

17B

## **Fatima Scagnol**

**From:** Sean Webster [sean.webster@sympatico.ca]  
**Sent:** July 28, 2004 10:26 PM  
**To:** Fatima Scagnol  
**Subject:** Re: Added Starters - BOG Meeting July 29th

Fatima,

Thanks very much for forwarding the attached reports to me this evening. Once again, I would be most grateful if you would pass on my regrets to the Chairman and to other members of the Board that I am unable to attend the meeting.

It is unfortunate that a proposal such as this, which would provide an excellent recreational facility for the community (our neighbours) poses such a fundamental business concern for two of our most important commercial tenants. We must be cognisant of the impressive investment that

both the Liberty Grand and Medieval Times have made in both capital improvements but also in encouraging new visitors to Exhibition Place.

It is important that we ensure that these tenants are able to continue in their promotional efforts, and as Chair of the Finance and Audit Committee, are

able to ensure we continue us in our efforts to raise revenue - both directly through rental and associated payments and indirectly through parking and other associated services.

In light of the need to maintain this balance, I would recommend that staff, together with the Chair and other members of the Board as appropriate, be instructed to revisit this proposal with both of these tenants and with the proponents of the skate park, in order to try to address all concerns.

I recognise that this is not the "black or white" response that one might have sought, but in light of the information I have to hand this evening, and in absence of any further explanation, this is the only conclusion I can draw at this time.

Thanks once again for your assistance. I look forward to seeing you at our next meeting. I hope you enjoy the rest of the summer (has it started yet?)

Sean

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

**From:** "Fatima Scagnol" <FScagnol@explace.on.ca>  
**To:** <sean.webster@sympatico.ca>  
**Sent:** Wednesday, July 28, 2004 5:12 PM  
**Subject:** Added Starters - BOG Meeting July 29th

> Hi Sean, as promised. Please send me any comments you have for the meeting.

> I will turn my computer on first thing in the morning.  
>  
> <<Extreme Sports Park-BOGReport-July04.doc>> <<Extreme Sports Park -  
> alternate location2.doc>>  
>  
> Fatima Scagnol  
-----  
> Corporate Secretary  
> Exhibition Place & CNEA  
> Tel: (416) 263-3620  
> Fax: (416) 263-3690  
>  
>  
>

