

## EXHIBITION PLACE

January 18, 2006

To: The Board of Governors of Exhibition Place

From: Dianne Young  
General Manager & CEO

Subject: **2006 Wizard World**

Purpose:

This report recommends the terms for a one-year license agreement with Astro Zodiac for the operation of 2006 Wizard World attraction in the Better Living Centre in March of 2006.

Financial Implications & Impact Statement:

The approval of the recommendations contained in this report will result in the Board earning approximately \$45,000.00 in gross revenues from rent, parking and the provision of labour and services to support the execution of this event.

Recommendation:

**This report recommends that the Board approve a one-year license agreement with Astro Zodiac for the operation of the 2006 Wizard World attraction in the Better Living Centre during 2006 March Break, on the terms and conditions set forth in this report and any other such terms and conditions as may be required of the General Manager or the City Solicitor.**

Background:

At its meeting of November 2005, the Board approved the terms for a one-year license agreement and directed staff to report back to the Board following the 2005 event. Astro Zodiac has approached staff to repeat this event in 2006.

Comments:

At its meeting of January, 2004, the Board received a report recommending the business terms for a three-year license agreement with Astro Zodiac for the operation of a new children's attraction that would operate in the Better Living Centre during March Break. The recommendations were based on assisting the operators to develop and launch this new event and proposed a gradual reduction of the Board's assistance during the three-year term (ie waive rent year one, 50% of posted rent year two, 75% of posted rent year three and waiver of the rental costs of the Board's equipment for all

three years). The Board, however, only approved of a one-year license agreement (including the waiving of all rent) but was unwilling to approve the reduction in rent for years two and three and requested that staff report back on the actual experience and recommendations for future licence agreements.

While the original report recommended the payment of 50% rent in Year Two, because of the experience of Astro Zodiac, a subsequent report to the Board in 2004, recommended continuing to waive rent in 2005 for both for move-in, move-out and event days.

In 2004, the Board earned gross revenues of \$44,933.00 (net \$4,576.00) from parking, concessions, labour and services. In 2005, the Board earned gross revenues of \$51,562.00 (net \$16,293) from parking, concessions, labour and services.

In 2004, the operators reported losses of approximately \$25,000.00 net after expenses and capital investments totaling approximately \$220,000.00 and in 2005, they reported losses of \$25,000.00 net after expenses and capital investment of \$60,000.00 and utility costs of \$5,892.00. However, despite these losses, the operators still want to continue with this event and based on feedback from their patrons, intend to adjust the attractions as well as introduce new ones in 2006, such as the maze and rides similar to the Screemers event. Astro Media are also proposing to move the event from the east to west side of the Better Living Centre and expand the event space from 52,740 sq. ft to 131,476 sq. ft.

The event focuses on families and children and makes use of a building that has typically been vacant during the March period. Therefore, staff are recommending that the Board enter into a one-year agreement with Astro Zodiac and continue to charge only minimal rent and provide other concessions with respect to the use at no charge of Board equipment and a reduced mark-up on Board services. Staff are recommending entering into a standard licence agreement modified with the following terms:

- a) Building Rent: Charge 25% of standard rental fees (\$23,000.00) during the seven (7) days of operation (discount equivalent to \$69,000.00) and waive the rental of the building for the 30 move-in and move out days (discount equivalent to \$295,821.00).
- b) Labour, Equipment Rentals and Services: Equipment & Labour services to be charged at time plus materials plus 12% mark-up plus applicable taxes (subject to availability of Board equipment not rented to third parties). Wizard World is to be fully responsible for any costs associated with damage/repairs of the Board's IATSE equipment that occurs during the use by Wizard World of the equipment.
- c) Utilities: Wizard World to pay 100% electrical, gas and water consumption for the move-in and move-out periods for the space occupied by the event and 75% of electrical, gas and water consumption for the period of the actual 7 event days.
- d) Pixel Board Advertising: 2 week rotation prior to event plus full coverage during event, in accordance with standard Board policy.
- e) Concessions: Share with the Board 50% of all commissions from the sales of food and beverage.



For the Board's information, the standard License agreement provides that the Board will receive sponsorship recognition equivalent to any discounts or rebates, in a manner that is consistent with the operators' standard recognition of its corporate sponsors. In 2004 and 2005, the logo of Exhibition Place was positioned with the logos of other corporate sponsors for Wizard World in all printed materials, on the operator's website and in transit and electronic advertising.

