



Exhibition Place

Management Report Year Ending December 31, 2009

Executive Summary

- The Sales & Marketing team secured 8 new events for Exhibition Place.
- Prince Charles and the Duchess of Cornwall opened the 87th Royal Agricultural Winter Fair on Friday, November 6th.
- Mike DiMaso represented Exhibition Place at a meeting for the *National Standard Project ISO 17088-2 / Specifications for Compostable Plastics*. The development of this standard has reached the public inquiry stage and is available to view on the Bureau de normalisation du Québec web site.
- Exhibition Place's contribution to the City of Toronto's annual United Way Campaign, which altogether for the City raised \$1,265,000, was headed up by Fatima Scagnol again this year. Exhibition Place surpassed the 2008 contribution of \$3,586.52 to a contribution of \$4,284.48 for the 2009 Campaign.
- Exhibition Place's Senior Management Team worked for many months over the latter part of 2009 on a Customer Service Program designed to create a high-performance culture. On Tuesday December 8th staff attended a seminar hosted by Bill Hogg which introduced the program and the response was overwhelmingly positive. Management and staff look forward to seeing the program roll out in 2010.
- 2009 was a very busy and successful year in a challenging economy. Notable achievements are:
 - Successful opening of Allstream Centre
 - A Gold Award in the Facilities Category from the Recycling Council of Ontario
 - Winning bid for the Pan Am 2015 games
 - Launch of the GREENsmart program
 - Honda Indy re-launched under new management
- Allstream Centre earned its first Award of Distinction for Design from the Ontario Building Envelope Council. The award recognizes a project team that has achieved excellence for a new or retrofit design to a significant component of the building envelope. The awards ceremony, which honoured the contribution of NORR Architects, took place at a gala in Toronto on December 3rd.
- Vanbots Construction received a Best of the Best Award from the Toronto Construction Association in the category of Project Achievement for their work on Allstream Centre. Both are prestigious awards and recognize the excellence of our newest facility.

November 2009 Financials Exhibition Place and Direct Energy Centre

Finance staff are currently working on December 2009 year end draft unaudited Financials for presentation at the February 2010 Board meeting.

Direct Energy Centre accounts receivable as at November 30, 2009 was \$3,478,156 consisting mainly of:

- \$1,342,286 owed as contractual deposits for future events of which \$1,299,442 (97%) has been received as of January 11, 2010.
- \$873,819 for services on completed events of which \$856,953 (98%) has been received as of January 11, 2010.
- \$967,824 owed for sponsorship arrangement.
- \$213,208 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.

Exhibition Place accounts receivable for the month ending November 30, 2009 was \$3,043,162 consisting mainly of:

- \$710,760 owed by the City for Capital Projects all of which has been received as of January 11, 2010
- \$563,110 owed by tenants of which \$155,732 (28%) has been received as of January 11, 2010.
- \$367,421 for show services on completed events of which \$59,266 (16%) has been received as of January 11, 2010.
- \$532,093 owed by MLSE for Ricoh Coliseum of which \$167,508 (31%) has been received as of January 11, 2010.
- \$515,065 owed for Naming fees all of which has been received as of January 11, 2010.
- \$111,113 owed by BMO Field for payroll costs of which \$68,960 (62%) has been received as of January 11, 2010.

Sales and Marketing

November/December Sales Effort

During this period, our Sales & Marketing team secured 8 new events for Exhibition Place. The events are categorized as follows:

- 2 conferences
- 2 meetings
- 1 festival
- 1 banquet
- 1 reception
- 1 walk/marathon

Due to the current economic climate securing new corporate business is challenging and impacting short term new business sales.

November/December Summary

New events held during this time period included The Resolution Run, GM Car Detailing for Olympic Torch Run, CSAE Gala Banquet, IBM Chalk Talks, Children, Youth and Media Conference, International Make Up Artist Trade Show Toronto, OAR Workshop, TYRLC Green Jobs Conference, City of Toronto, Environmental Training Standard Meeting, and the Canadian Toy Fair Press Conference.

