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September 8, 2006

EXHIBITION PLACE

To: The Board of Governors of Exhibition Place

From: Dianne Young
General Manager & CEO

Subject: **2006 Wizard World – Follow-Up Report**

Purpose:

This report is being submitted for the consideration of the Board of Governors.

Financial Implications & Impact Statement:

There are no financial implications resulting from the adoption of this report.

Recommendation:

It is recommended that this report be received for information.

Background:

At its meeting of January 27, 2006, the Board approved the terms for a one-year license agreement with Astro Zodiac for the operation of the 2006 Wizard World attraction in the Better Living Centre during the 2006 March Break waiving all the rent for 2006 and a rent for the 2007 Wizard World event at the rate be 25% of the standard list prices; the provision of tickets for the community and requesting a report back on the financial results of the 2006 event.

Comments:

The 2006 Wizard World appeared to be a much more successful event in 2006 than in 2005. While the Board does not have attendance figures, a comparison of parking revenues between 2006 and 2005 indicated a 9% increase in vehicles parked. Astro Zodiac, as recommended by the Board, did provide 143 complimentary tickets which were distributed to three local schools and three local community groups and allowed disadvantaged children to come to the event.

Attached to this report as Appendix "A" is the financial results of the 2006 Wizard World Event provided by Astro Zodiac.

Conclusion:

This report provides information on the results of the 2006 Wizard World event.

Contact:

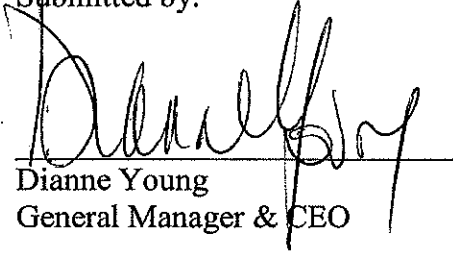
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Submitted by:



A handwritten signature in black ink, appearing to read 'Dianne Young', is written over a horizontal line. The signature is stylized and cursive.

Dianne Young
General Manager & CEO

Appendix "A"

WIZARD WORLD 2006 - PROFIT/LOSS**NET REVENUE: \$ 184,000.00.****EXPENSES:**

ADVERTISING	\$	68,268.43
CAPITAL CARRIED OVER	\$	15,222.76
ENTERTAINMENT	\$	12,665.19
INSURANCE	\$	10,000.00
OPERATING EXPENSES	\$	5,338.58
PAYROLL	\$	36,788.86
SET-UP/TEAR DOWN	\$	40,714.64
HEATING & UTILITIES	\$	10,113.70
STORAGE	\$	2,500.00
TELEPHONE	\$	1,319.00
WORKERS COMP	\$	573.91
TOTAL EXPENSES:	\$	203,505.07

NET OPERATING LOSS: \$ (19,505.07)

**THIS LOSS DOES NOT REFLECT ANY PAYROLL TO ROSEANNA
OR ARDO FOR ALMOST 2 FULL MONTHS WORK.**

