

## EXHIBITION PLACE

April 29, 2004

To: The Board of Governors of Exhibition Place

From: Dianne Young  
General Manager & CEO

Subject: 2004 Caribana Parade & Events

### Recommendation(s):

It is recommended that the Board enter into a license agreement for one year with the Caribbean Cultural Committee ("CCC") for the 2004 Parade and Events on the terms included in this report and on the condition that the 2003 CCC account is paid in full from the 2004 City grant.

### Background:

At its meeting of November 2003, the Board received a report from staff which provided a summary of the activities of the 2003 Caribana Parade and Events. Poor weather and the lingering affects of SARS had a negative effect on crowds attending the 2003 Parade and Fusion Concert, and while the newly-formed CCC Board and staff were very diligent with respect to their contractual and financial obligations to the Board there is an outstanding account receivable of \$13,274.05. However, Mr. Joe Halstead, Commissioner, City of Toronto has indicated that the City will remit full payment to the Board from the 2004 City grant to CCC.

### Discussion:

While staff have met twice 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), it appears that CCC will continue to host these events in 2004 as they have done previously. There was a change in directors and staff at CCC early in the year and all agree that the relocation of the Olympic Island event to Exhibition Place requires more time than this year permits. Staff will continue these discussions for 2005.

In 2004, 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, and possibly a concert in the Better Living Centre or Bandshell Park. Generally, staff understands that the schedule of events for the 2004 Caribana will be as follows:

Saturday, July 31: Parade through the Stadium Site and using Lot D

Saturday, July 31: (tentative): Market Place in Bandshell Park

Saturday, July 31: (tentative): Evening concert in BLC or Q E 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:

- 1) Waive all building (except for QE Exhibit Hall as noted above which shall be rented at normal rates) and grounds rentals (equivalent to \$20,658.00 for Lot "D" and the Stadium site; \$22,015.00 for the rental of the BLC; and, \$6,250.00 for the rental of the Bandshell Stage) which reflects use of the buildings/facilities for one (1) event day and one (1) day each for move-in and move-out, in addition to the use of the Stadium and Lot D sites for the parade as in previous years – Total value of \$55,083.00.
- 2) 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.
- 3) Share net revenues from concession commissions less \$22,000.00 which is already reflected as income in the 2004 Budget on the basis that CCC receive 100% of all net revenues in excess of \$22,000.00, and 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, and on the condition that CCC pays for all cleaning costs (previously discounted by 25% in recognition that CCC did not share the revenue).
- 4) 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 or the BLC, 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.
- 5) All labour and material supplied by Exhibition Place will be at time and material plus 12%.
- 6) 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 2004 Festival and Parade.

Conclusion:

This report recommends the terms and conditions for a one-year license agreement between the Board and CCC for the 2004 Parade and events.

Contact:

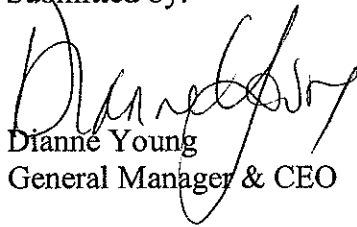
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