Business Travel

November

Barb Outschoorn, Don Leddy and Stephanie Whiteman attended the Canadian Society of Association Executives Annual Conference November 25-27, 2009 in Toronto. They exhibited and promoted the Direct Energy Centre and Allstream Centre facilities to the Canadian Association meetings and conventions market. In addition, Allstream Centre hosted the CSAE gala evening event on November 26th, 2009 with 600 attendees. Lead follow up is currently in process.

On November 17, 2009 Stephanie Whiteman attended the CVB Signature Client event in Ottawa, which was attended by 60 clients. Lead follow up is currently in process.

December

Don Leddy and Barb Outschoorn attended the CSAE Trillium Chapter holiday event on December 15, 2009 at the Toronto Marriott Bloor Yorkville. The event had a primary draw of suppliers with lesser representation from the executive association market.

Arlene Campbell and Don Leddy attended IAEE Expo! Expo! from December 6-10, 2009 and participated in the trade show portion of the event with SMG affiliates and attended seminars & social functions. The event was reasonably well attended with one major lead received which has been followed up on. Event delegates are Exhibition Managers and Association planners seeking new services & venues for their respective organizations.

Upcoming Business Travel

On January 27-29, 2010 Barb Outschoorn, Stephanie Whiteman & Don Leddy will participate in the Canadian Society of Association Executives Tete a Tete event in Ottawa. This annual one day trade event is geared to CSAE Ottawa event planners. Participation will be within the Tourism Toronto booth as well as a stand alone Allstream Centre booth. In addition, Don, Stephanie and Barb will be hosting clients at the MPI/CSAE Annual Charity Auction and Dinner on the evening of the 28th.

On January 9-13, 2010 Stephanie Whiteman & Don Leddy, together with Tourism Toronto, will participate in the Professional Convention Management Association annual meeting in Dallas, Texas. There they will network with Association managers and potential clients during education & social sessions. Don and Stephanie will spend approximately 50% of their time in the Tourism Toronto lounge.

Joy Leonte will be traveling to Las Vegas on January 20-23, 2010 for the Helms Briscoe Annual Business Conference where she will meet and network with Helms Briscoe event planners who book markets across North America.

Publicity

Direct Energy Centre

Individual.com "It's news to you" ran a story on November 6, 2009 about Direct Energy Centre providing green energy to the 2009 Royal Agricultural Winter Fair through the program offered by Direct Energy Business.

Allstream Centre

- On November 2, 2009 Daily Commercial News ran a story called "Allstream Centre first building at Toronto's Exhibition Place to use renewable energy" written by Patricia Williams.
- November 4, 2009 TS Events ran a story called "History meets Green at New Centre" and in December featured Allstream Centre in the article "Ballroom Blitz" highlighting 4 major ballrooms in the city.
- On November 17, 2009 Globe & Mail ran a story entitled "A Facelift – and new role- for an aging beauty" written by Chris Atchison.
- The winter edition of Trade publication, Speaking of Impact featured a story called "Allstream Centre Embraces Past, Future".
- Allstream Centre was the venue for "An Evening with Al Gore" on November 24 and the Centre was written about in publications "Mars News" and the Liberty village BIA e-newsletter as well as news covered by the networks.
- Bizbash covered the Scarlett Ball in November and posted an article, "Scarlett Ball Adopts Speakeasy Theme with Flappers, Newspaper Boys" which credited Allstream Centre in the event report.
- December 10, 2009 Meetings & Incentive Travel featured Allstream Centre in the section "featured Meeting Places and Services."

Exhibition Place

- Conworld.net ran a story on December 9, 2009 titled “Exhibition Place approves additional seating at BMO Field.”
- Exhibition Place was also in the news regarding the approval announcement of the HK Hotels agreement. A press release titled “Toronto City Council approves Hotel Development with HK Hotels” was released by Exhibition Place Marketing Department and was reposted on trade publication Ignite.ca December 4, 2009. The following publications picked up the story:
 - The Planner Magazine ran “Exhibition Place and HK Hotels” November 2009.
 - Meetings Magazine ran “Toronto Hotel Plans Revealed” December 2009.
 - Inside Toronto.com ran “Four-Star Hotel Exhibition Place gets nod from council” December 2, 2009.
 - Facilities Online.com ran “Toronto Approves Hotel for Exhibition Place” in the Hot News section December 4, 2009.
 - Meetings & Incentive Travel ran “Toronto Council Approves HK Hotels Development at Exhibition Stadium” in the 5 things you need to know section December 10, 2009
- Exhibition Place was mentioned in various publications as speculation regarding the G20 conference was occurring:
 - The Star ran “Toronto ready for any G20 relocation” November 18, 2009.
 - National Post ran “PMO may move the G20 summit out of Huntsville” November 19, 2009 and “Muskoka Location in Doubt, November 21, 2009.
 - Edmonton Journal ran “Toronto ‘ready’ to host G20 summit as PMO looks for venue to hold 10,000” November 21, 2009.
 - Canada.com ran “Ontario City wants to host summer G20 conference November 21, 2009.

