)	\$ (IN '000'S)
Consumers Show	9	9	4	3,465	-	2.35
Trade Show	4	8	6	764	-	4.39
Concert	0	0	0	-	-	-
Photo/Film Shoot	0	0	2	-	-	-
Meeting/Corporate	3	4	5	36	-	1.78
	16	21	17	4,265	-	9

**ALLSTREAM CENTRE**

EVENT	(NOTE 1) ACTUAL # OF EVENTS			(NOTE 3) NET EVENT INCOME	
	2010	2009	2008	ACTUAL	BUDGET
	#	#	#	\$ (IN '000'S)	\$ (IN '000'S)
Gala	2			23	-
Conference	3			311	-
Reception	2			2	-
Meeting	5			16	-
	12			352	-

- Note: 1      Attendance estimates provided by Show Management.
- Note: 2      Refreshment per cap's based on information reported by Centerplate
- Note: 3      Net event income includes rent and services, ancillary income includes catering and electrical commissions.

**BOARD OF GOVERNORS OF EXHIBITION PLACE**

**CHEQUE DISBURSEMENTS - MARCH 2010**

<b>GREATER THAN \$50,000</b>				
<b>Cheque No</b>	<b>Date</b>	<b>Amount</b>	<b>Description</b>	
542	3/25/2010	CITY OF TORONTO	1,000,000.00	TERM INVESTMENT DEPOSIT
515	3/10/2010	CITY OF TORONTO	500,000.00	TERM INVESTMENT DEPOSIT
	3/10/2010	ADP CANADA	392,602.25	HOURLY PAYROLL
	3/9/2010	ADP CANADA	373,924.78	SALARY PAYROLL
	3/23/2010	ADP CANADA	370,407.65	SALARY PAYROLL
1919	3/26/2010	CITY OF TORONTO	286,149.33	HYDRO DECEMBER 2009
	3/3/2010	ADP CANADA	271,762.84	HOURLY PAYROLL
	3/17/2010	ADP CANADA	270,029.20	HOURLY PAYROLL
	3/24/2010	ADP CANADA	227,323.92	HOURLY PAYROLL
1785	3/31/2010	TREASURER CITY OF TORONTO	215,089.00	PROPERTY TAX SECOND INSTALLMENT
1773	3/2/2010	NADINE INTERNATIONAL INC.	180,589.64	CAPITAL WORKS - BLC INTERIOR RESTORATION
1830	3/30/2010	OMERS	149,109.26	PENSION CONTRIBUTION FOR FEBRUARY 2009
1786	3/2/2010	ENBRIDGE	135,896.35	GAS FEBRUARY 2010
1764	3/2/2010	B & B ELECTRIC CO.	107,730.00	CAPITAL WORKS - INSTALLATION ELE. BUS DUCT HALL B
1869	3/12/2010	UNITED RENTALS	103,476.36	GENIE Z-60 BOOM LIFT
1911	3/25/2010	CANADA CUSTOMS	98,464.20	G.S.T. REMITTANCE FEBRUARY 2010
1798	3/15/2010	CITY OF TORONTO	85,923.44	PREMIUM FOR MAJOR., DENTAL LIFE FOR MARCH 2010
1769	3/2/2010	JAMES BAILEY ARCHITECT	82,780.51	CAPITAL WORKS - MASONRY REST. AUTOMOTIVE BLDG
1904	3/22/2010	MINISTRY OF FINANCE	79,535.65	R.S.T. REMITTANCE FOR FEBRUARY 2010
1901	3/17/2010	ENBRIDGE	77,783.63	GAS FEBRUARY 2010
1793	3/12/2010	LOCAL 58 BENEFITS FUND	56,254.67	UNION DUES FOR FEB,2010 - VAC. & BENEFITS
1859	3/12/2010	ERNST & YOUNG LLP	53,744.25	AUDIT BOG 2009
1870	3/29/2010	CITY OF TORONTO	51,625.50	WATER & SEWER FEBRUARY 2010
		<b>DISBURSEMENTS OVER \$50,000</b>	<b>5,170,202.43</b>	
		<b>OTHER DISBURSEMENTS</b>	<b>681,047.62</b>	
		<b>TOTAL DISBURSEMENT</b>	<b>5,851,250.05</b>	

