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November 28, 2006

To: The Board of Governors of Exhibition Place

From: Dianne Young
General Manager & CEO

Subject: 2007 BAD Ride – May 27, 2007

Purpose:

This report recommends a one-year license agreement with the Distress Centres of Toronto (“DCT”) for the staging of the annual BAD Ride fundraising event.

Financial Implications & Impact Statement:

The recommendations contained in this report will result in the Board earning approximately \$7,500.00 from the provision of labour and services; and the Board will, in exchange, receive sponsorship recognition valued at approximately \$10,000.00.

Recommendation:

It is recommended that the Board approve a one-year license agreement with DCT 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 approved of entering into a one-year licence agreement with the Distress Centres of Toronto (“DCT”) at a discounted rate to allow for this charity event for the years 2000 - 2006.

Discussion:

The DCT has been staging a fundraising event “BAD RIDE” in Bandshell Park at Exhibition Place since 2000. 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 first BAD Ride was staged in May 2000 in Bandshell Park, attracting approximately 700 participants and raising approximately \$80,000 in revenues, which are given directly to the DCT.

The event has expanded significantly and in 2005, despite the inclement weather, the event attracted over 1,800 RIDE participants and raised over \$202,000 for the Distress Centre. One of the components of this annual fundraising event is a silent auction which is best staged indoors within the Better Living Centre, with the musical event in Bandshell Park.

The 2006 event was the most successful event to date; 1,498 registered motorcycles, more than 2,000 participants and over \$225,000 raised for the DCT. Rider participation extended from Windsor to Ottawa, North Bay to upper New York State, hence making the BAD Ride clearly a provincial event.

The significant increases from the previous year, along with the continuous stepped growth throughout the history of the BAD Ride are strong indicators that there still remains marked potential for future expansion. Going forward the organizing team is continuing on to build its outreach base and expand the promotional capabilities. In 2007, BAD Ride will celebrate its 10th Anniversary which coincides with the 40th Anniversary of the Distress Centres, the first crisis line in Canada.

For the Board's information, the proceeds from this one annual event represent more than 50% of the total funds raised to support the on-going operations of the DCT, which provides the community with services such as a 24-hour crisis line, community crisis response, specialized face-to-face counseling for individuals and/or families bereaved by suicide or homicide, and education and training of front-line staff of local community agencies. Commencing in January 2006 first-party suicidal callers to Emergency Services received a warm transfer to the Distress Centre volunteer once all pertinent information had been taken by the dispatcher.

The organizers are requesting that the Board continue to waive facility rent for the use of Bandshell Park and Stage and a portion of the Better Living Centre, and provide a discounted rate for labour and services, and available equipment at no charge. In exchange for these discounts, the Board will receive sponsor recognition equivalent to a minimum of \$10,000.00.

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 DCT for the May 27, 2007 event on the terms and conditions as detailed below.

- a) Facility Rent – waive facility rental (2 days – 1 event day/1 move-in day) equivalent to \$9,698.30 (\$3,197.30 for a portion of the Better Living Centre, \$2,750.00 for Bandshell Stage and Park, and \$1,001.00 for the use of Parking Lot “H”); charge utility fee for building usage of \$250.00/day;
- b) Board's equipment – provide the Board's equipment at no cost (subject to availability);
- c) Labour and Services – provide labour and services (excluding IATSE) at Time + Material +12%;
- d) Sponsor Recognition – DCT will provide the Board with a minimum of \$10,000.00 in sponsor recognition in a manner that is consistent with the recognition of other similar sponsors (i.e. in all printed/promotional materials/media [radio, PSAs, newspapers] etc.);

- e) All parking lots will be open and normal posted rates for parking will apply;
- f) DCT will provide at its own expense all required paid duty police officers for required locations, including roadways;
- g) DCT shall require all participants to provide a signed waiver releasing the Board and the City of Toronto from any and all liability with respect to their participation; and,
- h) DCT 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 DCT for the annual BAD Ride fundraiser 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:

Debbie Sanderson, Booking/Tenant Administrator

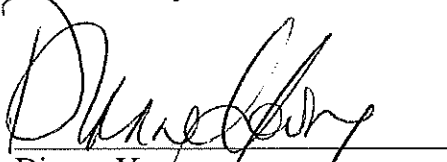
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Submitted by:



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