Event Management Services

During the months of November and December of 2009 Event Co-ordinators and Exhibitor Services staff at Exhibition Place, Direct Energy Centre and the Allstream Centre were involved in the following events:

NOVEMBER
Trade/Consumer/Corporate Events
<ul style="list-style-type: none"> ▪ Royal Agricultural Winter Fair ▪ National Postage Stamp Show ▪ Everything to Do With Sex Show ▪ International Makeup Artist Trade Show ▪ School Library Resource Fair
Other Events
<ul style="list-style-type: none"> ▪ City of Toronto Social Services Meeting ▪ Eid ul Adha Prayer and Party ▪ CUPE Children’s Party ▪ CGA Exams
DECEMBER
Trade/Consumer/Corporate Events
<ul style="list-style-type: none"> ▪ One of a Kind Christmas Craft Show ▪ Salon du Livre ▪ Umbra Factory Sale
Other Events

- CFA Exams
- Toronto Police Children's Christmas Party
- TD Children's Christmas Party
- Rogers Children's Holiday Party
- Scotiabank Holiday Party
- The Resolution Run

This year the Royal Agricultural Winter Fair increased its space rental. The Fair went very well this year. Additional cattle stalls were built to accommodate the increased cattle and more space in Lot 4 was also needed.

Several pre show meetings were held prior to the Everything to Do With Sex Show and a number of issues were reviewed. The banner hanging crew and the Exhibitor Order Desk Staff did an excellent job.

The Eid ul Adha Prayer and Party had good attendance. Exhibition Place Security Officers were on duty at the entrances to ensure the patrons did not exceed building capacity, and to assist guests in crossing the streets safely.

An independent consultant was hired by the ride operator to inspect the rides prior to the Scotiabank Holiday Party. There were no issues of note at any of the seasonal parties. Staff did an excellent job cleaning up between events. Due to the H1N1 concerns, a lot of extra precautions were taken to ensure the safety of our patrons, some of which included the placing of additional hand sanitizers.

The School Library Resource Fair and the CGA Exams took place very smoothly. The clients were very pleased with our services. The Salon du Livre client was new to the business, so there were a lot of last minute orders. Fortunately, our experienced staff was able to take care of all issues as they arose.

Umbra went very well. Staff identified the need for additional cleaning staff to sort the garbage left behind in order to maximize diversion. The Resolution Run, a new event, had a bigger turnout than expected and was a success overall.

Exhibitor Services

Exhibitor Services provided order desk services for 4 events in November and December while preparing for the 2010 Toronto International Boat Show, National Bridal Show and PPPC orders.

Allstream Conference Centre / New Staff

In November and December coordination positions were filled in the Event Management Department related to our new meeting business. Denise DeFlorio joined us as Senior Meeting Coordinator and Lindsey Keefe as Meeting Coordinator. Both new staff members have extensive experience in the meetings industry and bring a great deal of expertise to our team.

Parking

November and December parking activity and revenue from shows and entertainment events was consistent with 2008, with no apparent adverse effects from the H1N1 flu season.

Board approved peak day premium garage pricing was implemented in November for select dates when the garage normally fills. The premium parking rates had the desired effect of redistributing cars to surface lots on those days, eliminating the need to temporarily close the garage to the public.

Telecommunications

Telecommunications was busy implementing a variety of services within the new Allstream Centre. Services include wired and wireless 45 MB internet, Gigabit network connectivity via copper and fibre distribution, wired and wireless Voice over IP telephony as well as building automation system interconnections. The new centre provides free high speed WIFI for all patrons, an industry first for a major convention centre in the GTA. Telecommunications also provided connectivity for Allstream Centre in building signage as well as control feeds for the highly automated audio visual system.

