



Exhibition Place

Item No. 21

September 9, 2014

To: The Board of Governors of Exhibition Place

ACTION REQUIRED

From: Dianne Young, Chief Executive Officer

Subject: **License Agreement - 2014 Screemers Inc.**

Summary:

This report recommends a one-year agreement with Screemers Inc. for 2014 inclusive. Screemers Haunted House Event at Exhibition Place being held during the month of October. Screemers Inc. operates a Halloween themed family event in the Queen Elizabeth Exhibit Hall and Exterior Parkland at Exhibition Place and has held this event on the grounds since 1993.

Recommendations:

It is recommended that the Board:

- 1) Enter into a license agreement with Screemers Inc. to rent the Queen Elizabeth Exhibit Hall and exterior west Parkette for 25 days in 2014 noting that up to 4 additional move-in days may be provided 30 days prior to Term, subject to availability and challenge at the Board approved rental rates, if the QE Hall is not rented to another client; on the terms and conditions of the standard license agreement, and such other terms satisfactory to the Chief Executive Officer and City Solicitor; and**
- 2) Direct that the confidential report contained in Attachment 1 to this report not be released publicly in order to protect the competitive position, future economic and legal interests of the Board.**

Financial Impact:

It is estimated that revenues from the Screemers event will total approximately \$76,220, including revenues from parking.

Decision History:

The Exhibition Place 2014 - 2016 Strategic Plan had a Financial Goal to *maintain a positive operating financial performance across Exhibition Place and all its businesses* and as a Strategy to support this goal *we will effectively monitor costs and processes.*

Issue Background:

At its meeting of September 4, 2013, the Board approved a one-year agreement with Screemers Inc. for the 2013 Screemers Haunted House Event.

At its meeting of August 4, 2011, the Board approved a one-year agreement with Screemers Inc. for the 2011 Screemers Haunted House Event and directed that the CEO negotiate the 2012 and future year's rental agreement more in line with market rents for the space.

Comments:

Exhibition Place has been working with Screemers Inc. since late 1993 with certain special conditions, reductions and discounts to assist with getting the event started in the Horticulture Building on the grounds. In the 1990's the Horticulture Building was only used during the annual CNE and was not heated. However, in 2004 the Horticulture Building was leased for redevelopment, and the event moved to the Better Living Centre and in 2008, when the shows formerly occupying the Automotive Building moved to the Better Living Centre, Screemers was again moved by Exhibition Place to the Queen Elizabeth Exhibit Hall.

The move from the Better Living Centre to the Queen Elizabeth Hall in 2008 resulted in less exhibit hall square footage for Screemers Inc., however additional exterior parkland space was provided at no rental cost. At its meeting of February 27, 2008, the Board approved a three-year agreement with Screemers Inc. and offered a credit to assist with the costs incurred to move from the Better Living Centre to the Queen Elizabeth Hall. With the one-year licence agreement in 2011, the 2008 credit was fully discharged.

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