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EXHIBITION PLACE

April 4, 2005

To: The Board of Governors of Exhibition Place

From: Dianne Young
General Manager & CEO

Subject: **2005 Ear To The Ground Festival**

Purpose:

This report recommends special terms and conditions for a licence agreement between the Board and Ear to the Ground Festival related to the 2005 festival proposed at Exhibition Place.

Financial Implications & Impact Statement:

It is estimated that the Board will earn \$43,000 of net income from the Ear-to-the-Ground Festival.

Recommendation(s):

It is recommended that the Board approve the terms and conditions for a one-year licence agreement with Ear To The Ground Festival, as set out in this report and request that staff report to the Board at the end of the 2005 Festival with recommendations for 2006.

Background:

In accordance with the Board's financial by-law, licence agreements not in keeping with the Board's standard rental rates must be approved by the Board.

Comments:

Exhibition Place staff were approached by the producer, Mr. Craig Logue in November 2004 wanting to hold a three-day festival at Exhibition Place on September 16-18, 2005. Ear-To-The-Ground Festival is an arts festival showcasing independent, innovative and emerging artists, with a focus between 18 and 40 years of age. The Festival is planned for several venues at Exhibition Place (Centennial Square, Queen Elizabeth Theatre, Fountain Dining Room, Bandshell Stage and Park). Event organizers plan on making this festival into an annual event at Exhibition Place.

The Festival intends to feature music, film and video, theatre, dance, visual arts, writers and poets, a marketplace of small businesses, concessions, beer garden etc. The goal of this festival is to promote student artists in every discipline, and to that end, they will be actively encouraging submissions from students and working with the local colleges and universities to promote the festival. Festival organizers report that interest in this festival, from both audiences and artists, is very high. The promoter estimates an audience of 10,000 in 2005. Event organizers have been working on their corporate campaign to find sponsorships for the 2005 Festival.

Staff recommends that the Board approve the following fee structure for the 2005 Festival:

- (a) Waive all building and grounds rentals (equivalent of \$19,153.00);
- (b) Share 50% of net revenues from concession commissions (gross commissions less \$4,000.00 being the cost of concession coordinator and safety engineer services) on the condition that all concession operators 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;
- (c) Licensed venues (client planning on having 5 licensed venues) to be licensed by Exhibition Place and operated by Centerplate with the Board receiving its standard commission of 27% of Net Sales plus GST;
- (d) All labour and material supplied by Exhibition Place will be at time and material plus 12%;
- (e) Parking revenues at the Board's normal rates to be retained fully by the Board;
- (f) All monies due and payable to the Board must be paid in advance and in accordance with the Board's usual policy; and,
- (g) Ear To The Ground give the Board sponsorship recognition in its promotional materials equivalent to the financial concessions provided above.

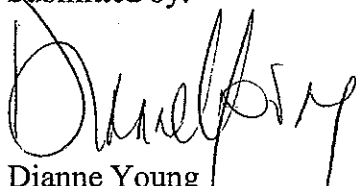
Conclusion:

This report recommends a fee structure and revenue sharing opportunities to assist Ear To The Ground Festival in executing the 2005 (and first) Festival. Furthermore, staff be requested to report back at the end of the 2005 Festival with recommendations for 2005 Ear To The Ground Festival events.

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Submitted by:


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