



Annual Rental Agreement - Festival Management Committee (“FMC”) For the Toronto Caribbean Carnival – 2017

Date: April 24, 2017
To: The Board of Governors of Exhibition Place
From: Dianne Young Chief Executive Officer
Wards: All

SUMMARY

This report recommends a one-year agreement with Festival Management Committee ("FMC") for the Toronto Caribbean Carnival 2017 at Exhibition Place based on the same terms and conditions as approved by the Board in 2016. In 2017, Toronto Caribbean Carnival 2017 is celebrating its 50th anniversary and because of this there is an expectation that attendance of the parade and surrounding events will increase. There will be additional events surrounding the parade including the lighting of the CN Tower, Caribbean Night Market at David Pecaut Square, Grand Gala and potential concert at BMO field.

RECOMMENDATIONS

The Chief Executive Officer recommends that the Board:

1. Approve the execution of a one-year agreement with FMC for the Toronto Caribbean Carnival 2017, 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 Toronto Caribbean Carnival at Exhibition Place providing a financial return to the Board of \$25,000, plus services and parking for the event.

DECISION HISTORY

The Exhibition Place 2014-2016 Strategic Plan has 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 June 10, 2016, the Board approved a one-year agreement with FMC for the Scotiabank Toronto Caribbean Carnival 2016 which expired in August 2016.
<https://www.explace.on.ca/files/file/58c6a79177e28/Item-8-2016-Caribbean-Carnival.pdf>

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.
<https://www.explace.on.ca/files/file/58c6df42a7092/Item-28-Not-for-Profit.pdf>

COMMENTS

The Toronto Caribbean Carnival is a major cultural event that has been held at Exhibition Place since the mid-1990s. The 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 largest 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 this signature Toronto event. The event is scheduled to be held at Exhibition Place, Saturday, August 5, 2017.

In 2016 a modified Parade Route was developed to accommodate the hotel Construction on Parking Lot 851 and in Parking Lot 856 due to the addition of the Raptors Training Facility.

In 2017 the FMC has proposed a new direction for the parade, reversing the direction from 2016 to have the parade commence from the western end of Lakeshore Blvd. at British Columbia Drive. At this time, FMC, the City, Toronto Police Services and Exhibition Place are working on the details of this new route.

Scotiabank stepped away as the title sponsor of the Toronto Caribbean Carnival following the 2015 Event and at this time there is no new confirmed title sponsor

The recommended terms and conditions of this Licence Agreement are as follows:

- a) Venue Rental – Waive all grounds and interior venue rental fees – Bandshell Park, Parking Lot 853 (260,178 sf) Parking Lot 854 (183,700 sf) Parking Lot 856 (192,700 sf) and Parking Lot 852 (485,335 sf), a portion of Parking Lot 853, Salon 110 and a trailer space at BLC Loading Docks for a total of 1,121,913 sf in addition to, Queen Elizabeth Building and Loading Docks (office space) and EMS, 1 move-in day and 1 event day. Total Event Rental is \$84,513.01.
- b) Rentals and 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 \$30.00 will apply for this event, which is consistent with all other parking charges for special event and concert days at Exhibition Place. Due to Loss of Parking Inventory Exhibition Place will retain 100% of all parking fees collected.
- f) Concessions – FMC to buyout food and beverage rights for the event day for \$25,000+HST payable in advance to the Board of Governors of Exhibition Place. FMC will be permitted to operate and license food and 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.
- 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 Toronto Caribbean Carnival 2017.

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

Contact: Arlene Campbell, General Manager, Sales and Event Management, Tel: (416) 263-3030, Fax: (416) 263-3019, Email: acampbell@enercarecentre.com

SIGNATURE

Dianne Young, Chief Executive Officer, Exhibition Place