



April 4, 2005

To: The Board of Governors of Exhibition Place

From: Dianne Young  
General Manager & CEO

Subject: **2005 Caribana Parade & Events**

Purpose:

This report recommends the terms and conditions of the licence agreement with the Caribbean Cultural Committee ("CCC") for the 2005 Caribana Parade.

Financial Implications and Impact Statement:

The terms and conditions in this report are consistent with the 2005 Operating Budget and previous year licence agreements.

**Recommendation(s):**

**It is recommended that the Board enter into a licence agreement for one year with the Caribbean Cultural Committee ("CCC") for the 2005 Parade and Events on the terms included in this report.**

Background:

At its meeting in April 2004 the Board approved a report which recommended entering into a one-year licence agreement with CCC on the same terms and conditions as are contained in this report.

Comments:

Staff continue to meet with representatives of CCC to assist in the development of a long-term strategic plan for Caribana that includes an option to consolidate events at Exhibition Place that have previously been staged at various venues throughout the City (i.e.: Olympic Islands). However, for 2005 CCC will continue to host these events as they have done previously.

In 2005, CCC will use the Stadium Lot for its Paid Viewing Area and staging/marshalling areas and will as well repeat a second Paid Viewing Area along the Lake Shore Boulevard fence line (between Ontario Drive and Yukon Circle). There is also some discussion about a potential

vendors market in the Q. E. Exhibit Hall. CCC has also approached Exhibition Place staff to hold a CCC fundraising event in the Queen Elizabeth Exhibit Hall on May 22, 2005

Generally, staff understands that the schedule of events for the 2005 Caribana will be as follows:

- Sunday, May 22: Fundraising Licensed Event, Queen Elizabeth Hall
- Saturday, July 30: Parade through the Stadium Site and using Lot D
- Saturday, July 30: (tentative): Market Place in the Queen Elizabeth Exhibit Hall

As in previous years, CCC is requesting that the Board waive all normal rental costs and charge only for services and out-of-pocket expenses. Staff is recommending that the Board enter a licence agreement with CCC on the following terms and conditions:

- (a) Building Rentals: Waive all building and grounds rentals (equivalent to \$20,658.00 for Lot "D" and the Stadium site and, \$15,592.50 for the Queen Elizabeth Exhibit Hall) – Total value of \$36,250.50.
- (b) Parking Revenues: Increase parking fees for the parking in the NTC garage and Gore and Fleet Street to \$15.00 per vehicle (which is consistent with all other parking charges for special event days such as CHIN, and concert days at Ontario Place) and remit to the CCC \$4.00 per vehicle as a credit to their account and to off-set their expenses with the Board.
- (c) Concessions for July 30<sup>th</sup> events: For the Caribana Parade event day pay CCC 100% of all revenues from concession commissions over the first \$22,000.00 earned. All concession operators are to be licensed by the Board and subject to comply with all City and Department of Health bylaws and Exhibition Place regulations with respect to the operation of a food concession and the safe handling of food materials, and on the condition that CCC pays for all cleaning costs.
- (d) Concessions for May 22<sup>nd</sup> Event: Centreplate will provide all concessions and licensed premises (if any) for this event and the Board will receive its regular commission from Centreplate related to any concession income earned.
- (e) Beer Gardens for July 30<sup>th</sup> event: CCC be permitted to operate its own beer gardens within its licenced areas which would be the two (2) Paid Viewing Areas and Bandshell Park and received 100% of revenues from such concessions, provided that CCC applies for and receives its own Special Occasion Permit and provided that CCC meets all regulations including but not limited to the posting of appropriate security personnel.
- (f) Labour & Materials: All labour and material supplied by Exhibition Place to CCC for all three events listed above will be at time and material plus 12%.
- (g) Sponsor Recognition: That Exhibition Place receive sponsor recognition in all promotional materials produced by CCC equal to the value of building rentals that have been waived, in a manner that is consistent with CCC recognition for all corporate sponsorship of the 2005 Festival and Parade.

Finally, as in 2004, CCC will be required to pay for all Exhibition Place labour and services in advance of delivery based on the estimate provided and agreed to by CCC in advance.

Conclusion:

This report recommends the terms and conditions for a one-year licence agreement between the Board and CCC for the 2005 Parade and events.

Contact:

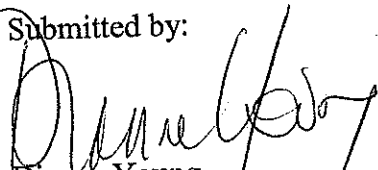
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Submitted by:



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