



Exhibition Place

Item No. 12

April 18, 2011

FOR INFORMATION

To: The Board of Governors of Exhibition Place

From: Dianne Young
Chief Executive Officer

Subject: **BMO Field – Rental Rates Update and Field Rental Policy**

Summary:

The change of the playing surface at BMO Field from FieldTurf to natural grass in 2010 caused a change in policy and procedures for community usage and also usage related to care of a natural grass field to maximize the life of the field. Maple Leaf Sports & Entertainment along with the staff of the City of Toronto Parks, Forestry and Recreation are proposing a revision to paragraph 3 of the Policy (Appendix “A”) relating to “Priority Groups” (underlined section) which is in keeping with the direction of the Economic Development and Parks Committee.

Maple Leaf Sports & Entertainment along with the Ontario Soccer Association have also undertaken a review of community rates in facilities across the GTA and are recommending that the rates for the 2012 outdoor season at BMO Field be increased to \$300/hour for adults and \$250/hour for youth, and the rates for the 2011/2012 indoor season at Lamport Stadium increase to \$190/hour for 1/3 of the field.

Financial Implications and Impact Statement:

There are no negative financial implications for the Board of Governors resulting from the adoption of this report as the rental values in this report are reflected in the 2011 BMO Field operations budget and will be reflected in the 2012 Operating Budget.

Decision History:

At its meeting of April 15, 2011, The Stadium Advisory Committee of the Board considered and approved the following with respect to BMO Field:

1. Rental Rates:
 - BMO Field 2011 outdoor youth rate of \$225/hour
 - BMO Field 2012 outdoor youth rate of \$250/hour and adult rate of \$300/hour
 - Lamport Stadium rate of \$190/hour (1/3 field)
2. Exhibition Place staff forward this report to the Board for information; and
3. This report also be referred to the City of Toronto’s General Manager of Parks, Forestry and Recreation Department for any necessary action.

The approval for the increase in rates for the 2010/2011 outdoor season for BMO Field along with the rates for the 2010/2011 indoor seasons was proposed by BMO Field Management at the meeting of the Advisory Committee on May 27, 2010 and was subsequently approved. It was also recommended that a youth rate be created for the 2011 outdoor season at BMO Field of \$225 per hour.

Issue Background:

The change of playing surface from FieldTurf to natural grass was approved by the City of Toronto on October 9, 2009 and as a result the BMO Field bubble moved to Lamport Stadium in mid-November 2009. As in previous years the rates recommended in this report are the results of a review of field rental rates across the GTA as shown in the table attached as Appendix "B". MLSE and the Ontario Soccer Association are recommending new rates for both the natural grass field at BMO Field for the Summer 2012 season and the indoor rates for Lamport for the 2011/2012 season.

Comments:

BMO 2012 Summer Rental Rates:

Because BMO Field is considered a premium playing surface this report recommends a rate increase for 2012, adults of \$250 per hour to \$300/hour and youth from \$225 per hour to \$250 per hour in order to reflect the quality of the surface. The increase is in line with what community groups pay in other facilities and we believe these rates are affordable to community groups. There will be no distinction between regular or prime-time hours.

The 2011 outdoor season at BMO Field will begin in May with the first day being Sunday, May 15th and will go until at September 30, 2011. The start date is a week earlier than most outdoor fields across the GTA.

Lamport Stadium 2011/2012 Rental Rates:

Continuing the relationship with the Ontario Soccer Association, BMO Field will yet again be outsourcing the booking for the Lamport bubble for the 2011/2012 indoor season. The relationships that the Ontario Soccer Association has formed with soccer clubs in the GTA have served us well to fill the evening and weekends at 90% capacity. Each field (1/3 of the total field) is available for 56 non-prime time and 49 prime time hours each week for 315 total available hours.

The recommendation is for the indoor season rates for 1/3 of the field of \$190/hour to increase \$5/hour for the 2010/2011 season. In consultation with the Ontario Soccer Association, we believe the rental rate increase is fair.