Conclusion:

This report recommends that the Board approve the terms of a one-year license agreement with Astro Zodiac for the operation of the 2006 Wizard World attraction.

Contact:

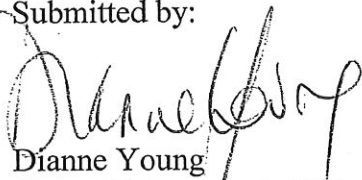
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Submitted by:



Dianne Young  
General Manager & CEO

For Discussion Purposes:

**WIZARD WORLD 2005 - PROFIT/LOSS**

**NET REVENUE:** \$ 195,129.94

(attendance approximately 11,000)

**EXPENSES:**

ADVERTISING	\$	55,408.00
CAPITAL CARRIED OVER	\$	15,222.76
ENTERTAINMENT	\$	16,725.00
INSURANCE	\$	5,500.00
OPERATING EXPENSES	\$	13,071.71
PAYROLL	\$	44,000.00
SECURITY	\$	2,745.00

**SET-UP/TEAR DOWN**

**EXHIBITION PLACE:**

CARPENTERS	\$	5,513.54
CLEANING	\$	4,091.72
CREATIVE SERVICES	\$	1,375.00
ELECTRICAL	\$	4,813.51
HEATING & UTILITIES	\$	12,187.32
I.A.T.S.E.	\$	7,265.14
LABOUR	\$	9,850.73
PLUMBING	\$	789.29
SET-UP/TEAR DOWN OTHER	\$	14,402.00
STORAGE	\$	2,500.00
TELEPHONE	\$	2,390.68
WORKERS COMP	\$	660.00

**TOTAL EXPENSES:** \$ 218,511.40

**NET OPERATING LOSS:** \$ (23,381.46)



# WIZARD WORLD

**THE FAMILY MAGICAL MARCH BREAK EVENT**  
**BETTER LIVING CENTRE EXHIBITION PLACE**  
**MARCH 12-18, 10AM.- 4:30PM.**

  
 Exhibition Place

## YOUR PAY-ONE PRICE TICKET INCLUDES:

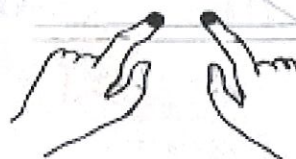
1. A mystical trip through the WIZARD'S CASTLE
2. Journey through the DWARVE'S HIDEAWAY IN 3D
3. Thrilling shows on the STARLIGHT THEATRE Stage (shows hourly)
  - \* Presenting the family wizardry of KEN AND BARBI
  - \* Live Interactive Snakes and Lizard show presented by REPTILLA
4. LIL' WIZARDS PLAY AREA featuring a ball pond, ride on cars and more...
5. Unlimited LASER TAG in the wizards battleground inflatable arena.
6. A Whirl around on the ROLLER RACER track
7. BOUNCE CITY - slide, jump, play & bounce in Toronto's largest indoor inflatable playground
8. Unlimited fun in the interactive CRAFTS AREA
  - \* make and take a beautiful bead bracelet, face painting & colouring
9. Unlimited rides in the WIZARDS FANTASY FAIRGROUNDS
10. GAMES ZONE - Fun games of skill to challenge and excite everyone!

## LEARN TO BE A WIZARD WITH THESE FUN MAGIC TRICKS!

### JUMP ROPE

1. Slip the rubber band over your index and middle fingers. Slide it all the way down.
2. Secretly curl your fingers and stretch the rubber band over the tips of all four fingers.
3. Keeping your hand folded into a loose fist, show the audience the back of your hand. To them, it looks as though the rubber band is around only your index and middle finger.
4. Raise your fingers and the rubber band will instantly jump onto your ring finger and pinky.

### FLY AWAY PETER



1. Place a coloured sticker on each pointer fingernail.
2. Place the 2 fingers on the edge of a table and recite the following rhyme:  
 Two little birds sitting on a wall  
 One named Peter, one named Paul  
 Fly away Peter, fly away Paul  
 Come back Peter, come back Paul

3. As you recite the rhyme the stickers disappear and reappear one at a time in keeping with the rhyme.
4. Do as follows: "Two little birds sitting on a wall" Place both fingers on edge of table. "One named Peter" tap left pointer finger on table. "One named Paul" tap right pointer finger on table. "Fly away Peter" Lift up left hand to about head level and as you do, curl pointer in and point middle finger out and bring it down to edge of table. "Fly away Paul" Repeat as above with right hand. "Come back Peter" Change fingers as before so that the pointer finger comes down on the table. "Come back Paul" repeat as above with other.

