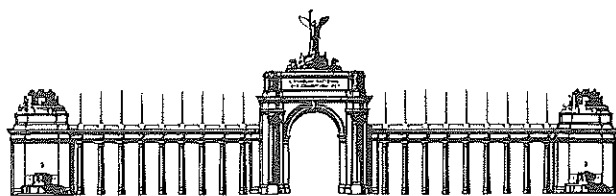


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EXHIBITION PLACE

January 7, 2005

To: The Board of Governors of Exhibition Place

From: Dianne Young
General Manager & CEO

Subject: Ride For Heart Event 2005-07

Purpose:

This report contains recommendations for a three-year license agreement with the Heart & Stroke Foundation of Ontario ("HSF") for the purpose of staging the annual Ride For Heart fundraising event at Exhibition Place.

Financial Implications & Impact Statement:

The recommendations contained in this report will result in the Board earning a minimum of \$17,000.00 in facility rent annually over the course of the three-year term of this agreement, plus approximately \$9,600.00 annually in labour and services, plus approximately \$16,000.00 annually in parking revenues; and, in exchange will receive sponsorship recognition valued at approximately \$40,000.00 annually.

Recommendation:

It is recommended that the Board enter into a three-year License Agreement with the HSF on the terms and conditions set out in this report and any other terms and conditions as contained in the Board's standard form License Agreement and as may be required by the General Manager & CEO and City Solicitor.

Background:

Since 2001, HSF has entered on an annual basis a one-year license agreement with the Board for the annual "Ride For Heart" charity event in support of the Heart and Stroke Foundation of Ontario, and each year the Board receives a request from HSF to assist with the operating costs associated with staging this charitable event. This year, HSF is asking the Board to approve the business terms for a three-year agreement to assist the Foundation in its longer-range financial planning and sponsorship recruiting.

Comments:

Ride for Heart is a bicycle and in-line skate race that is held annually in Toronto as a fundraiser on the first Sunday of June. With more than 14,000 participants raising over \$1.5 million, it is the largest ride held in the City of Toronto and prior to 2001 the Don Valley Parkway, the Gardiner Expressway and Lake Shore Boulevard were all closed for the better part of the day to facilitate the event. Closing both the Gardiner Expressway and Lake Shore Boulevard had a crippling effect on traffic in the western core of the City and a negative impact on Exhibition Place, restricting access to the grounds in such a way that facilitating any other events on the grounds was impossible.

In 2001, Exhibition Place was approached by City of Toronto Special Events and Mayor Lastman's office to discuss the possibility of relocating the starting line of the race from Lake Shore Boulevard to the grounds of Exhibition Place, thereby allowing Lake Shore Boulevard to remain open. The new arrangements were very successful.

Relocating the starting line into the grounds provided access to the grounds for other events that were scheduled that day, including events for Medieval Times and Liberty Grand which otherwise could not have happened. Paid duty officers and volunteers at points of entry ensured access to the grounds. In 2004 the Board earned \$24,159.00 from rentals and services, plus facility rentals of 17,091.00 and parking revenues of \$16,403.00. Furthermore, in response to a new requirement of the Board in 2004, HSF provided sponsorship recognition in posters, brochures, and website valued at approximately \$30,000.00 to the Board in exchange for its support of this event, and HSF has indicated that it will expand the Board's sponsorship recognition in years 2005-07 to recognize the Board's continued support.

Accordingly, it is recommended that the Board enter into a three-year license agreement with HSF for its events in 2005, 2006 and 2007, on the terms and conditions as detailed below and as may be required by the General Manager and City Legal, which with the exception of (i) below, are the same terms and conditions that have been approved by the Board since 2001:

- (a) HSF will license the Better Living Centre for registration, corporate challenge breakfast and service area for donated products and lunches, and Bandshell Park for the closing ceremonies and picnic area, and will pay full facility rental costs less the Board's standard 15% discount for charitable organizations for the use of these facilities (equivalent to \$17,090.05 plus GST in 2005);
- (b) The Board will waive the facility rental cost for two (2) move-in days required for volunteers to set-up registration, etc. in the Better Living Centre (equivalent to \$22,130.18 plus GST in 2005);
- (c) The Board will receive sponsorship recognition consistent with HSF standard practices, which equivalent value will be no less than \$40,480.00;
- (d) All Labour and services will be provided at Time + Material + 25%, and the Board's equipment, including the Board's own audio-visual equipment (if available) shall be provided at no cost;
- (e) All parking lots will be open and normal posted rates for parking will apply;
- (f) HSF will provide at its own expense all required paid duty police officers for required locations, including roadways;

- (g) HSF 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;
- (h) HSF 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; and,
- (i) Either party may, acting reasonably, terminate this agreement on/before December 31 of each year of the term without penalty, provided that notice is given in writing.

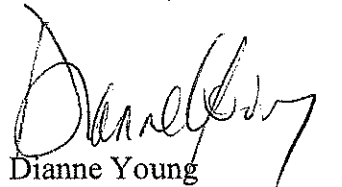
Conclusion:

It is recommended that the Board approve a three-year license agreement with HSF for the annual Ride For Heart event on the terms and conditions contained in this report and any other terms as may be required by the General Manager or City Solicitor.

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Submitted by:



Dianne Young
General Manager & CEO

