

17A



July 27, 2004

To: The Board of Governors of Exhibition Place

From: Dianne Young  
General Manager & CEO

Subject: Extreme Sports Park – Alternative Locations

**Recommendation(s):**

**It is recommend that the Board receive this report for its information.**

**Background:**

At its meeting of July 27, 2004, the Business Development Committee asked staff to look at alternative locations for the extreme sports park, including existing parking lots.

**Discussion:**

When the unsolicited proposal for an extreme sports park was first presented to Exhibition Place staff, it proposed to construct the park on Parking Lot J and K to the north and west of Medieval Times. As part of its initial report to the Business Development Committee staff indicated that they could not recommend this proposal in that location as it was the prime parking area for Liberty Grand, Medieval Times and the CNE and would result in lost revenue of approximately \$410,000.

An alternative location to the parking lot was the baseball diamond located directly west of Medieval Times. Staff were requested by the Committee to review all the concerns related to this location and to propose possible solutions. Again, there were many problematic issues related to this location as highlighted by staff in the report to the Business Development Committee in February, 2004 and as reported in June, 2004, staff proposed some alternatives and solutions. However, none of the alternatives have alleviated the concerns voiced by our immediate tenants, Liberty Grand and Medieval Times as expressed in a letter from Mr. Nick Di Donato dated June 23, 2004 and attached as Appendix "A-1" of the report to the Board from the Business Development Committee and later in a letter from Mr. John Ransom, dated July 27, 2004 attached as Appendix "A" to this report.

Given these legitimate concerns, the Committee requested staff to explore other possible locations. While the summary below provides the details, it is my conclusion that while I

understand the desire of the Committee and the Board to support this activity, staff do not believe we can accommodate a permanent 75,000 extreme sports facility anywhere else on the grounds. In reviewing other locations, staff started with the premise that it would be in conflict with the Board direction to locate the facility where there presently exists treed park space. Therefore, the locations we have explored are the hard surface lots on the grounds and below is a summary of the present use of each of these areas and Appendix "B" is a map showing the location of these lots:

Lot J & K	<ul style="list-style-type: none"><li>• Major parking area for Medieval Times, Liberty Grand &amp; CNE</li><li>• Loss of \$410,000 in parking revenues</li><li>• Medieval Times &amp; Liberty Grand would have the same concerns as expressed about ball park area</li></ul>
Lot H	<ul style="list-style-type: none"><li>• Major parking area for Medieval Times, Liberty Grand &amp; CNE</li><li>• Loss of parking revenues</li><li>• Medieval Times &amp; Liberty Grand would have the same concerns as expressed about ball park area</li></ul>
Lot L	<ul style="list-style-type: none"><li>• Is main parking lot for all events in the Queen Elizabeth Exhibit Hall and Queen Elizabeth Theatre and Fountain Dining Room</li><li>• Is the main parking lot for Computerland.ca</li><li>• Will be main parking area for the Muzik Club Inc. in the Horticulture Building</li><li>• Is the Kiddie Midway for the CNE</li><li>• Is a major grandstand &amp; staging area for the Molson Indy</li><li>• Generates \$265,000 in parking revenues annually</li></ul>
Lot D	<ul style="list-style-type: none"><li>• Have legal agreement with National Hotel for use of this Lot as the site of the Hotel/Conference Centre – phase I &amp; II</li></ul>
Lots E, F & G	<ul style="list-style-type: none"><li>• Major parking areas for the trade &amp; consumer shows &amp; Ricoh Coliseum</li><li>• There will be stress on the parking for these shows with the new Hotel/Conference Centre and concerns have already been voiced by major show producers about parking availability - see Appendix "C", "D" &amp; "E"</li><li>• Thunder Alley &amp; major exhibit area for Molson Indy &amp; likely its use will increase as activities will need to be displaced from the Hotel/Conference Centre site</li><li>• Caribana parade area &amp; viewing stands</li><li>• Midway &amp; parking area for the CNE</li><li>• Would be in conflict with the direction taken in the Exhibition Place Development Plan to develop this area a major Festival Site with view of the lake with the extension and straightening of Princes' Blvd.</li><li>• Loss of major parking revenues if 75,000 sq. ft removed from the</li></ul>