### Hole in Your Head Trick




This optical illusion is a strange one! Roll up a piece of ordinary paper and look through it with one eye. As you do so, place the other hand beside the paper tube, almost in the middle (as shown). Keep both eyes open. Soon it will appear as though there is a hole in your hand!

**FREE**  
**LOOT BAG**

**\$2.00**  
**off**

Valid for up to 4 persons  
 Not available with any other offer. No cash value.





# WIZARD WORLD

A Magical March Break Event  
Better Living Centre Exhibition Place

## UNLIMITED RIDES

Fantasy Fairgrounds

9

## UNLIMITED PLAY

Bounce City

7



Candy

Arcade

6

Games Zone

10

2

Dwarves

Hidaway

3D

Crafts Area

8

Roller Racers

5

Laser Tag

4

Lil' Wizards  
Play Area

Souvenir  
Shop

3

Starlight  
Theatre

Wishing  
Fountain

Wizards  
Castle

1

WIZARD WORLD  
MAP

Entrance

416-585-WAND  
WWW.WIZARDWORLD.CA



Put your



on it.

## 7 Wizard World



**March 12 - 18** Better Living Centre, Exhibition Place

Take the 509 Harbourfront streetcar from Union subway station or the 511 Bathurst streetcar from Bathurst subway station or the 29 Dufferin bus south to Dufferin Gate.

416-585-9263

[www.wizardworld.ca](http://www.wizardworld.ca)



## 8 Toronto Sportsmen's Show

**March 15 - 19** National Trade Centre, Exhibition Place

Take the 509 Harbourfront streetcar from Union Station or the 511 Bathurst streetcar from Bathurst Station.

1-888-695-2677

[www.sportshows.ca](http://www.sportshows.ca)



## 9 The Toronto Art Expo

**March 16 - 19** Metro Toronto Convention Centre, North Building

From Union subway station walk west on Front Street or take the Skywalk.

416-265-6988

[www.torontoartexpo.com](http://www.torontoartexpo.com)



## 10 St. Patrick's Day Parade

**Sunday, March 19, 12 noon** Starts at Devonshire and Bloor Street going east to Yonge Street, south on Yonge Street to Queen Street, west on Queen Street to University Avenue

Easy access from St. George, Bay, Yonge and Bloor, Wellesley, College, Dundas, and Queen subway stations.

416-487-1566

[www.topatrick.com](http://www.topatrick.com)

## 11 National Motorcycle Show



**March 25 - 26** Automotive Building, Exhibition Place

Take the 509 Harbourfront streetcar from Union Station or the 511 Bathurst streetcar from Bathurst Station.

1-800-461-6568

[www.nationalmotorcycleshow.com](http://www.nationalmotorcycleshow.com)

## Events Calendar - Event Details

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### Spring Fling 2006

Tuesday March 14, 2006  
Wednesday March 15, 2006  
Thursday March 16, 2006  
Friday March 17, 2006  
Saturday March 18, 2006  
Sunday March 19, 2006

### Rogers Centre



#### Event Details:

Over March Break, visit Canada's Largest Indoor Midway. Bring your family for an exciting day filled with thrilling rides and games of chance. Unlimited rides and endless fun all for one price!

Keep checking our website as we will post the list of rides and height restrictions soon.

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#### Gates Open:

10 am daily

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#### Date & Time:

10 am - 7 pm daily

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#### Ticket Prices:

\$20 - All day ride ticket (8 years and up)

\$12 - Children (7 years and under)

\$8 - Adult no ride

\$1.00 - per ride ticket (for those who purchase the \$8 no-ride ticket and want to ride a few rides) \*

#### SPECIAL OFFER:

\$30 -All Week Ride Pass (Come for all 6 days for one low price!)

\* Ticket prices are subject to Ticketmaster convenience charge and facility fee.

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#### Group Sales:

For groups of 20 or more, call (416) 341-2255

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#### Ticket Information:

Tickets for this event are available at all Ticketmaster outlets, including Rogers Centre (Gate 7), or charge by phone at (416) 870-8000 or click on [ticketmaster.ca](http://ticketmaster.ca) to buy tickets online

**Close this window**