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EXHIBITION PLACE

January 10, 2005

To: The Board of Governors of Exhibition Place

From: Dianne Young
General Manager & CEO

Subject: 2005 BAD Ride fundraising event in support of the Toronto Distress Centre

Purpose:

This report contains recommendations for a one-year license agreement with the Toronto Distress Centre 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 \$6,000.00 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 Toronto Distress Centre on the terms and conditions contained in this report and any other terms as may be required by the General Manager or the City Solicitor.

Background:

The Board approved of entering into a one-year licence agreement with the Toronto Distress Centre ("TDC") at a discounted rate to allow for this charity event for the years 2000-2004.

Discussion:

The TDC 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 TDC. During successive years, the event has expanded significantly and in 2004, the event attracted over

1800 RIDE participants and raising over \$200,000 for the Distress Centre. One of the components of this annual fundraising event is a silent auction which is best staged indoors with the musical event on Bandshell Stage and in the Park.

For the Board's information, the proceeds from this one annual event represent more than 40% of the total funds raised to support the on-going operations of the TDC, 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 traumatized by suicide or homicide, and education and training of front-line staff of local community agencies.

The organizers are requesting that the Board continue to waive one day's 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. This event is scheduled for the last weekend in May when typically there is no other interest in these facilities. In exchange for these discounts, the Board will receive sponsor recognition equivalent to a minimum of \$10,000.00. For the information of the Board, the TDC and the organizers for the annual BAD Ride event were among the first to offer Exhibition Place sponsor recognition in its brochures, signage, registration and marketing materials.

Accordingly, staff recommend that the Board approve a one-year license agreement with the TDC on the following terms and conditions and any other terms as may be required by the General Manager and City Solicitor:

- a) Term – One year
- b) Facility Rent – waive facility rental equivalent to \$4,150.00 (\$1,400.00 for a portion of the Better Living Centre and \$2,750.00 for Bandshell Stage and Park);
- c) Labour and Services – provide labour and services at T+M+12%;
- d) Sponsor Recognition – TDC 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, etc.);
- e) All parking lots will be open and normal posted rates for parking will apply;
- f) TDC will provide at its own expense all required paid duty police officers for required locations, including roadways;
- g) TDC 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) TDC 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 TDC 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 and the City Solicitor.

Contact:

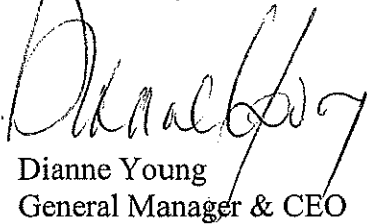
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Submitted by:

A handwritten signature in black ink, appearing to read "Dianne Young". The signature is written in a cursive style with a large initial "D".

Dianne Young
General Manager & CEO

