

## EXHIBITION PLACE

February 28, 2006

To: The Board of Governors of Exhibition Place  
From: Dianne Young  
General Manager & CEO  
Subject: **Wheels In Motion (Rick Hansen Tour) - June 11, 2006**

Purpose:

This report contains recommendations for a one-year license agreement with the Rick Hansen Man In Motion Foundation (the "Foundation") for the purpose of staging the annual Wheels In Motion fundraising event at Exhibition Place.

Financial Implications & Impact Statement:

The recommendations contained in this report will result in the Board earning a minimum of \$11,000.00 in labour and services, plus parking revenues, and, in exchange the Board will receive sponsorship recognition valued at approximately \$5,000.

Recommendation:

**It is recommended that the Board enter into a one-year License Agreement with the Foundation on the terms and conditions set out in this report and any other terms and conditions as contained in the Board's standard form License Agreement and as may be required by the General Manager & CEO and City Solicitor.**

Background:

The terms recommended in this report fall outside the Board approved rental rates and reflect terms similar to those provided to other non-for-profit charitable events.

Discussion:

Over 18 years ago, Rick Hansen wheeled around the world logging over 40,000 kilometers and raising funds and awareness to help make a difference in the lives of Canadians living with a spinal cord injury. In the spirit of the original tour, the Rick Hansen Man In Motion Foundation (the "Foundation") launched the *Wheels in Motion Tour* (the "Event") in 2003 in 200 communities across Canada, and this has now become an annual event that continues to raise awareness and funds for Spinal Cord Injury. Half of the net proceeds raised are directed to priority needs identified to improve the quality of life of people living with a spinal cord injury in event communities. The other half is directed towards spinal cord research at Toronto Western Hospital that improves everyday life and ultimately leads to a cure. In 2005, the event was relocated to Exhibition Place and hope to remain for future years.

The 2005 event attracted over 800 participants and raising \$240,000 for the Foundation. The 2006 event will be hosted by Susan Hay (Global TV), with special guests Paralympian Gold Medalist Jeff Adams and Wheels in Motion Ambassadors.

However, the local organizing committee is working with a very limited budget in 2006 of approximately \$15,000 – \$18,000. Because this national event must be held on Sunday, the Board's services will be at time-and-a-half (including IATSE charges, which represent nearly half of the overall costs) and are estimated to be approximately \$11,000.00. The facility rental fees are an additional \$3,751.00, bringing the total projected costs to \$14,751.00.

The Foundation will provide Exhibition Place with: brand recognition on all Press materials announcing all local sponsors; logo recognition on a minimum of 1,000 posters throughout the City of Toronto, site recognition mention on all applicable broadcast including a reach into 100 leading national or regional corporations for their participation in the Wheelchair Skills Challenge; a link to Exhibition Place website from Toronto Wheels in Motion website; logo and mention on all local print advertising; right to use Wheels in Motion Logo on all Exhibition Place Promotional material; Corporate Name recognition on sponsor board; opportunity to have onsite display of products and services; public recognition during the Opening Ceremonies and mention in all post event quality of live announcement media materials.

In light of how the nature of this event fits the Board's mandate (festivals and events and work with community organizations) staff have been working with the organizers to help streamline costs as much as possible and are recommending a one-year License Agreement with the Foundation for the June 11, 2006 Event on the substantial terms and conditions as detailed below:

- (a) Facility Rentals – waive facility rental, equivalent to \$3,751.00 (\$2,750.00 for Bandshell Park and Stage, and \$1,001.00 for the use of parking lot "H");
- (b) Board's Equipment – provide the Board's equipment at no cost (subject to availability);
- (c) Labour and Services (excluding IATSE) – provide at the City's preferred rate of Time + Materials + 12% administration fee, which is a savings of approximately \$1,000.00;
- (d) Sponsorship Recognition: the Foundation will, in exchange for the considerations above, provide to the Board sponsor recognition in a manner that is consistent with it's recognition of all Corporate Sponsors.

The discounts being recommended above are similar in nature to those provided to other not-for-profit charitable events such as this.

#### Conclusion:

It is recommended that the Board approve a one-year license agreement with the Rick Hansen Man in Motion Foundation for the 2006 Wheels In Motion Event on the terms and conditions contained in this report and any other terms as may be required by the General Manager & CEO or City Solicitor.

Contact:

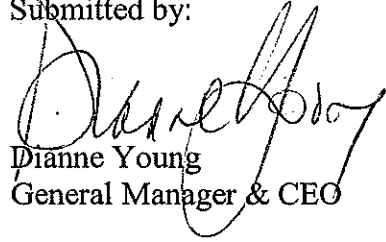
Debbie Sanderson, Booking/Tenant Administrator, Business Development

Telephone: 416-263-3608

Fax: 416-263-3690

E-mail: dsanderson@explace.on.ca

Submitted by:

A handwritten signature in black ink, appearing to read "Dianne Young", written over the printed name and title.

Dianne Young  
General Manager & CEO