	<p>inventory – approximately 170 vehicle spaces</p> <ul style="list-style-type: none"><li>• It is estimated that with the construction of the Hotel/Conference Centre use of these lots &amp; the NTC garage will increase to 90% or more</li><li>• There will be numerous logistical space/parking issues that will arise during the construction of the Hotel/Conference Centre which would be further exacerbated by the loss of 75,000 sq. ft. of open parking areas and by an additional permanent activity in the area</li></ul>
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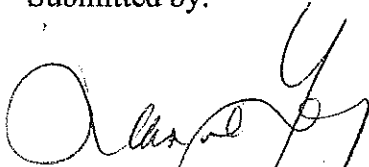
Conclusion:

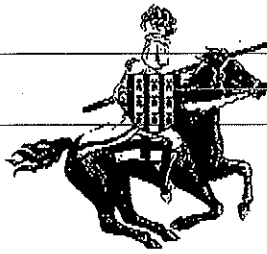
On review of all the present uses of the parking areas as noted above, staff would not recommend the consideration of a permanent extreme sports park in any of these areas.

Contact:

Kathryn Reed-Garrett  
Director of Business Development  
Tel: 416-263-3606  
Fax: 416-263-3690  
Email: kreed-garrett@explace.on.ca

Submitted by:

  
Dianne Young  
General Manager & CEO



# Medieval Times<sup>®</sup>

## DINNER & TOURNAMENT

Appendix "A"

Tuesday July 27, 2004

Kathryn Reed-Garrett  
Director of Business Development - Exhibition Place

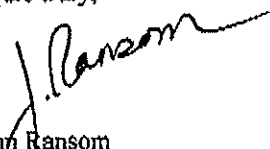
RE: Proposed Skateboard Park

Dear Kathryn;

Upon further review I would like to express my reluctance in supporting the proposed Skateboard Park. I have discussed this matter with Nick Di Donato, President and CEO of The Liberty Entertainment Group, and I share his concerns about the impact of the Skateboard Park being located next to both Medieval Times and the Liberty Grand.

I believe that the development could be better located somewhere else in the Exhibition Grounds.

Yours truly,

  
John Ransom  
General Manger  
Medieval Times Toronto

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Printed in the USA

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Katherine Reed Garrett  
Director Business Development  
Exhibition Place

June 23, 2004

Katherine

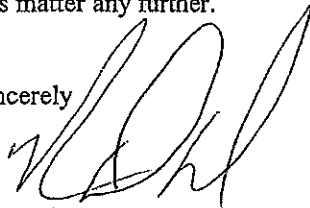
I am writing this note to address our concerns here at Liberty Grand with the proposed Skate Park being located at the west end of Exhibition Place adjacent to Medieval Times.

Although we support providing recreational facilities for young adults, we do not feel the location is appropriate for the following reasons:

- The facility is being placed in one of the most trafficked areas of the Exhibition Place site. Dufferin St. is a major artery and thoroughfare on the grounds and that compounded with the traffic from both Medieval Times and Liberty Grand would make this a potential hazard for young people using the Skate Park. We are already dealing with traffic congestion and pedestrian safety in this area and still have not come up with a reasonable solution to it. This additional traffic of mostly young people on skateboards could potentially lead to a very serious accident.
- Although the skate park will be a great facility for skateboarders to utilize we feel that some of the more adventurous individuals will be looking for alternative areas to skate at. What better place than the stairs at Liberty Grand or Medieval times? We sincerely believe that the use of the stairs to our premises for skateboarding will lead to some very serious accidents and will be a nuisance to our premises.
- The Skateboard culture and Graffiti go hand in hand. We feel that two very important historical buildings will be subjected to additional stress at the hands of Graffiti artists. The removal of Graffiti is not an easy matter and can seriously harm these historical buildings.
- We at Liberty Grand strive to bring some of the most spectacular and prolific events to Exhibition Place. The Prime Minister's farewell function, Mel Lastman's farewell dinner, Molson Indy Black Tie event, weekly weddings and many other fundraisers are the type of events we are catering to. The surrounding grounds and facilities are a critical part of us securing these events. We believe that a skate park will seriously impact our ability to book these high-end events. The noise from the skate park, the facility itself and the users of the facility will ultimately have a negative impact on our clients.