# Synergy

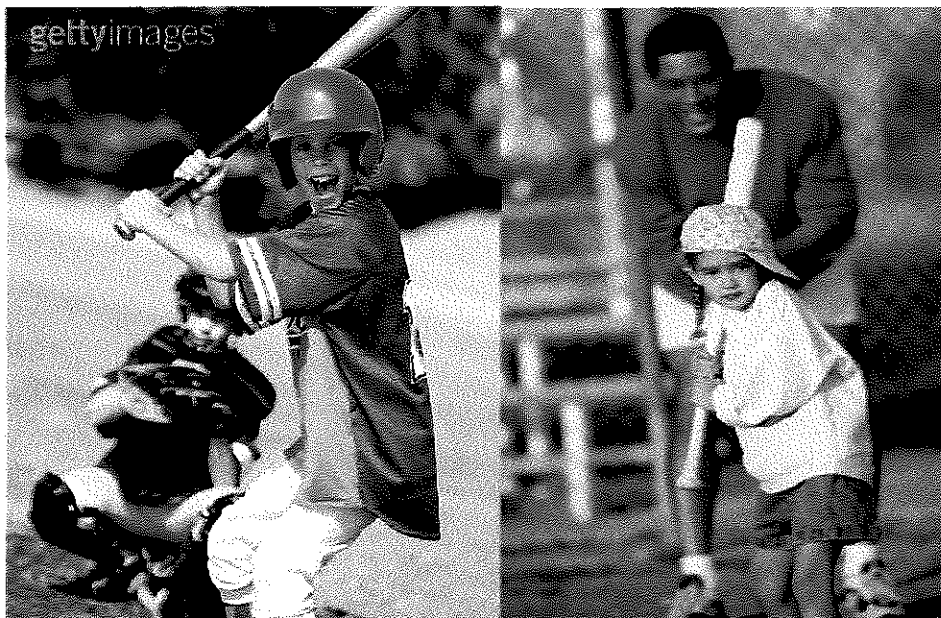
**PARKDALE COMMUNITY BASEBALL**

**Exhibition Place Angels**

**Liberty Lions**

**Medieval Stallions**

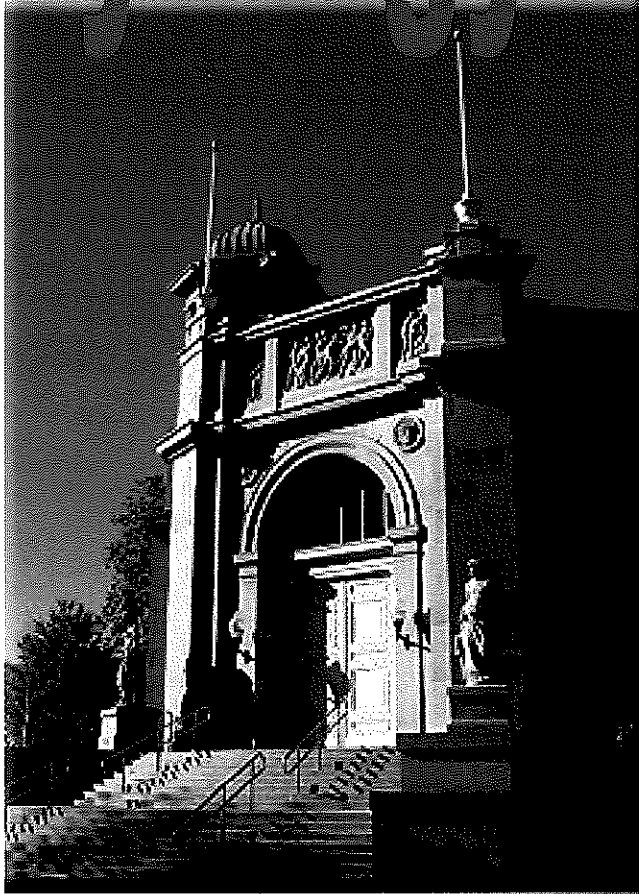
**Coliseum Gladiators**



## **REVITALIZATION**

**Maintain and utilize the existing baseball facility.  
Sponsorship of Parkdale Community Teams.**

# Synergy vs Conflict





## **Liberty Grand Entertainment Complex**

- Liberty Grand is proud to act as host venue to many of Toronto's & Canada's most prestigious, high profile and affluent events
- Liberty Grand's clients and the companies and organizations which they represent are attracted to the Liberty Grand by a world class facility located on one of the most beautifully maintained and developed waterfront areas on all of Toronto's lakeshore
- The private and quiet grandeur of the Liberty Grand is the jewel of the special event industry in Canada voted to the 'Top-10 Special Event Venues in Canada' list for the first 3 years of Liberty Grand's operation
- Liberty Grand's customers & clientele are amongst the most discerning, sophisticated & demanding corporate & public sector clients in the market today. Their expectations of the Liberty Grand as a venue destination is that of elegance, heritage and best-in-class service, atmosphere and ambiance.

### **A partial list of such Liberty Grand clientele by company/organization are;**

American Express  
Bank of Montreal  
Bank of Nova Scotia  
BMW  
Bombardier  
Cadillac Fairview  
Canadian International Olympic Committee  
CIBC  
Fashion Design Council of Canada  
General Motors of Canada & General Motors USA  
Globe & Mail  
Hospital for Sick Children  
Jaguar  
Junior League of Toronto  
KPMG  
L'Oreal  
LCBO

Lexus USA

Liberal Party of Ontario & Canada – Prime Minister Jean Cretien's Farewell Gala Event

Manulife Financial

Marriott Hotels

Mercedes Benz

Microsoft Canada & Microsoft USA

New Democratic Party (NDP) of Ontario & Canada

Princess Margaret Hospital

Royal Bank

Royal LePage

TD Canada Trust

The Boulevard Club

Toronto Blue Jays Gala Event

Toronto City Hall & Toronto Mayor's Office – Mayor Mel Lastman's Farewell Gala Event

Toronto East General Hospital

Toronto Maple Leaf, Toronto Raptors and Toronto Argonauts Sports Organizations

Toronto Star

Toyota Canada

University of Toronto

Welcome to the City

**A partial list notable and/or annual Liberty Grand client events are:**

Canadian Fashion Week; bi-annual event 4,000 guests 2002-2004

Cirque du Soleil Opening Gala; 1,800 guests, 2002 & 2004

Don Cherry's Rose Cherry Gala; 500 guests, 2002-2004

Easter Seals Annual Fundraising Event; 800 guests, 2002 & 2003

Federal Liberal Leadership Convention Event; 4,000 guests, 2003

Liberty Group New Year's Eve Gala; 6,500 guests, 2002 - 2004

Mercedes Benz Gala; 2,000 guests, 2002

Molson Indy Gala; 900 guests, 2002-2004

Papal Visit; 1,200 guests, 2002

Pencer Brain Trust Fundraising Event; 1,500 guests, 2002-2004

Toronto International Film Festival Opening & Closing Gala; 4,500 guests, September 1999 - 2003