During the first few weeks of operation, staff recognized that cellular signals within the building were diminished. Building reconfiguration and construction had changed the permeance of the structure to external radio signals. Upcoming events necessitated that a solution be quickly deployed, and telecommunications was asked to recommend a technology. The solution consisted of procuring two cellular frequency amplifiers, some external antennas and a ring of in-building distribution antennas. The Exhibition Place electrical department installed the system which allowed for cellular signals to be captured from the roof top area, amplified and then distributed within the core of the building. The solution worked well and was reasonable from a cost perspective. Telecommunications is also working with Security staff to find a solution to improve handheld radio signal penetration into the building.

In December staff also did a physical audit of the over 400 data ports within Direct Energy Centre. These communication ports are the primary method of providing telephony and hard wired internet service for exhibitors within the venue. Over the last 13 years the floor ports (CAT5, voice and multimode fibre) have endured various stresses from the multitude of events and require some maintenance. Staff have created a rating list of ports which will assist in ensuring that the ones in most need/demand are serviced in priority order.

Building Operations

Maintenance

- Full maintenance on all roll ups & dock levelers by BOG contractor.
- Four unit heaters were replaced.
- Four large patch roof repairs were done on East Annex.
- Replaced several floor areas by Hall A/Door 40, due to deteriorated concrete.
- In-house staff rewired Direct Energy Centre east garage roll up controls.
- An overhead motion sensor was installed on Door #24.
- Replaced two heat exchangers in HVAC equipment.
- Replaced/repaired Direct Energy Centre exterior bollards.
- Complete front entrance upper sidewalk outside Galleria was leveled.
- Repaired Blade (Guillotine) door to workable automated condition.
- Re-covered all Industry building windows with plastic to avoid leak issues.

Electrical

- Scheduled Work Orders.
- Installed card access in Labour lunch room.
- Replaced burn outs in all staircases and in RAWF East Annex.
- Checked burn outs, replaced BX lights and checked exhaust fan in chiller room.
- Repaired lack of power in Intel room air conditioning unit.
- Replaced missing lamps on loading dock trailer lights.
- Checked exhaust fan sub # 1.

- Replaced burn outs in curved ceilings and in Plumbing office.
- Replaced switch in janitor closet swing space.
- Accessed IATSE into substations.
- Removed cigarette pole in front of DEC
- Inspected floor ports for damage and repaired two floor ports.
- Checked Air Curtains and removed motors from Air Curtains.
- Installed WiFi in Hall A.

Facility Services

The team focused much of their attention toward planning and overseeing the delivery of services for the Royal Agricultural Winter Fair, a unique highly challenging event from the Facility Services perspective. The Team also supervised the Ricoh turnover from hockey to equestrian and back to hockey within tight time constraints.

All Facility Services staff participated in a customer service session and responded with very positive feedback. The following objectives and maintenance activities were scheduled and completed over the last two months:

- Continued to provide post construction cleaning at Allstream Centre. Cleaning services have provided pre and post cleaning for various events including carpet extraction.
- Developing a maintenance program for re-finishing the terrazzo in both lobbies of Allstream Centre and continue to enhance the ceramic tile in the pre-function areas, north side.
- In the process of obtaining an engineered plan to add more ceiling load bearing points in the banquet room at Allstream Centre. The work will be completed by end of January, 2010.
- Planning for installation of bollards at the N/W corner of Allstream Centre to eliminate vehicle parking on the concrete pad. Work will commence in January.
- Ordered an additional 54 recycling containers for Allstream Centre to assist in our goal of a zero waste facility.
- Held an IATSE training session with over 20 technicians on Allstream Centre's meeting room audio/visual system to ensure optimum coverage for future events.
- Assessed the condition of snow removal equipment and arranged for various installations and repairs where necessary. Also added a skid steer c/w snow blower and articulating loader to assist with the overall operation.
- Facility maintenance has purchased snow removal supplies such as lead salt (for Allstream Centre), bead and road salt, shovels and scrapers to ensure grounds are properly maintained for public safety.
- Maintenance team is in the process of completing an updated snow management policy, with a goal for completion by the end of January.
- Maintenance team started a thorough cleaning of all mechanical rooms in Direct Energy Centre. We will continue to finish this work and the remaining rooms in other buildings over the next month.
- Completed sanitization of Halls A through D and Heritage Court, wiping down walls from ceiling to brick, washing brick, scrubbing floors and blowing exhaust grates. Dusted all ceilings and walls, washing and scrubbing the walls and floors in the Industry and East Annex as part of our annual maintenance program.
- Staff attended a safety day training session conducted by RCM at the Allstream Centre, covering the OFC & OBC as they relate to our show and events.
- Mike DiMaso traveled to Montreal in November to represent Exhibition Place in the second meeting held for the *National Standard Project ISO 17088-2 /Specifications for Compostable Plastics*. The

