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## EXHIBITION PLACE

November 28, 2006

To: The Board of Governors of Exhibition Place  
From: Dianne Young  
General Manager & CEO  
Subject: **Rick Hansen Wheels In Motion - June 10, 2007**

Purpose:

This report recommends a one-year license agreement with the Rick Hansen Man in Motion Foundation (the "Foundation") for the purpose of staging the annual Rick Hansen 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 \$10,000.00 in labour and services, \$3,000.00 in parking revenues, and in exchange the Board will receive sponsorship recognition valued at approximately \$10,000.00.

Recommendation:

**It is recommended that the Board enter into a one-year License Agreement with the Foundation 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 license agreement with the Foundation at a discounted rate to allow for this charity event for the years 2005 and 2006.

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 injuries, and the abilities of people living with disabilities. In the spirit of the original tour, 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 raising \$240,000 for the Foundation. In 2006 the Event attracted over 1,400 participants and raised \$267,000 for the Foundation. The 2006 event was hosted by Susan Hay (Global TV), with special guests Paralympian Gold Medalist Jeff Adams and Wheels in Motion Ambassadors.

The local organizing committee is working with a very limited budget in 2007 of approximately \$15,000.00. Because this national event must be held on Sunday, a substantial portion of the labour services will be at double time (including IATSE charges), which represent approximately 70% of the overall costs for the event, estimated to be approximately \$10,000.00. The facility rental fees are an additional \$6,501.00, bringing the total projected costs to \$16,501.00.

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 Foundation for the June 10, 2007 event on the terms and conditions as detailed below:

- (a) Facility Rentals – waive facility rental (2 days – 1 event day/1 move-in day), equivalent to \$6,501.00 (\$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 – provide labour and services (excluding IATSE) at Time + Materials + 12%;
- (d) All parking lots will be open and normal posted rates for parking will apply;
- (e) Sponsorship Recognition – the Foundation will, in exchange for the considerations above, provide to the Board sponsor recognition in a manner that is consistent with its recognition of all Corporate Sponsors.
- (f) The Foundation 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,
- (g) The Foundation 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.

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 life announcement media materials.

Conclusion:

It is recommended that the Board approve a one-year license agreement with the Foundation for the annual Rick Hansen 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:

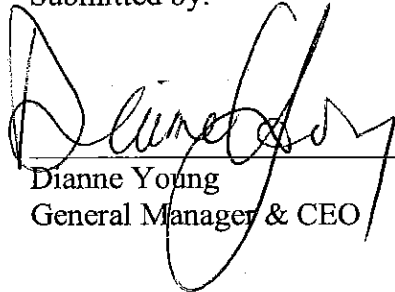
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Submitted by:



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