



Exhibition Place

Item No. 15

January 7, 2013

ACTION REQUIRED

To: The Board of Governors of Exhibition Place

From: Stadium Advisory Committee

Subject: **MLSE and BMO Field Proposed Blackout Dates For 2015, 2016 and 2017**

Summary:

The purpose of this report is help alleviate future conflict in scheduling of MLSE and BMO Field events, and other events taking place at Exhibition Place for the upcoming 2015, 2016 and 2017 seasons. Past history demonstrates that major events taking place at Exhibition Place at the same time as an event at BMO Field, can exhaust the existing parking inventory and restrict public access, all resulting in a negative fan/ guest experience for all attendees.

Further, parking inventory has been greatly reduced since the commencement of the hotel construction in 2013, and tenant activity has increased, which has further increased the need to recognize these event dates and avoid booking against them if it all possible.

Staff have noted events for the upcoming 2015, 2016 and 2017 seasons where potential conflict may occur and requests that MLSE look at either not booking on these select event days or, if this is not possible, to schedule later event start times.

Recommendation:

It is recommended that the Board approve the proposed excluded event dates for 2015, 2016 and 2017, and request the Chief Executive Officer and the Chair of the Board to communicate to MLSE and Major League Soccer Association the importance of the impact of booking soccer events against these dates from both a financial perspective and fan/attendee experience.

Financial Impact:

By avoiding scheduling conflicts, parking revenues will increase as Parking Services will be able to accommodate more vehicles due to not having to turn guests away as a result of lack of parking inventory. Major clients have strongly expressed concerns to Exhibition Place staff about the negative impact of the lack of parking on their events and in the competitive marketplace, major events can make choices as to where to hold their shows.

Decision History:

The Exhibition Place 2009-2012 Strategic Plan had a Financial Goal to *Maintain a positive operating financial performance across Exhibition Place and all of its business by effectively monitoring costs and revenues* and as a Strategy to support this Goal *we will review and revise financial and organizational systems to strengthen controls and processes.*

At its meeting of January 7, 2014, the Stadium Advisory Committee considered subject report and unanimously recommend its approval to the Board.

Issue Background:

While Exhibition Place staff have requested that MLSEL avoid certain event dates in its programming of BMO Field, staff's request have not often been followed by the MLS league in setting dates. Accordingly, this report is recommending a formal request from the Board to MLSEL and the MLS league.

Comments:

Staff have reviewed the current event listings for 2015, 2016 and 2017 seasons and is proposing the following event dates be avoided in the development of future BMO Field schedules. The event dates below are the most current and as always, event information is subject to change or new events booked. In all cases if any particular date cannot be avoided, a later start time would always be preferred.

2015	EVENT DATE	COMMENTS
National Home Show	March 13 to 22	Avoid March 14 & 15 and March 21 and 22
Honda Indy	June 4 to 7	Avoid June 4 to 7 along with June 3 (last set up day) and June 8 is rain day
Scotiabank Caribbean Carnival Toronto	August 1	Avoid August 1
Fall Home Show	October 1 to 4	Avoid October 3
RAWF	November 6 to 15	Avoid November 7 & 8 and November 14 & 15
2016	EVENT DATE	COMMENTS
National Home Show	March 11 to 20	Avoid March 12 & 13 and March 19 & 20
Honda Indy	July 14 to 17	Avoid July 14 to 17 along with July 13 (last set up day) and July 18 is rain day
Scotiabank Caribbean Carnival Toronto	July 30	Avoid July 30
Fall Home Show	September 29 to Oct 2	Avoid October 1
RAWF	November 5 to 13	Avoid November 6 & 7 and November 12 & 13
2017	EVENT DATE	COMMENTS
National Home Show	March 10 to 19	Avoid March 11 & 12 and March 18 & 19
Becel Ride For Heart	June 4	Avoid June 4
Honda Indy	July 13 to 16	Avoid July 13 to July 16 along with July 12 (last set up day) and July 17 rain day.
Scotiabank Caribbean Carnival Toronto	August 5	Avoid August 5
Fall Home Show	September 28 to October 1	Avoid September 30
RAWF	November 3 to 12	Avoid November 4 & 5 and November 11 & 12

Contact:

Dianne Young, CEO

Tel: 416-263-3611

Fax: 416-263-3670

Email: dyoung@explace.on.ca

Submitted by:

Stadium Advisory Committee