

March 26, 2004

## EXHIBITION PLACE

To: The Board of Governors of Exhibition Place

From: Dianne Young  
General Manager & CEO

Subject: **NTC Annual Corporate Golf Tournament**

### **Recommendations:**

**It is recommended that the Board approve of the organizing the NTC Annual Corporate Golf Tournament provided it continues to be a "break-even" marketing initiative.**

### **Background:**

The CAO for the City of Toronto has directed that City staff attending the City's annual United Way tournament use vacation or lieu time and pay their own expenses.

### **Discussion:**

In major service industries, including the trade and consumer show industry, an annual Client Appreciation event is very typical to thank longstanding clients, provide network opportunities to develop future new business and leverage supplier relationships. For the trade and consumer show industry this is often in the form of a golf tournament and dinner given that summer is the "off-season" for this business.

The NTC, similar to other competing trade and consumer show facilities in the GTA, hosts an annual corporate tournament. The NTC tournament model is most closely mirrored by the annual MTCC golf tournament. The NTC tournament is organized on a break-even basis with registration and sponsorship fees received from sponsors/suppliers balancing against tournament expenses.

Board staff who deal directly with clients are strongly encouraged to attend the tournament as they are specifically linked with clients to develop a foursome which will maximize business discussions. In addition, office staff volunteers who organize the tournament and secure the sponsorships as part of their positions are asked to attend to provide additional services on the golf course. Registration fees for these staff are paid by the tournament budget and staff are not required to use lieu time or holidays to attend as the entire thrust of the tournament is a marketing initiative which would not be successful without staff participation. Staff cost tend to be approximately \$3,000 and this is included as part of the expense in the break-even budget that is set for the tournament.

Conclusion:

This report provides the board with information on the marketing initiative, the NTC golf tournament.

Contact:

Arlene Campbell, O&Y/SMG Canada

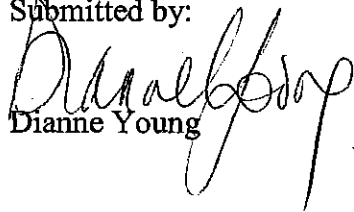
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Submitted by:

A handwritten signature in black ink, appearing to read 'Dianne Young', is written over the printed name.

Dianne Young