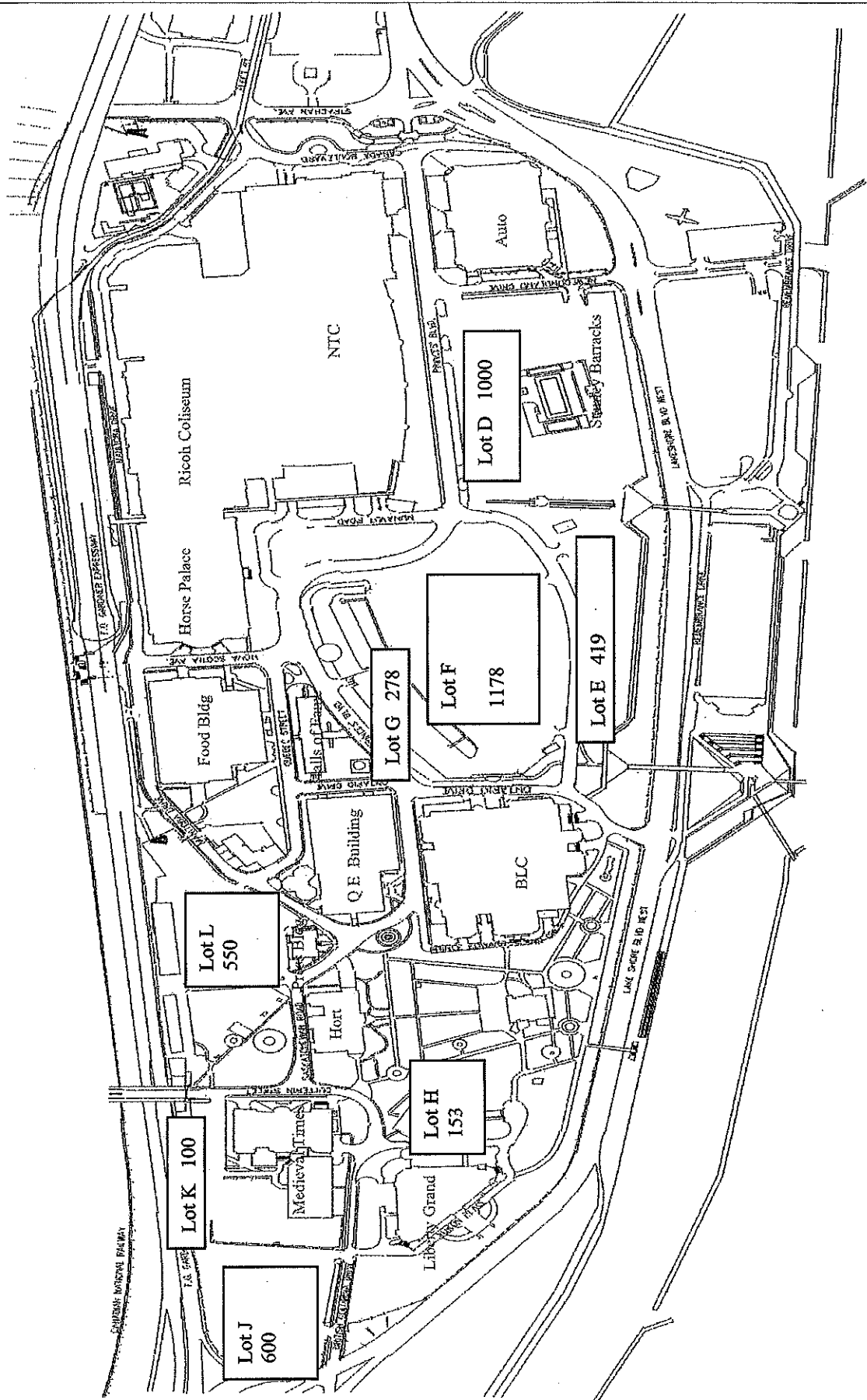
In closing I would like to again identify that we are not against recreational facilities for the public and youth but are very concerned about the location being considered. Hopefully you will take our comments into consideration when making your final decision. Please contact me directly if you would like to discuss this matter any further.

Sincerely



Nick Di Donato P.Eng., B.A.Sc.  
President & CEO  
Liberty Entertainment Group

cc: Councillor Joe Pantalone  
Councillor Gloria Lindsay Luby  
Diane Young





inspire  
enthusie  
support

Home Show

May 27, 2004

Arlene Campbell  
General Manager  
The National Trade Centre  
100 Princes Blvd, Toronto, ON  
M6K 3C3

Dear Arlene:

As an international exhibition organizer, the proposed Hotel and Conference Centre (to be housed on the exhibition grounds) would most certainly offer many benefits to the industry in Toronto. It would definitely make the venue more appealing to the trade component of our industry which would reinforce the National Trade Centre as the major exhibition venue in the city. The benefits of this to our consumer show division would be in creating this perception. The public belief would, therefore, be that any credible events are held at the National Trade Centre.

