



# Exhibition Place

## Item No. 9

May 30, 2014

To: The Board of Governors of Exhibition Place

**ACTION REQUIRED**

From: Dianne Young  
Chief Executive Officer

Subject: **Annual Rental Agreement - Festival Management Committee (“FMC”) for the Scotiabank Toronto Caribbean Carnival - 2014**

### Summary:

The Scotiabank Toronto Caribbean Carnival is a major cultural event that has been held at Exhibition Place since the mid-1990s with Scotiabank again as the title sponsor in 2014. The Festival Management Committee (“FMC”) was established and took over as the main body and event organizer commencing with the 2006 event. Given the importance of the Parade to the community-at-large, and the fact that the bigger part of the event is free for the citizens of Toronto, the Board and staff have been working with FMC to provide financial support by sharing some of the revenues generated by the event. The Parade is scheduled to be held at Exhibition Place, Saturday, August 2, 2014.

This report recommends a one-year agreement with FMC for the Scotiabank Toronto Caribbean Carnival 2014 at Exhibition Place based on the same terms and conditions as approved by the Board in 2013. The proposed 2014 costs to FMC have not increased from 2013.

### **Recommendation:**

**It is recommended that the Board approve the execution of a one-year agreement with FMC for the Scotiabank Toronto Caribbean Carnival 2014, on the terms and conditions outlined in this report, and such other terms as required by the CEO and City Solicitor.**

### Financial Impact:

A one-year agreement with FMC secures the Scotiabank Toronto Caribbean Carnival at Exhibition Place providing a financial return to the Board of \$20,000, plus services and parking for the event.

### Decision History:

The Exhibition Place 2014-2016 Strategic Plan had a Recognition/Public Understanding Goal to *sustain a high level of public understanding that builds confidence and recognition of excellence within the marketplace and local, national, and international communities* and as a Strategy to support this Goal we will *develop an outreach program aimed at surrounding local communities.*

At its meeting of July 5, 2013, the Board approved a one-year agreement with FMC for the Scotiabank Toronto Caribbean Carnival 2013 which expired in August 2013.

At its meeting of April 23, 2010, the Board approved a “Not-for-Profit Booking Guidelines”, which allows for a discount of \$1,000 against the cost of Board Services for Community Events held at Exhibition Place.

### Issue Background

Within the “Not for Profit Booking Guidelines” the definition for festivals is as follows: “A festival is an event, normally staged by a local community, which centers on some unique aspect of that community. The function of a festival is to meet specific social, cultural and educational needs, as well as provide entertainment. These times of celebration offer a sense of belonging for religious, social or geographical groups.”

The Scotiabank Toronto Caribbean Carnival 2014 is considered a major multi-cultural festival in the City of Toronto, and staff have been working cooperatively with the organizers to continue the success of this event at Exhibition Place.

### Comments

A modified Parade Route was developed to accommodate the hotel Construction on Parking Lot 1.

- a) Venue Rental – Waive all grounds and interior venue rental fees – Bandshell Park, Parking Lot 3 (260,178 sf) Parking Lot 4 (183,700 sf) Parking Lot 6 (273,400 sf) & Parking Lot 2 (485,335 sf) for a total of 1,202,613 sf with a \$33,353.23 daily exterior venue rental in addition to, Salon 109 & 110 (1 move in day, 1 event day & 1 move out day), Total Venue Rental \$84,189.34.
- b) Rentals & Services (labour, cleaning, rentals) – time and materials + 12%
- c) Production Services – time and materials
- d) Production Equipment Rentals – to be charged at posted rates
- e) Parking – Special event parking rate of \$25.00 will apply for this event, which is consistent with all other parking charges for special event and concert days at Ontario Place. Due to Loss of Parking Inventory Exhibition Place will retain 100% of all parking fees collected.
- f) Concessions – FMC to buyout food & beverage rights for the event day for \$20,000 + 13% payable in advance to the Board of Governors of Exhibition Place. FMC will be permitted to operate and license food & beverage concessions subject to comply with all City and department of Public Health bylaws, and Exhibition Place regulations with respect to the operation of a food concession and the safe handling of food materials, and on the condition that FMC pay for all cleaning costs. \$5,000.00 reduction in Food & beverage buy out fee compared to last year is to assist FMC with setup cost.
- g) Licensed area – FMC will be permitted to operate its own licensed area and receive 100% of the revenues from such concession, provided that FMC applies for and receives its own Special Occasion Permit, and provided that FMC meets all regulations including but not limited to the posting of appropriate security personnel.
- h) Sponsor Recognition – That Exhibition Place receives sponsor recognition in all promotional materials produced by FMC equal to the value of building/grounds rentals that have been waived, in a manner that is consistent with FMC recognition for all corporate sponsorship of the Scotiabank Toronto Caribbean Carnival 2014.

As in previous years, FMC will be required to pay for all labour and services in advance of delivery based on the estimate provided and agreed to by FMC in advance.

The details outlined in this report have been communicated to the event organizers who are in agreement with same.

Contact:

Arlene Campbell

General Manager, Sales & Events Management

Tel: (416) 263-3030

Fax: (416) 263-3019

Email: [ACampbell@directenergycentre.com](mailto:ACampbell@directenergycentre.com)

Submitted by:

---

Dianne Young  
Chief Executive Officer