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November 21, 2008

ACTION REQUIRED

To: Board of Governors of Exhibition Place

From: Dianne Young
Chief Executive Officer

Subject: **2009 Mobile Vending Program**

Summary:

This report recommends that the Board approve the Mobile Vending License Fees at Exhibition Place grounds for the period of January 1, 2009 to December 31, 2009. It is recommended to increase rates by 3% for the popcorn and ice cream vendors from 2008 rates and an increase of 1.5% for the hot dog vendors as they already had a 1.5% increase in 2008. Overall the mobile vending program could earn the Board approximately \$13,000. Caribana, Honda Indy and the CHIN Picnic are excluded from this program and are dealt with separately as is currently the case.

Recommendation:

It is recommended that the Board approve the rates for the mobile vending program as provided for in this report.

Financial Impact:

The approval of this report will result in the Board earning approximately \$13,000 which is consistent with the 2009 Operating Budget.

Decision History:

At its meeting of December 2007, the Board approved the terms and conditions for the 2008 vendor's licenses and permits which included an increase of 1.5% for Hot Dog carts and no increase in rates for popcorn and ice cream vendors. These licenses and permits expire on December 31, 2008.

Issue Background:

Prior to 2007, staff recommended no increase in the licensing fees for the mobile vendors because since 2001 the vendors have been significantly impacted by many events including the cancellation of the Benson & Hedges Symphony of Fire which attracted an audience of over 500,000 and the decreased attendance at Ontario Place. However, with the increase in the building occupancy, Ricoh Coliseum and BMO Field, there has been increased activity on the grounds.

Staff is recommending that the license fee rates for popcorn/ peanut cart and ice cream trucks and event day hot dog cart permits increase by 3%. It is estimated by staff that licenses will result in revenues of \$13,000 for the Board.

Staff is also recommending that the hot dog carts on the Ontario Place bridges have a moderate increase of 1.5% since they were already increased by 1.5% in 2008.

Below are the proposed rates for 2009:

Number & Type License	Operating Period – 2009 (Excluding the Honda Indy, Caribana and the CNE periods)	2008 License Fee per location (rates increased 3% unless otherwise noted and excluding GST)	Total (excluding GST)
(7) mobile popcorn/peanut carts operator permits at seven licensed locations	January 1 to December 31	\$645.17	\$4,516.19
(3) ice cream truck permits at three licensed locations	May 1 to September 30	\$503.80	\$1,511.40
(2) additional hot dog carts operator permits to Service the two bridges to Ontario Place	May 1 to September 30	\$2,535.39 rate increased 1.5%	\$5,070.78
(10) additional hot dog cart operator permits for special events (which are in addition to the permits noted above)	Per event day	\$257.50/cart per event day	\$2,575.00
TOTAL REVENUE (Excluding GST)			\$13,673.37

Contact:

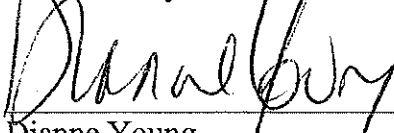
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Submitted by:



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Chief Executive Officer