For occupancy, pricing will dictate the consumer shows' customers using the hotel and conference centre. As most of these companies will be local businesses, the convenience of staying at the facility may not justify the cost. However, offering the choice of another hotel and having meeting rooms available at a facility is always a benefit.

Adversely, as a consumer event organizer, such a facility would create two major concerns for dmg world media; parking and date availability /protection. It has been our experience that facilities concentrating on the trade side of the business do not offer dates as freely to public events. It is perceived that the greater benefit to the city is from trade shows, and hence dates are not made available to consumer shows. This puts an enormous strain on building a solid business as our exhibitors are unable to plan their marketing strategies and our visitors never know when the show is due to be held. This perception is in fact inaccurate according to economic impact studies.

We are pleased to hear that a parking consortium has been formed to take into careful consideration how parking issues would be handled between the hotel and shows being held at the National Trade Centre facility. We trust that every effort will be made to increase available parking at Exhibition Place since parking is already a concern with the addition of Ricoh Coliseum.

We look forward to this first exciting addition to the development of the festival grounds.

Best Regards

Duncan Payne - Regional Show Director

**Dianne Young**

**To:** Dianne Young  
**Subject:** FW: Hotel/Conference Centre at Exhibition Place

-----Original Message-----

**From:** Linda Waddell [mailto:lwaddell@nmma.org]  
**Sent:** Tuesday, May 25, 2004 7:33 PM  
**To:** Delyn Peck  
**Subject:** RE: Hotel/Conference Centre at Exhibition Place

Boat Show

Hi Delyn -

I've read through the letter/proposed addition to the site - and based on what I know so far I would not be able to send the letter requested.

At the meeting I attended last year I had expressed a concern about parking if the hotel addition were to proceed. Our show already experiences significant problems due to not enough parking on both Saturdays and Sundays of our shows. We receive hundreds of calls and emails from consumers each show letting us know about their frustration because they had to turn around and leave due to driving around for an hour with all of the lots full. In January it is not desirable for people to walk to the other side of Exhibition Place for parking.

I am curious to know if there are any further updates on the hotel/parking plans - since to our event there is not a significant benefit for a hotel across the street. The length of time for our show covers results in a high number of room nights - and rate determines where they stay. (\$69 at the Sheraton Centre and Westin Harbour Castle) - and we use over 800 rooms per night on the weekends, a hotel across the street would not be that appealing to our industry. They would be more upset with the loss of parking for attendees and their customers.

I'd really appreciate if this could be formally passed on to Arlene - I have mentioned it verbally in meetings with event services and sales - and have recognized in the past that they could not "create" more parking spaces for our attendees on the weekends. However, if there is a threat to having parking taken away then I need to formalize our concern.

Thanks very much and I look forward to hearing back,

Linda



**Dianne Young**

Appendix "E"

**To:** Dianne Young  
**Subject:** FW: Hotel/Conference Centre at Exhibition Place

-----Original Message-----

**From:** Patti Stewart [mailto:patti@oneofakindshow.com]  
**Sent:** Wednesday, June 02, 2004 9:43 AM  
**To:** 'Delyn Peck'  
**Cc:** Judy Merry; 'Arlene Campbell'  
**Subject:** RE: Hotel/Conference Centre at Exhibition Place

One - of - a - Kind Show

Hi Delyn,

Thank you for re-sending this. I have been out of town and returned to the office this morning.

At this time I do not feel comfortable sending a letter in support of this new hotel development. I am not yet convinced it indeed will be advantageous to any of our shows. At the press conference, Mr. Pantalone was unable to answer how the parking disruption (both temporary and permanent) will be handled. From the information I have received to date, the amount of spaces that will be taken from the current lots will be replaced with far less spaces in an underground hotel lot. Furthermore, some of those spaces will obviously have to be reserved for hotel guests. On site, ample parking at a reasonable rate is crucial to our show's success.

The addition of more meeting space could be of interest to our shows, however, if that meeting space is located in the hotel, which is the plan, and is accessed only via a tunnel from the hotel to the NTC we do not see how it would be beneficial to us. Our feeling is that having a show, especially a consumer show, in two different buildings is not ideal. We have seen this first hand with the tunnel from the Automotive Building to the NTC which is rarely if ever used.

Delyn, I know this is not the information you were hoping for, however, it does reflect MMPI's feeling about the development plan at this time. Should more information become available to us addressing our two concerns, I would be happy to re-look at this at that time.

Regards,

Patti Stewart

6/2/2004