Natural Grass Field

With the change of the playing surface from FieldTurf to natural grass at BMO Field the playing surface is considered a premium field and to ensure a safe playing field for the players in order to reduce injuries and prolong the quality of the field the BMO Field Rental Policy also included a Wet Field Policy to address excessive wear and soil compaction on the field.

Unfortunately the community rental schedule put in place last season was detrimental to the playing field. Overuse in the months of April and May caused severe damage to the field that required all community and corporate usage to be suspended in the months of June-October. The field underwent an extensive maintenance program that improved the quality of the surface but did not bring it to the expectation level of our main tenant, Toronto FC.

For 2011, MLSE will be working with Toronto Parks and the OSA to maximize community hours but at the same time protecting the natural grass field and the agreement between MLSE and the

City allows the community hours to be reduced to a minimum of 24 hours in any given month due to weather and/ or field conditions. If community hours must be reduced at BMO Field, that hourly reduction shall be offset by addition hours being made available at an alternate facility to ensure 48 hours a month are available to the community from May to September.

Mr. Peter Church, General Manager, BMO Field will be updating the Advisory Committee at its meeting on the existing condition of the natural grass field at BMO Field.

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Stadium Advisory Committee

Appendix "A"

BMO FIELD RENTAL POLICY

BMO Field shall manage the amount of play on the natural grass field, in order to create accessibility to the community, to maximize the life of the natural grass playing surface and to reduce unnecessary maintenance costs. This BMO Field Rental Policy and the Wet Field Policy are designed to benefit both the community and BMO Field.

PROCEDURE:

1. In cooperation with Toronto FC, the Canadian Soccer Association, other Tenants, as well as community groups and the City of Toronto Parks, Forestry and Recreation Department, dates will be identified for their availability for community soccer 4 weeks in advance of the date. BMO Field Management will review field conditions monthly to determine the maximum hours to be made available for community use.
2. BMO Field shall have a rest period of two consecutive days in a row in a seven day week.
3. BMO Field is intended for scheduled community soccer games only and practices are not allowed. Priority will be followed where possible to groups outlined in the Permit Allocation Policy of Economic Development and Parks Committee.
 - Booking Period – Sunday May 1, 2011 to Friday September 30, 2011
 - Hourly Rental Rate – Youth \$225/hr +HST, Adults \$250/hr + HST (\$15/hr for field lights)
 - Stadium Curfew – 11pm
 - Rain or Shine
 - Cancellation Policy – per Licence Agreement.
 - Booking Policy – 4 weeks out from date, payment upon booking, no holds.
 - Method of Payment – Credit Card or Certified Cheque; Cash only accepted advance of rental.
 - Priority Groups – As per Economic Development and Parks Committee – City of Toronto
 - Resident Community Youth & Children (Age 0 to 18 Years)
 - Resident Community Seniors (Age 60 Yrs +)and Adult (Age 19 to 59 Yrs)
 - Community Groups (do not meet 90% residency requirement)
 - Private and Commercial Groups and Individuals
 - Booking Process –
 - 30th or 31st – 2 month prior to dates for following month will be released and advertised on website and listed on rentals voice mail. (IE: April 30th dates will be released for June)
 - 1st to 7th of month prior to booking month, dates and times will be confirmed for priority group #1 (Res - Youth & Children) – IE: May 1st – 7th bookings will be taken for priority group 1 only.
 - 7th to 15th of month prior to booking month, dates and times will be confirmed for priority group #2 (Res - Senior & Adult), pending availability.
 - 15th onwards calendar will open up to all groups
 - Payment upon booking, no holds
 - User Regulations

- Only 1 game on the field at a time, 2 nets, 11 per side
- No outside F&B
- Access to the venue 30 minutes prior to rental
- No metal cleats
- Spectators' not to exceed 25 people

WET FIELD POLICY

BMO Field recognises the preservation and maintenance of its natural grass playing surface to the highest industry standards benefits community groups and preserves an important City and professional sports asset. In order to preserve the natural grass field and to promote its use, BMO Field is committed to protecting the field and as such, BMO Field will not allow play on the field when a 10-mm rainfall has occurred within an 80-hour period prior to field use if either the natural grass field is saturated and/or there is evidence of surface water on the field.

