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# EXHIBITION PLACE

July 19, 2004

To: The Board of Governors of Exhibition Place

From: Dianne Young  
General Manager & CEO

Subject: Northstar Research Partners – CNEA Agreement

**Recommendation:**

**It is recommended that the Board of Governors concur with the recommendation of the Board of Directors of the CNEA with respect to entering into one year agreement with Northstar Research Partners, with an option to renew for two additional one-year periods based on the terms and conditions outlined in the attached report from the General Manager of the CNEA dated July 14, 2004.**

Background:

The attached report will be considered by the Board of Directors of the CNEA at its meeting of August 4, 2004. Should the above recommendation change, the Corporate Secretary will communicate any changes to the Board.

Discussion:

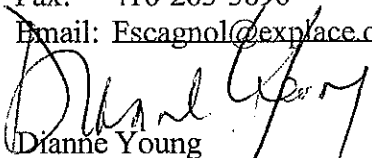
In accordance with By-law no. 2-99, Section 29, all CNEA agreements over a one-year term requires approval of the Board of Governors.

Conclusion:

This report recommends that the Board authorize a one-year agreement, with an option to renew for two additional one-year terms with Northstar Research Partners.

Contact:

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Dianne Young  
General Manager & CEO

att.



THE BOARD OF GOVERNORS OF EXHIBITION PLACE



July 14, 2004

To: The Executive and Board of Directors  
Canadian National Exhibition Association

From: David Bednar  
General Manager

Subject: **Northstar Research Partners**

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**Recommendation:**

**This report is submitted for the approval of the Executive Committee and the Board of Directors, and for subsequent approval by the Board of Governors.**

**It is recommended that the CNEA enter into a one year agreement with Northstar Research Partners for the provision of research services based on the 2004 Operating Budget, with an option to extend for two (2) additional one-year periods, subject to a favourable performance review and budget availability.**

**Background:**

Pursuant to the by-laws, agreements whose terms exceed 1 year require approval of the Board of Governors.

**Discussion:**

Research data is important to the CNEA for several reasons. On-site research during the event provides information regarding public reaction to our presentation, demographic make-up of our patrons, and traffic and spending patterns during the fair. This information is useful within the association and is also made available to our partners, including our sponsors. We have also conducted off-site research to assist with marketing image and branding etc. Because we had been using the services of the same company (Generations Research) for a number of years, it was decided to issue a Request for Proposal (RFP) through the City of Toronto Purchasing Department. The RFP was issued in May and received 12 qualifying proposals.

The proposals were reviewed by a staff committee comprised of Karen Lynch, Derek Chapman, Marilyn Sherman and Gerd Rose. As described in the RFP, this committee ranked the proposals based on:

Experience (30%)  
Specialized Skills and Training (20%)  
Familiarity with Market (10%)  
Personnel Expertise (15%)  
Cost (25%)

The top four proponents were asked to make presentations to the committee and I attended these interviews with the committee. Following these interviews, the committee reviewed their ratings of these proponents and made adjustments based on information provided during the presentation interviews.

The successful proponent, Northstar Research Partners, is a wholly owned Canadian full service market research firm that was founded in 1998 by four senior executives of a global research firm. Its past experiences with high profile clients having similar research needs to the CNE provide Northstar with a solid, unique, and comprehensive understanding of our goals.

Northstar has designed and implemented research programs for such major tourism projects as: Toronto Tourism Attractions Research ~ an ongoing visitor satisfaction study spanning seven major Toronto attractions including CN Tower, Art Gallery of Ontario, Ontario Science Centre, Toronto Zoo, Ontario Place, Royal Ontario Museum and Casa Loma ~ Toronto International Film Festival Group; the Ontario Science Centre; NHL Hockey; the Molson Indy; the Spruce Meadows Equestrian Championships; and a number of CIBC Event-Based Programs including its Run for the Cure.

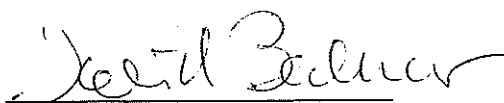
North star's in-depth understanding of strategic marketing, its approach to brand building, and its expertise in all facets of market research make it an excellent fit to work with the Canadian National Exhibition.

A contract with Northstar is being prepared according to the RFP and within the research allotment of the 2004 CNE Operating Budget (\$40,000). This contract will be for an initial period of one year with the option to extend for two (2) additional one-year periods, subject to favorable performance review.

Conclusion:

This report recommends approval of a one-year agreement with Northstar for the provision of research services with the option to extend for two additional one-year periods.

Respectfully submitted,



David Bednar  
General Manager

