

April 12, 2003

EXHIBITION PLACE

To: The Board of Governors of Exhibition Place

From: Dianne Young
General Manager & CEO

Subject: Coliseum Arena Project – April Update

Recommendation:

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

Background:

At its meeting of June, 2002, the Board requested a monthly progress report on the Coliseum Project.

Discussion:

At its meeting of January, 2003 the Board received a report outlining the progress made with respect to the Ricoh Coliseum project. Since that time the project has been progressing very well and as of March 31, 2003 was on time and on budget. The significant matters achieved since January are as follows:

1. Legal Matters
 - Interim Construction Agreement between PCL and BPC signed off by all parties, finalized and executed
 - Final Construction Agreement between PCL and BPC signed off by all parties, finalized and executed
 - Development Management Agreement between BPC and Borealis Real Estate signed off by all parties, finalized and executed
 - Draft Long Form Lease document with all parties for review
 - Insurance provisions to be provided by PCL signed off by City Risk Manager and I process of finalizing provisions for Delay Start-up coverage
 - Interim Indemnity/Insurance Agreement between City/Board and BPC in final draft and will be executed shortly
2. Construction/Design Issues
 - Roof completely demolished and support for new roof commenced
 - All identified environmental remediation completed
 - 60% drawings completed

- All tenders/orders in accordance with time schedule in progress
- Final sign off by all parties in Food & Beverage Program in accordance with consultants recommendations
- Finalizing FF & E schedules in consultation with consultant

3. Marketing for Hockey/Events/Sponsors

- Media event on February 11, 2003, to officially execute Affiliation Agreement between CRC and Edmonton Oilers
- CRC through its marketing company, Core Media, have initiated discussions with 60 companies to attract sponsors in the areas of Apparel, Automotive, Food and Beverage, Hotels, Insurance, Newspapers and General
- CRC contracted with Ridoch Communications to produce materials for marketing campaign which was launched in March for seasons tickets and club seats; will be launching a "Name the Mascot" contest
- Suite campaign continues on an individual call/approach basis by CRC with 26 of the 38 sold
- CRC finalized seat pricing
- Preferred dates for Toronto Roadrunners home games for 2004/05 season finalized between CRC and O&Y/SMG and sent to AHL
- O&Y/SMG drafting Ricoh Coliseum Policy manuals and booking guidelines etc.
- O&Y/SMG developing Ricoh Coliseum prospect database, booking and event marketing plan

4. Communication with Tenants/Licencees

- Held informational meeting with all NTC licencee and Board tenants
- Meet on a regular monthly basis with key users such as RAWF, CNE, Boat Show and Home Show
- Undertaking some costing scenarios to assist special needs of Boat Show and RAWF

Conclusions:

This report outlines for the information of the Board the progress to date on the Ricoh Coliseum Project.

Contact:

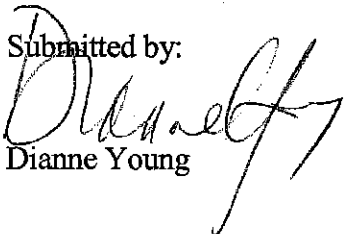
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Submitted by:


Dianne Young

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