World Leaders: A Festival of Creative Genius; 9,600 guests, 2001



# **Liberty Grand Entertainment Complex**

## **Public Revenue Generated in 2003**

1. 2003 revenue generated through GST collected on sales: \$391,709.55  
Payable to Receiver General of Canada
2. 2003 revenue generated through PST collected on sales: \$516,642.93  
Payable to the Ontario Ministry of Finance
3. 2003 property taxes: \$300,000  
Payable to City of Toronto
4. 2003 rent paid: \$182,856  
Payable to Exhibition Place
5. 2003 payroll expense: \$3.5 million

## **Parking Revenue Generated Directly to Exhibition Place in 2003**

1. produced over 380 events  
-150 weddings events      -175 corporate events      -55 political & charitable fundraising events
2. entertained and hosted over 125,000 guests  
(the average age of a guest at a Liberty Grand event is 42 – 49)
3. 180 Liberty Grand events offered host paid parking  
200 other Liberty Grand events offered guest paid parking  
total estimated Liberty Grand event parking revenues direct to Exhibition Grounds in 2003; **\$180,000**

## **Existing Parking Challenges to the Liberty Grand**

- the 2 Exhibition Grounds parking lots 'J' & 'H' which service the Liberty Grand Entertainment Complex, Medieval Times Dinner & Tournament and Band Shell events currently offer approx 750 available parking spots
- full-facility Liberty Grand events range in size from 2,700 – 4,500 guests and full-facility events alone can require between 600 – 1,500 parking spots
- the Liberty Grand operates at full-facility capacity 36 - 48 times per year
- a minimum of 36 – 48 days a year parking lot 'H' is restricted and made unavailable reducing available parking by an additional 150 spots to facilitate other Exhibition Grounds events (CHIN Picnic, Blues Fest, CNE)
- parking from lots 'J' & 'H' have also been committed by Exhibition Grounds to provide parking support to the Band Shell Restaurant and the Horticultural Centre
- at present the Liberty Grand loses 20 full business days a year to Exhibition Grounds events due to parking lot closures and lack of available parking space (CNE Air Show weekend, Caribana, Molson Indy)
- lost revenue to the Liberty Grand Entertainment Complex for these 20 days is easily in excess of \$650,000 during these high-yield periods



## The Reality of Skateboarding Culture . . .



## Graffiti & Vandalism

### **Problem:**

There is the constant exposure to the threat of graffiti and vandalism which is directly associated with the demographic and culture of the persons likely to frequent the park. Existing parks in the Toronto area, are regularly vandalised with graffiti and destruction to equipment and property.

The surrounding buildings of the proposed skateboard park are officially designated historical buildings of the City of Toronto. The facades and exterior grounds of these buildings will be exposed to this same potential destruction and deterioration.

In addition, the cars in the adjacent parking lot will be subjected to an increased chance of vandalism.

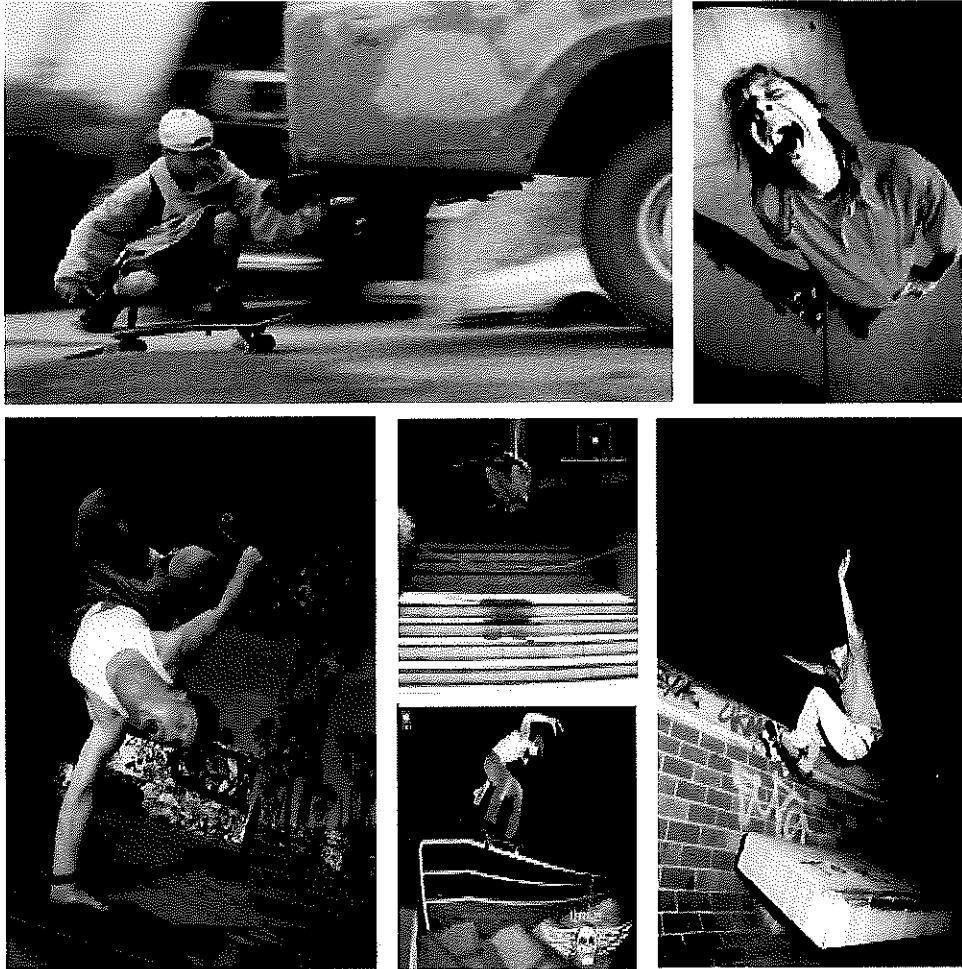
### **Additional Expense to Exhibition Place:**

