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December 1, 2006

EXHIBITION PLACE

To: The Board of Governors of Exhibition Place

From: Dianne Young
General Manager & CEO

Subject: **Masala Mehndi Masti Festival – July 27 - 29, 2007**

Purpose:

This report recommends the terms and conditions for a one-year license agreement with Satya Arts Association (“Satya”) for the staging of the 2007 Masala Mehndi Masti (“MMM”) Festival event.

Financial Implications & Impact Statement:

The recommendations contained in this report will result in the Board earning approximately \$130,000.00 from the provision of rentals and services, along with revenue from parking and concessions.

Recommendation:

It is recommended that the Board approve a one-year license agreement with Satya 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:

At its meeting of December 2, 2005, the Board approved the terms for a one-year license agreement with Satya Arts Association for the operation of the 2006 Masala Mehndi Masti Festival in Bandshell Park & Stage and the Better Living Centre during July waiving the venue rental, and requesting to report back on the event results.

Discussion:

Exhibition Place was approached by Satya in 2005 to hold a three-day cultural festival in July 2006. Satya is a not-for-profit organization that has produced the Masala Mehndi Masti South Asian Festival at Harbourfront Centre from 2001 – 2005 attracting almost 100,000 people over the festival period. This festival is meant to create a positive vibe that pulsates with South Asian culture.

Along with the Canadian and International artists who present works of the South Asian culture, there is a wide variety of food and market vendors. The festival is unlike other South Asian events

in Canada in that it creates a strategic cultural and artistic alliances with professional artists and arts organizations, as well as being a superb platform for emerging and community artists.

Funding of this event is raised with sponsorships from Heritage Toronto, Ontario Arts Council, British Council, along with a variety of sponsors such as Toronto Star, Omni Television, State Farm Insurance, and support from a variety of ethnic newspapers, publications and websites. From 2001 through to 2005 Harbourfront Centre also acted as a co-producer sponsoring the grounds and the cost of the production. However, despite the contribution by Harbourfront, the move from this location had become a necessity due to the growth of the Festival.

The 2006 MMM festival underwent exciting changes in so many areas: a new venue, change in the dates, a new programming style, and a larger market bazaar. The festival took place in Bandshell Park and two-thirds of the west side of the Better Living Centre. The MMM event was successful in the transition year of relocating the Festival from Harbourfront to Exhibition Place. The event experienced a drop in attendance and vendor participation due to the change in venue, loss of pedestrian traffic and inclement weather throughout the weekend, however, the organizers produced a professional program and hope to keep MMM at Exhibition Place for many years to come.

From the Board's perspective, we earned \$110,683.73 from rentals and services provided, \$34,394 in parking revenues, and \$7,500 in food concessions. Satya, the organizer of the MMM event has provided us with their financial results which shows a minimal profit in 2006. In addition, it is a very positive event for the grounds as it attracted a diverse community audience and fits the Board's mandate (festivals and events and work with community organizations).

Accordingly, staff will continue to work with the organizers to help streamline the costs as much as possible, and are recommending that the Board enter into a one-year license agreement with Satya for the July 2007 event on the terms and conditions as detailed below:

- (a) Facility Rentals – waive the facility and grounds rentals (5 days – 3 event days/2 move in days), equivalent to \$57,996.40 (\$9,120.20 for Better Living Centre – West Side, \$2,750 for Bandshell Park & Stage, and \$1,001 for Parking Lot L);
- (b) Labour and Services – provide labour and services (excluding IATSE) at Time & Materials + 12%;
- (c) Licensed venues – to be licensed by Exhibition Place, with the Board receiving its standard commission 27% of net sales plus GST;
- (d) Food Vendor Market – 12 food vendors to be licensed by Exhibition Place, with the Board receiving a flat fee of \$850/vendor, and all concession operators are subject to comply with all City and Toronto Public Health bylaws and Exhibition Place regulations with respect to the operation of a food concession and the safe handling of food materials;
- (e) Midway (games/rides) & additional food concessions – any additional Exhibition Place food vendors and midway concessions are to be licensed by Exhibition Place, with the Board receiving its standard commission 21% of net sales plus GST;
- (f) Sponsorship – Satya will provide the Board sponsorship recognition in a manner consistent with the recognition of other similar sponsors (i.e. in all printed/promotional materials);
- (g) Parking – all parking lots will be open and normal posted rates for parking will apply; all parking revenues will be revenue to the Board;

(h) All monies due and payable to the Board for services must be paid in advance and in accordance with the Board's usual policy.

Conclusion:

It is recommended that the Board approve a one-year license agreement with Satya for the Masala Mehndi Masti Festival 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

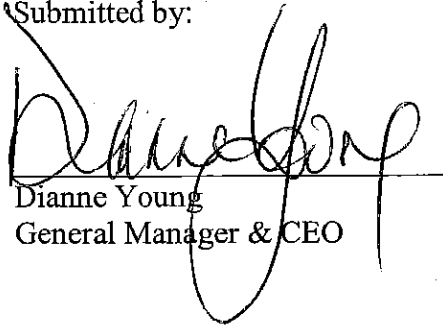
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Submitted by:

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