development of this standard has reached the public inquiry stage and is available to view on the Bureau de normalisation du Québec web site.

Service Stars

Sandy Douglas sent an e-mail to all staff on November 5th, 2009 to say "Please join me in extending thanks to the folks below who participated in making this year's TYKWTW day a big success! Raine Davis / Allen Mendoza / Bob Gee / Arlene Jang / Arlene Campbell / Virginia Ludy / Audrey Borges / Christina Stewart / Andre Gonsalves / Nauaiien Naseer / Mike Knott. Special thanks to Preeka Woods who gathered together a great group of volunteers to make the day "happen" with success. It is this kind of action by staff that gives all of Exhibition Place great customer service 'street creds!' Thank you all for your efforts."

Jim Lee received an e-mail on November 12th from Lawrence Principe of The Cappuccino Network. "Just wanted to take the time to thank you personally in helping with our set up of the Cappuccino Bar for the opening of the Allstream Centre. It was a great success and your help was much appreciated under the circumstances".

Dianne Young sent an e-mail to all staff on November 20th to say "Congratulations to our very own Nancy Grieson who was recently awarded the Smart Commute Champion award. Nancy received this award in recognition as an individual who has shown exceptional dedication to the program among all nominations received..."

Sandra Palombo received an e-mail dated November 23rd from Doug Shaw of the Brussels Tigers. "Thank you for all your help in organizing our team's year end party. It was the best thing we have ever done as a group... Sandra and Brittnay, the food was fantastic... the servers Dion and Randy were top notch and the beer was cold..."

Ellen de Boer received a letter dated December 1st from Gail McHardy of Canadian Society of Association Executives: "thank you sincerely for the effort you made to help make the 2009 National Conference and Showcase such a resounding success... A very special thanks to Laura, Dionne, David and the whole gang...the delegates were totally "wowed" by the building and what can be done in it. Congratulations on a job very well done!"

Danny Chui received a letter dated December 1st from Catherine Karakatsanis, President of Professional Engineers of Ontario "On behalf of Council, staff and your engineering colleagues, it is my very pleasant duty to express the appreciation and sincere thanks for your valued service to the engineering profession. In recognition of your contributions, and at Professional Engineers Ontario (PEO)'s bequest, Engineers Canada has bestowed the designation of Fellow of Engineers Canada upon you."

Cal Scotchmer, Project Director for City of Toronto's United Way Campaign, sent an e-mail on December 8th to Fatima Scagnol and others who assisted with the Campaign. "\$1,265,000, that is what was announced yesterday at the wrap up [for the City of Toronto Campaign]. This would not have happened without your hard work and dedication. This is my eighth year in this position and I think yesterday was the most satisfying due to all the challenges we faced. You guys have been absolutely outstanding, and I really hope through all the work and challenges that you overcame that you had some fun along the way. You should be proud of what you achieved and I hope each and every one of you return next year to be part of our team. Thank you so much, well done."

Centerplate

Retail Department

November

The retail department had another busy month with the Royal Agricultural Winter Fair and the Everything to Do with Sex Show, which were both very successful.

During The Royal, Centerplate operated two Concession Stands in Direct Energy Centre, a Full Service Fine Dining Restaurant, a Casual Dining Restaurant, Bar and Nightclub. In addition to this we also offered guests a Fish and Chips cart in the Food Court which was a guest favourite.