**BOARD OF GOVERNORS OF EXHIBITION PLACE  
BALANCE SHEET  
AS AT MARCH 31, 2010**

	<u>March 31, 2010</u>	<u>March 31, 2009</u>
<b>ASSETS</b>	<b>\$</b>	<b>\$</b>
<b>CURRENT ASSETS</b>		
CASH	3,169,523	824,952
SHORT-TERM INVESTMENTS	4,250,000	11,150,000
TRADE ACCOUNTS RECEIVABLE	1,984,245	5,824,173
ALLOWANCE FOR DOUBTFUL ACCOUNTS	<u>(287,380)</u>	<u>(222,214)</u>
NET ACCOUNTS RECEIVABLE	1,696,865	5,601,959
OTHER RECEIVABLE	6,213,502	4,087,132
INVENTORIES	117,501	122,051
PREPAID EXPENSES	<u>56,561</u>	<u>117,886</u>
<b>TOTAL CURRENT ASSETS</b>	<b><u>15,503,952</u></b>	<b><u>21,903,980</u></b>
RECEIVABLE FROM THE CITY OF TORONTO	5,437,252	5,406,514
RECEIVABLE FROM THE CITY OF TORONTO - CAPITAL	1,054,206	198,113
RENT RECEIVABLE (STEP UP LEASE)	<u>1,917,524</u>	<u>2,537,302</u>
<b>SUBTOTAL</b>	<b><u>8,408,982</u></b>	<b><u>8,141,929</u></b>
EQUIPMENT - NET	47,703,533	62,710
<b>TOTAL ASSETS</b>	<b><u>71,616,467</u></b>	<b><u>30,108,619</u></b>
<b>LIABILITIES &amp; EQUITY</b>		
<b>CURRENT LIABILITIES</b>		
ACCOUNTS PAYABLES & ACCRUED LIABILITIES	7,258,082	11,176,435
PROVINCIAL & FEDERAL SALES TAX PAYABLE	224,495	105,917
CONFERENCE CENTRE RESERVE FUND	867,417	681,034
DEFERRED REVENUE	6,251,253	6,438,629
OTHER CURRENT LIABILITIES	<u>123,300</u>	<u>4,052,920</u>
<b>TOTAL CURRENT LIABILITIES</b>	<b><u>14,724,547</u></b>	<b><u>22,454,935</u></b>
EMPLOYEE BENEFITS PAYABLE - PSAB	7,287,715	8,438,455
LOAN PAYABLE - ERP PROJECTS	8,052,307	-
LOAN PAYABLE - FCM CAPITAL ASSET	2,007,670	-
LOAN PAYABLE - CONFERENCE CENTRE	<u>37,579,708</u>	<u>-</u>
<b>EQUITY</b>		
NET INCOME (LOSS) CURRENT	353,442	53,883
SURPLUS/(DEFICIT)	<u>1,611,078</u>	<u>(838,654)</u>
<b>SUBTOTAL</b>	<b><u>1,964,520</u></b>	<b><u>(784,771)</u></b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b><u>71,616,467</u></b>	<b><u>30,108,619</u></b>

**BOARD OF GOVERNOR OF EXHIBITION PLACE  
STATEMENT OF CASH FLOW  
FOR THE THREE MONTHS ENDED MARCH 31, 2010**

	<b>\$</b>
<b>Operating Activities</b>	
Net Income (Loss)	353,442
Add non-cash item:	
Amortization of equipment	<u>579,752</u>
	<u>933,194</u>
<b>Changes in non-cash working capital balances related to operations</b>	
Decrease (increase) in short-term investment	(4,000,000)
Decrease( increase) in trade accounts receivable	7,342,729
Decrease( increase) in other receivable	(5,714,546)
Decrease( increase) in inventory	(25,613)
Decrease( increase) in prepaid expense	61,835
Increase(decrease) in accounts payable and accrued liabilities	635,930
Increase (decrease) sales tax payable	129,654
Increase(decrease) in conference centre reserve fund	292,000
Increase in deferred revenue	761,644
Increase in other current liabilities	<u>(2,043)</u>
<b>Cash provided by operating activities</b>	<u>(518,410)</u>
<b>INVESTING ACTIVITIES</b>	
Purchase of building and equipment	<u>(15,838)</u>
<b>Cash used in investing activities</b>	<u>(15,838)</u>
<b>FINANCING ACTIVITIES</b>	
Decrease in loans payable- ERP Projects	1,020,615
Decrease in loans payable- ERP Projects	7,670
Decrease in loans payable- Conference Centre	<u>449,392</u>
<b>Cash provided by financing activities</b>	<u>1,477,677</u>
<b>Net increase in cash during the year</b>	1,876,624
Cash, beginning of year	<u>1,292,899</u>
<b>Cash, end of year</b>	<u>3,169,523</u>
<b>Non-Cash transactions</b>	
Allstream Centre Building financed through loans payable	<u>2,000,000</u>