



# Exhibition Place

## Appendix P

June 10, 2014

Subject: **Proposed Electronic Dance Music Concerts Protocol**

Summary:

Appendix P provides a review of comparative venues across North America and whether they host EDM Events.

Greater Toronto Area

The following chart details the capacities of various venues in the GTA:

Possible Venues for EDM Concerts

Venue	Capacity	Venue Type
<b>Over 5,000 Indoor Occupancy</b>		
Rogers Centre	20,000	Venue
Better Living Centre	10,000	Venue
Direct Energy Centre - Hall A & B	10,000	Venue
Direct Energy Centre Hall A	5,750	Venue
International Centre	10,000	Venue
Metro Toronto Convention Centre	10,000	Venue
Ricoh Coliseum	8,200	Arena
Scotiabank Convention Centre - Niagara Falls	5,500	Venue
<b>Under 5,000 Occupancy</b>		
Muzik	3,081	Night Club
Kool Haus	2,000	Night Club
Sound Academy	2,600	Night Club
Liberty Grand	4,100	Banquet Facility
<b>Ontario Place</b>		
TD ECO Beach	5,000	outdoor
Parking Lot Stage	25,000	parking
lawn	5,000	lawn
Digital Dreams June 28& 29. Overall Total Capacity -2014	35,000 per day	Multiple Locations as shown in site map* enclosed
<b>Downsview Park</b>		
VELD - Music Festival - August 2nd & 3rd	35,000 per day	Special events location

### Canadian Facilities

Staff spoke directly to other Canadian convention facilities: Vancouver Convention Centre (VCC); Telus Convention Centre (TCC) and BMO Stampede in Calgary; and Metro Toronto Convention Centre (MTCC) which reported the following:

- VCC only books 19+ events and refers all-ages events to BC Place, which does concerts on a regular basis. The VCC did an EDM about 1 ½ years ago and their maximum capacity is 6500 people. BC Place has a maximum capacity of 15,000 people.
- TCC only does meeting and conventions and refer EDM's to the BMO Stampede Centre which has an annual multi-day EDM each August with 6000-7000 people, and other smaller, one-off 3000-4000 person EDM's throughout the year. The Stampede Centre has done all ages but prefer to do 19+. For all-age events the Stampede Centre does not offer alcohol service at the event.
- MTCC in April 2014 did its first EDM which was a 19+ event with approximately 7800 in attendance.

## USA Convention Facilities

A survey of 42 urban convention centres in the USA indicated that 33 allow EDM events although booking EDM concerts are affected by date availability.

The nine venues that did not allow EDM events gave various reasons for not having these events: 3 had not been approached; 1 requires a significant hotel block before any event is booked and EDM would not meet that criteria; 1 requires Food & Beverage minimums for all events booked which are not in keeping with EDM events; 1 was still working on their event protocols before they would book an EDM; and for 3 they took the position that EDMs did not fit with core uses of its venue.

Of the 33 venues that do allow EDM events attendance at the EDM's held ranged from 500 to 20,000, 22 allow alcohol and 12 have minimum age restrictions as follows:

- age 16+ for three venues
- age 17+ for one venue
- age 18+ for seven venues
- age 21+ for one venue

## Outdoor EDM Festivals

The Board was also provided with a package of media reports (Appendix J) on EDM's from the tenant at MUZIK at its meeting of April 11, 2014 which included articles about large, multi-day, outdoor EDM festivals held in Miami, Kuala Lumpur and New York City. These outdoor events are not comparable to events held within buildings as they are generally multi-day and attract huge attendance. As noted in the Chart on page 1 of this report, the annual Digital Dreams outdoor festival at Ontario Place produced by Live Nation attracts up to 35,000 attendees per day.

As requested by the Board, Exhibition Place staff did try to obtain some additional information with respect to the issues raised in the media reports relating to the Ultra Music Festival in Miami; Future Music Festival, Kuala Lumpur, Malaysia; and the Electric Zoo Festival, Randall's Island, New York City.

**Ultra Music Festival:** An annual outdoor electronic music festival attracting 150,000-plus attendees (55,000 daily attendees) to a multi-day festival held in Bayfront Park in downtown Miami. It was a one-day festival from 1999 to 2006, a two-day festival from 2007 to 2010, and was a three-day festival in 2011 to 2014. The festival coincides with the annual Winter Music Conference, also held in Miami in March. The 2014 event was an all-ages event. Alcohol is sold at the event. During the event a security guard was trampled and sustained serious injuries. While initial reports suggested that Miami was considering cancelling the event, at the April 24, 2014 meeting of the City Commission of Miami, the Commission affirmed support for the Ultra Music Festival in Bayfront Park for 2015 subject to the conditions being negotiated in an memorandum of understanding between the City and Ultra.

**Future Music Festival:** Asia's Biggest EDM Festival scheduled over 3 days in Kuala Lumpur with ticket sales for 85,000 attendees. The event was 18+. According to a statement by the FMFA organizer, one death occurred on the festival grounds on day 2 of the 2013 event which resulted in cancellation of the third day of the event and according to the official statement "A police report has been filed and we are working very closely with all relevant authorities in

examining and determining the cause of this very unfortunate incident. FMFA underwent regular meetings with all agencies involved in the festival (including the Royal Malaysia Police, The Fire and Rescue Department of Malaysia, Bukit Jalil National Stadium, Millennium Patriot Security, Jabatan Sukarelawan Malaysia (RELA) and our certified on-site medical doctor and paramedic) prior to and during the event.”

Electric Zoo Festival: New York City's largest music festival held in 2013 from August 30, 2013 to September 1, 2013 at Randall's Island Park. In 2013 two patrons died at the event and again, the last day of the event was cancelled. In October 2013, SFX Entertainment, Inc., the largest global producer of live events and digital entertainment content focused exclusively on electronic music culture and other world-class festivals, acquired this event from Made Event. The 2014 event will be held August 29 - August 31, 2014 at Randall's Island Park with over 150,000 attendees. General admission is 18+ with valid state-issued photo ID. Alcohol is sold at the event.