Vintners Terrace in Heritage Court had a variety of appetizers including Roasted Golden and Purple Beats with Woolwich Dairy Goat Cheese on Frisee and Baby Arugula, Barley Risotto with Roasted Autumn Vegetables and Sage in a Peppery Cider Glaze, a Trio of Smoked Salmon and Caper Shallot Vinaigrette, Shitake and Stilton Napoleon and Balsamic Glazed Duck Prosciutto with Dried Cherries. Two entrée favourites we offered guests were the Muscovy Duck Confit with Dauphinoise Potatoes in an Ontario Peach Chutney and Braised Beef Short Ribs with Roasted Garlic Mashed Potatoes. To finish off- a Grilled Chocolate Cheese Sandwich with Mayanglaise & Raspberry Sauce or a Deep Fried Ontario Apple with Brown Sugar and Spice Crust and Ice Cream.

In the Hitching Ring guests enjoyed a choice of Carron Farms Carrot and Padano Cracker Soup, Sweet Potato or Chipotle Fries, Potato Gnocchi with Double Smoked Bacon, Sage in a Cream Sauce, Chicken Taco with Sour Cream, Salsa, Jalapeno Peppers, Cheese and Guacamole, Pulled Pork and Crispy Coleslaw on a Soft Kaiser. By night the Hitching Ring turned into a Nightclub with entertainment including a string of DJ's!

At the Everything to Do with Sex Show Centerplate setup a Bistro on the Show Floor where guests enjoyed a semi private atmosphere while dining during the show. The menu included Penne in a Creamy Mushroom Sauce with Chicken, Chicken Souvlaki with Rice on a Pita and Mushroom, Goat Cheese and Roasted Red Pepper Quiche.

Overall both events were a huge success and both clients were extremely happy with Centerplate's menus and customer service.

December

During the month of December the Retail Department was busy with the One of a Kind Christmas Craft Show. In addition to our permanent concession stands Centerplate offered guests a choice of Crepes, Sushi, Bagels, Smoked Meat Sandwiches and Pizza Pizza. Our Food Court had additional selections including Sandwiches, Gourmet Salads, a made to order Pasta Station, Hot Panini's, Chicken Tacos, Chicken Shawarma and Roti. We also had two Bistros which offered guests Caesar Salad with Pancetta and Autumn Mirepoix, Tomato Basil and Bocconcini Salad, Gnocchi with Double Smoked Bacon and Sage, Chicken Souvlaki with Rice and Pita and Mushroom, Goat Cheese and Red Pepper Quiche.

The client was extremely happy with the retail services and enjoyed working with Centerplate.

Catering & Sales Department

November

November was a busy month for Centerplate during the Royal Agricultural Winter Fair. We hosted such events as the Presidents Reception, Owners Closing Dinner and Tribute Dinner. Some of the menu highlights were Holland Marsh Heirloom Tomato and Bocconcini Salad, Ontario AAA Beef Tenderloin in a Horseradish Demiglaze with Roasted Ontario Purple Fingerling Potato, Roasted Holland Marsh Rainbow Carrots, Yukon Gold, and Sweet Potato Mash, Smoked Ontario Trout on Apple Horseradish Relish. The menu featured over 80% local Ontario ingredients!

All of the catered events were successful and the President herself came to thank us personally for the great local foods and exceptional service.

December

December was a busy month for catering as well during the One of a Kind Christmas Craft Show, The TD & Rogers Children's Holiday Parties.

We hosted such events as the Press Preview Breakfast for the One of a Kind Show. It went really well and the client was extremely happy. We served a really nice breakfast consisting of Apple and Cheese Blintzes, Fruit Skewers with Yogurt Dipping Sauce and Stuffed Croissants.

For the TD Bank Holiday Party Centerplate catered to 6000 children. We served Pizza and Drinks and the event was so successful the client sent Centerplate a letter expressing how impressed she was with everything from planning to execution.

Centerplate also catered a snack to 7000 kids during the Rogers Holiday Party and the client also sent a letter to Centerplate as she was very pleased.

Submitted by:

Arlene Campbell
General Manager, Sales & Events

Submitted by:

Dianne Young
CEO, Exhibition Place