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## EXHIBITION PLACE

April 12, 2006

To: The Board of Governors of Exhibition Place

From: Dianne Young  
General Manager & CEO

Subject: 2006 Veterans Honour Ride Event

Purpose:

This report contains recommendations for a one-year license agreement with the Veterans Honour Ride Foundation ("VHRF") for the staging of the annual Veterans Honour Ride event.

Financial Implications & Impact Statement:

The recommendations contained in this report will result in the Board earning approximately \$1,900.00 from the provision of labour and services; and the Board will, in exchange, receive sponsorship recognition valued at approximately \$5,000.00.

Recommendation:

**It is recommended that the Board approve a one-year license agreement with VHRF on the terms and conditions contained in this report and any other terms as may be required by the General Manager & CEO or the City Solicitor.**

Background:

The Board's financial by-law requires that any agreements for the rental of facilities at less than standard posted rates must be approved by the Board.

Discussion:

The VHRF was founded in November 2002 and is a registered charity since 2003. The mission of the VHRF is to develop community and youth awareness, respect, dignity and "a little fun" for aging Veterans. The Foundation is the major sponsor of Sunnybrook's "Veteran Grant a Wish Program", and also provides financial assistance to help support the operations of The Tony Stacey Center.

The VHRF has been staging an Annual Ride event since 2003. The inaugural event in 2003 took place at Buttonville Airport and then in 2004 they moved to the downtown BMW location in Toronto and in 2005 were at the downtown Toronto Harley location. Since that time, the event

has grown to the extent that they require the use of additional facilities and the organizers are asking the Board to assist them in the costs of staging this annual event at Exhibition Place.

The event expects to attract a maximum of 500 motorcycle participants in 2006, and an additional 300 participants by bus to Exhibition Place. The participants will arrive for registration, pledging, light refreshments, and speeches by many dignitaries including Co-Chair Julian Fantino and General Lewis MacKenzie. The Ride will depart Exhibition Place by 1:00 p.m. and ride along closed main highways and arteries escorted by The Toronto Police Winged Wheels, OPP Gold Helmets and the York Regional Police Department to three separate locations: Sunnybrook Hospital, The Tony Stacey Center and Richmond Green.

For the Board's information, 100% of the proceeds from this one annual event go to Sunnybrook's Veteran Grant a Wish Program, and financial assistance to help support the Operations of The Tony Stacey Center. Over the past three years the VHRF have raised over \$100,000 towards the Foundation.

The organizers are requesting that the Board waive one day's facility rent for the use of Bandshell Park and Stage and provide a discounted rate for labour and services, and available equipment at no charge. This event is scheduled for July 22, 2006 when typically there is no other interest in these facilities. In exchange for these discounts, the Board will receive sponsor recognition valued at approximately \$5,000.00.

Accordingly, staff recommend that the Board approve a one-year license agreement with the VHRF on the following terms and conditions and any other terms as may be required by the General Manager & CEO and City Solicitor:

- a) Term – One year
- b) 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");
- c) Labour and Services – provide labour and services at Time + Material +12%;
- d) Sponsor Recognition – VHRF will provide the Board with a minimum of approximately \$5,000.00 in sponsor recognition in a manner that is consistent with the recognition of other similar sponsors (i.e. in all printed/promotional materials/website, etc.);
- e) All parking lots will be open and normal posted rates for parking will apply;
- f) VHRF will provide at its own expense all required paid duty police officers for required locations, including roadways;
- g) VHRF shall indemnify the Board and the City of Toronto from any and all claims, loss or expenses as a result of the event, and shall provide adequate insurance in a form and amount satisfactory to the City's Risk Manager.

Conclusion:

This report recommends the terms for a one-year license agreement with the VHRF for the annual Veterans Honour Ride event on the terms contained in this report and any other terms as may be required by the General Manager & CEO and the City Solicitor.

Contact:

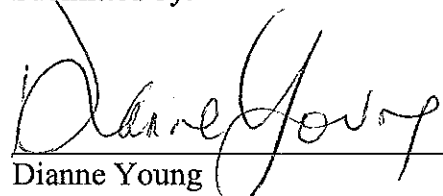
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Submitted by:

A handwritten signature in cursive script, appearing to read "Dianne Young", written over a horizontal line.

Dianne Young  
General Manager & CEO