For the purposes of this Policy, the definition of a “saturated field” is one where the soil cannot absorb any additional moisture and water runs off the surface or pools on the field. The easiest method to determine if a field is saturated is to walk on the playing surface. If the water is pushed around the foot then the field is saturated.

PROCEDURES

1. BMO Field management, in conjunction with the field maintenance contractor, will assess if the field conditions warrant the closing of the natural grass field due to excessive rainfall.
2. A designated member from BMO Field will contact the client if the field cannot be played on due to rain.

Appendix "B"

2011 INDOOR & OUTDOOR FIELD COMPARATIVE RATES

2011 INDOOR TURF RATES

VENUE	PRIME	NON-PRIME	NOTES	PRIVATE MUNICIPAL
Pine Glen Soccer Centre (Oakville)	<p><u>One Booking</u> OSC Teams & Oakville Youth: \$210/hr Adult & Non-Resident Youth: \$225/hr</p> <p><u>Full Field</u> OSC Teams & Oakville Youth: \$740/hr Adult & Non-Resident Youth: \$800/hr</p>	<p><u>One Booking</u> OSC Teams & Oakville Youth: \$225/hr Adult & Non-Resident Youth: \$85/hr</p> <p><u>Full Field</u> OSC Teams & Oakville Youth: \$200/hr Adult & Non-Resident Youth: \$260/hr</p>	<p>All bookings: 13% HST + other applicable taxes Outside groups subject to \$5/hr insurance fee</p>	Private
Durham Indoor Soccer Centre	\$130/hr	\$100/hr		Private
Bowmanville Indoor Soccer Centre	<p>Adult: \$169.14/hr Youth: \$143.40/hr</p>	<p>Adult: \$139.12/hr Youth: \$104.04/hr</p>	Non-residents: 10% surcharge on applicable taxes	Municipal
Brampton Soccer Centre	\$221.76/hr	\$151.19/hr	Liability insurance cost 20% cancellation fee	Municipal
Aurora Sports Dome	\$175/hr	\$120/hr	HST added to all costs	Municipal
Milliken Mills Dome (Markham)	\$151.42/hr + insurance	\$106.76/hr + insurance		Municipal
Hershey Centre (Mississauga)	<p>1/4 Field Resident: \$125.87/hr 1/4 Field Non-Resident: \$185.82/hr Full Field Resident: \$130.41/hr Full Field Non-Resident: \$167.02/hr</p>		<p>Youth rates only apply to affiliated Mississauga-based soccer clubs Field configured as "full" from Thursday-Sunday</p>	Municipal

2011 OUTDOOR GRASS FIELDS RATES

VENUE	PRIME	NON-PRIME	NOTES
Lamport Stadium	Dome Single Field: \$185/hr + HST Full Field: \$555/hr + HST	Dome Single Field: \$100/hr + HST Full Field: \$300/hr + HST	
Birchmount Stadium	Commercial/Private: \$175.10/hr + 13% HST Non-Resident Adult, Children & Youth: \$175.10/hr + 13% HST Resident, Adult & Older Adult: \$144.20/hr + 13% HST Resident, Children & Youth: \$113.30/hr + 13% HST TDSB & TCDSB: \$113.30/hr + 13% HST		Class B Field
Centennial Stadium			8 Soccer Fields: (5) Class A, (2) Class B, (1) Class C
Esther Shiner Stadium			7 Soccer Fields: (2) Class A, (1) Class B, (4) Class C

2011 COMPARABLE MLS VENUE RENTAL RATES

VENUE	LOCATION	RENTAL RATE	NOTES
Home Depot Centre	Los Angeles, CA	Soccer Field (Training): \$2000/day (8 hr. day) Soccer Stadium: \$50,000/day	Per hour rates also available for training fields: \$200-\$350/hr
Pizza Hut Park	Dallas, TX	N/A	No hourly rate; \$10,000 minimum + all expenses for money-making events
Toyota Park	Chicago, IL	Main Field: \$1000/hr	Practice Field: \$500/hr