



10

March 9, 2004

## EXHIBITION PLACE

To: The Board of Governors of Exhibition Place

From: Dianne Young  
General Manager & CEO

Subject: Ride for Heart Event, June 6, 2004

### Recommendations:

It is recommended that the Board enter into a Licence Agreement with the Heart and Stroke Foundation of Ontario ("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 Licence Agreement and as may be required by the General Manager & CEO and City Solicitor.

### Background:

Since 2001, HSF has entered 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.

### Discussion:

Ride for Heart is a bicycle and in-line skate race that is held annually as a fund-raiser 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 2002 the Board earned \$12,427.95 from rentals and services plus facility rentals of \$17,721.61 (BLC & Bandshell Park), and in 2003 the Board earned \$17,857.04 from rentals and services plus facility rentals

of \$9,581.71. (Q.E. Exhibit Hall and Bandshell Park).

Accordingly, it is recommended that the Board enter into a one-year license agreement with HSF for its 2004 event, on the terms and conditions as detailed below:

- (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);
- (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);
- (c) The Board will receive sponsorship recognition consistent with HSF standard practices, which equivalent value will be no less than \$22,130.00;
- (d) All Labour and services and all equipment, including the Board's own audio-visual equipment will be provided at Time + Material + 25%;
- (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; and
- (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.

Conclusion:

It is recommended that the Board enter into a one-year license agreement with HSF on the terms and conditions contained in this report. For the information of the Board, the route for the 2004 race is outlined in Appendix "A" attached.

Contact:

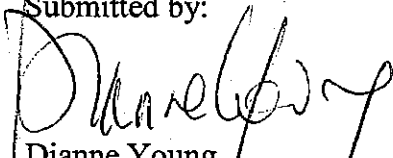
Kathryn Reed-Garrett, Director, Business Development

Telephone: (416) 263-3606

Fax: (416) 263-3690

Email: kreed-garrett@explace.on.ca

Submitted by:

  
Dianne Young  
General Manager & CEO

### Schedule "A"

**ROUTE:** Lakeshore Blvd. westbound from British Columbia to the east-bound Gardiner ramp (located directly at the foot of British Columbia Drive); Gardiner Expressway eastbound to the DVP; DVP northbound to York Mills off-ramp; DVP southbound from York Mills to Gardiner Expressway; Gardiner Expressway westbound from DVP to Jameson Avenue off-ramp; eastbound on Lakeshore Blvd. to Ontario Drive; north Ontario Drive into Bandshell.

**STREET CLOSURES:** City road closures will include the Gardiner Expressway and the Don Valley Parkway for both the race and spring-cleaning (Effective June 2, 2002; 2am – 2pm). Lakeshore Blvd. will remain open with the exception of the northwest bound lane from British Columbia Drive to Ontario Drive (Effective June 2, 2002; 2am – 10am).

**STARTING INFO:** In-line skaters will cue along (north lane only) westbound lane of Lakeshore from British Columbia Drive to Ontario Drive. Bike racers will cue along British Columbia Drive to Saskatchewan Road to Manitoba Drive to Quebec Street (using Nova Scotia as a back-up if expected registration is surpassed).

#### **EXHIBITION PLACE CLOSURES:**

Exhibition Place Closures will be as limited as possible. Due to the length of the cue for the Bike Race, the west end of the grounds will be closed until approximately 10am. Ontario Drive will be closed for the majority of the day, with one northbound lane opening at approximately 1pm. Other road closures within the grounds will be intermittent, and all closures will be well signed and managed by paid duty police officers.