Ongoing **maintenance** expense to combat graffiti and vandalism.

Constant **security** to ensure this vandalism does not occur.

The potential compromise in the aesthetics of the surrounding prolific buildings.

## The Reality of Skateboarding Culture . . .



## Reckless Behaviour

### **Problem:**

Reckless operation of skateboards, roller skates, in-line skates and bicycles endangers the safety and property of the established businesses in the surrounding area of the proposed park.

### **Additional Expense to Exhibition Place:**

There is the very real fact of having to provide constant and sufficient security to ensure safe operation and enforce the safe use of the park.

## The Reality of Skateboarding Culture . . .



## Injuries

### Facts About Skateboards and Scooters

Skateboard-related injuries account for an estimated 50,000 emergency department visits and 1,500 hospitalizations among children and adolescents in the United States each year. Non-powered scooter-related injuries accounted for an estimated 9,400 emergency department visits between January and August 2000, and 90 percent of these patients were children younger than 15 years. Children younger than 8 years accounted for 31 percent of those injured. Head and face injuries occurred in 29 percent of skateboard-related crashes

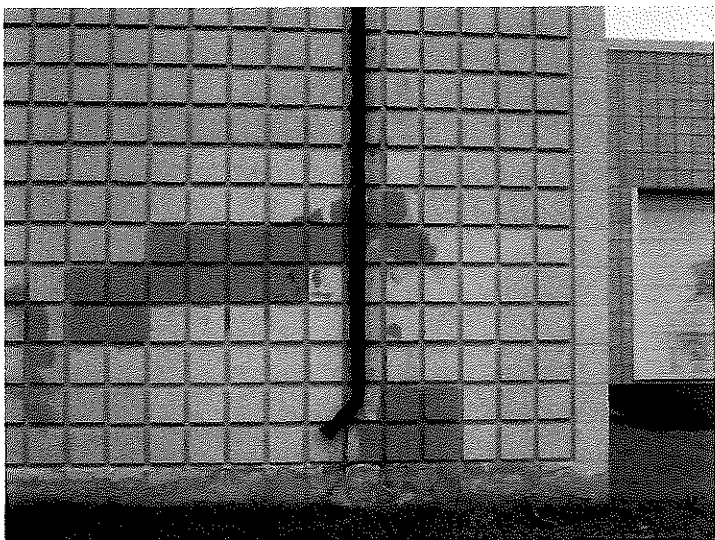
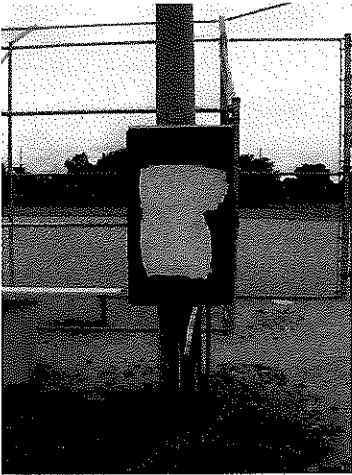
Statistics collected from a variety of sources, including the Centers for Disease Control and Prevention, the Bicycle Helmet Safety Institute, National Highway Safety Administration, National SAFE KIDS Campaign, and the Texas Department of Health.

### Additional Expense to Exhibition Place

Increased insurance costs.  
Increased liability exposure.

# Synergy vs Conflict

## The Reality of Skateboarding Culture . . .



**Cummer Skate Park  
Toronto**