

10

EXHIBITION PLACE

September 15, 2003

To: The Board of Governors of Exhibition Place

From: Dianne Young
General Manager & CEO

Subject: **Ricoh Coliseum - Exhibition Place Suite Policy**

Recommendation:

It is recommended that the Board:

- (1) Approve the Ricoh Coliseum Suite Policy as provided in Appendix "A" to this report; and,**
- (2) Provide funding of \$21,000 in the 2004 Operating Budget for the Suite.**

Background:

At its meeting of May 3, 2003, the Board approved of the terms of agreement with Borealis Capital Inc. (BPC) and Coliseum Renovation Corporation (CRC) with respect to the Ricoh Coliseum which included the provision of a corporate suite to Exhibition Place, BPC and CRC.

Discussion:

The Lease and Sublease Agreement negotiated between the parties provides for a corporate suite accommodating up to 12 persons. Each corporate suite package also includes 8 complimentary tickets for all 40 AHL hockey games and two (2) reserved parking stalls in the NTC. Standard furnishings in the suite include two-4 tiered seating outside; 3 stools behind drink rail (inside); couch; chair; table and television. Additional tickets over and above the 8 complimentary tickets must be purchased by the suite holder. Ricoh Coliseum has entered into an agreement with Dome Stadium Hosting for the provision of hostess services per game as needed. The corporate suite reserved for the Board is Suite No. 23 which is located on the west side of the building near the elevator. The value of the suite negotiated in the agreement is \$47,000.

The City of Toronto has had a long history of administering a corporate suite at Skydome and the protocol for administration of that suite is attached for the Board's information. Generally, the policy adopted by the former Metro Council and by City Council reflects the principle that the suite and seats which are funded by the municipality should serve a public purpose and accordingly, the policy established requires the tickets be used for the benefit of non-profit, charitable or community organizations in the City of Toronto.

The principles underlying the recommendation and the Ricoh Coliseum Suite Policy are as follows:

- The Ricoh Suite should remain in the possession of Exhibition Place and used for public/corporate purposes
- The Board should provide funding for the Ricoh Suite within the Operating Budget in line with funding for the Skydome suite and in keeping with the budget constraints facing the Board
- Given the Board is a local board of the City and the funding of the suite is in the Operating Budget, the Ricoh Suite should be used for public purposes similar to the City's Skydome suite but given the business development purposes of the Board, the suite should also be used to meet the business and corporate objectives of the Board
- The policy governing the Ricoh Suite be in keeping with the standard established by the City for the Skydome Suite
- It is important that City Councillors and their constituents experience the Ricoh Coliseum especially since a major part of the funding for the Ricoh Coliseum was City funding (ie equity contribution of \$9.0M and loan guarantee of \$20.0M)
- Special recognition should be provided to the immediate Ward 14 and Ward 19 communities which may be significantly impacted by the Coliseum events

With these principles in mind, the attached Ricoh Suite Policy closely tracks the corporate suite policy already approved by City Council. It also provides a sharing of the Suite with City Council to be administered and funded through the City Clerk's Office (ie 20 or the 40 regular season Roadrunner games are to be allocated to City Council). However, the policy also recognizes the business purposes of the Board and the use of the Suite for these purposes.

The funding included within the 2004 Operating Budget to support the Ricoh Coliseum Suite Policy attached is estimated to be \$21,000 as follows:

- (a) Purchase of 4 additional tickets (@\$35 each) for 20 hockey games to allow for capacity seating in the suite for each of these games at a cost in 2004 of \$2,800;
- (b) Funding of snacks and refreshments (pretzels, popcorn, chips, nuts, pop, juice, tea, coffee) for the 20 hockey games at an estimated cost of \$16,000; and
- (c) Funding for a hostess for the suite for 20 hockey games at an estimated cost of \$1,800.

Conclusion:

This report recommends the adoption of a corporate policy for the administration of the Ricoh Coliseum Suite and a 2004 operating budget to support this policy.

Contact:

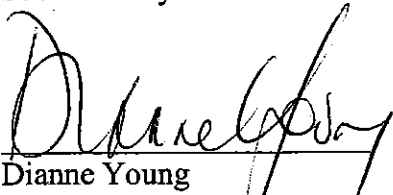
Fatima Scagnol, Corporate Secretary

Tel: 416-263-3620

Fax: 416-263-3690

E-mail: Fscagnol@explace.on.ca

Submitted by:



Dianne Young
General Manager & CEO

Appendix "A"
Ricoh Coliseum Suite Policy

- (1) The Suite and 12 tickets will be allocated to Members of the Board for 13 exhibition and/or regular season games of the Toronto Roadrunners that are played at the Ricoh Coliseum on a "first come, first served" basis on dates chosen by Members of the Board.
- (2) The Suite and 12 tickets will be allocated for Board business/protocol events for four (4) exhibition and/or regular season games of the Toronto Roadrunners. The determination of such games and the allocation of such tickets is determined by the Chair of the Board. The Chair will complete a "Ticket Use Record" for each date.
- (3) The Suite and 12 tickets will be allocated to the CNEA Board of Directors for CNEA business/protocol events for two (2) exhibition and/or regular season games of the Toronto Roadrunners. The determination of such games and the allocation of such tickets is determined by the CNEA President. In addition, the Suite will be allocated for the exclusive use of the CNEA during the CNE period. The CNEA President shall complete a "Ticket Use Record" for each date.
- (4) The Suite and 12 tickets for one (1) exhibition and/or regular season game each will be allocated to the local City Councillor for Ward 14 and Ward 19 for use for their local community organizations as determined by the City Councillor. The City Councillor will complete a "Ticket Use Record" for each date.
- (5) Tickets allocated to Members of the Board for Toronto Roadrunner games are to be used for the benefit of non-profit, charitable or community organizations in the City of Toronto or for the business purposes of the Board. The member allocated the tickets determines the recipient organizations/guests.
- (4) The Member of the Board or a designate may attend at the Suite with the recipient organization/guests and the Member or organization may purchase additional game tickets over and above those provided by the Board. However, the maximum number in attendance in the Board's Suite shall not exceed 15 persons in total, excluding the Suite hostess. The purchase of additional tickets will be the responsibility of the hosting Member or recipient organization/guests.
- (5) Tickets may be used for fundraising purposes by the recipient organization. The organization shall inform the sponsoring Member of the Board of the purpose of the fundraising activity and obtain any required lottery licence prior to conducting the fundraising. This information is included on the "Ticket Use Record" submitted by the Member of Board allocated the tickets.
- (6) Members of Board must submit a "Ticket Use Record" and forward it to the Corporate Secretary within five days of game day.

-
- (6) Any tickets not required for business/protocol purposes or not used by a Member of the Board are to be returned to the General Manager & CEO's Office who will allocate the same to non-profit, charitable or community organizations. The General Manager & CEO will complete a "Ticket Use Record".
 - (7) The Corporate Secretary will maintain a complete record of all the Ticket Use Records required to be filed.
 - (8) Additional tickets purchased by a Member of the Board/City Councillor/CNEA Board (the "User") are the responsibility of the User and may be paid personally by the User. All charges including amounts for food (except snacks provided by the Board as per the budget), alcoholic beverages or event programs are the personal responsibility of the User and are to be paid directly by the User or other attendees.
 - (9) Where tickets are allocated to non-profit, charitable or community organizations solely for their use, the cost of any hospitality associated with the use of the Suite will be the recipient organization's direct responsibility.
 - (10) A Suite Hostess is provided for all Toronto Roadrunners team home games.
 - (11) Members of the Board are advised by e-mail in advance of all other events at Ricoh Coliseum where the Board's Suite can be utilized, including Toronto Roadrunners playoff games. Tickets for these events will be allocated to members on a "first come first served" email reply basis (maximum four tickets per Member, maximum 15 attendees in the Suite). All hospitality and ticket expenses associated with use of the Suite at such events will be the personal responsibility of the Members attending and may not be charged back to Board's Budget.

Clause embodied in Report No. 5 of the Administration Committee, as adopted by the Council of the City of Toronto at its meeting held on May 21, 22 and 23, 2002.

5

Protocol and Procedure for Use of the City Skybox

(City Council on May 21, 22 and 23, 2002, amended this Clause to provide that hot dogs, hamburgers, salads and the like, be included in the refreshments permitted to be charged to Member's Global Office Budgets.)

City Council on April 16, 17 and 18, 2002, deferred consideration of this Clause to the next regular meeting of City Council scheduled to be held on May 21, 2002.)

(Clause No. 28 of Report No. 4 of The Administration Committee,
entitled "Protocol and Procedure for Use of the City Skybox")

The Administration Committee recommends the adoption of the report (March 11, 2002) from the Commissioner of Corporate Services subject to the lottery for the use of the City Skybox being conducted in reverse date order, so that Part 1 of the Protocol and Procedure for the use of the City Skybox now reads as follows:

"(1) tickets will be allocated to Members of Council by lottery for all exhibition and regular season games of the Toronto Blue Jays Baseball Club and Toronto Argonauts Football Club that are played at SkyDome. Tickets will be allocated Blue Jay games first, in reverse date order, followed by Argonaut games, also in reverse date order. Members will be allocated all the game tickets that the City was required to purchase or was given for a particular date (the number of tickets can range from zero to sixteen). The lottery will be held in advance of each clubs' season opening and tickets will be distributed as soon as possible thereafter".

The Administration Committee reports, for the information of Council, having:

- (1) requested the City Clerk to consult with the Hostess at the Skydome on the number of times that tickets were issued to Members of Council for the use of the Skybox and they were not used, and submit a report thereon directly to Council for its meeting scheduled to be held on April 16, 2002; and
- (2) referred the following motion to the City Clerk for report thereon to the Administration Committee when the Blue Jays are more popular (2.2 million paid attendance in any particular season):

Moved by Councillor Ford:

“That the Committee recommend to Council that the City give written notice to the operators of Skydome or any other appropriate parties, no later than December 31, 2002, that the City lease of the Skybox will terminate on March 31, 2003.”;

The Administration Committee submits the following report (March 11, 2002) from the Commissioner of Corporate Services:

Purpose:

To respond to a request made by the Budget Advisory Committee at its meeting on February 1, 2002, for staff to report on a protocol and procedure for the use of the City Skybox that provides for the distribution of tickets to Members of Council for all available events on a fair and equitable basis.

Financial Implications and Impact Statement:

There are no financial implications other than those already budgeted.

Recommendation:

It is recommended that the protocol and procedures contained in this report be approved.

Background:

From 1994 (when SkyDome first opened) to 1997, the allocation of tickets for use of the City's Skybox was administered by the Metro Chairman's office. Since amalgamation in 1998, the allocation of tickets has been administered by the Mayor's Office. As recommended by the Budget Advisory Committee and adopted by City Council at its Special Meeting on March 4 - 8, 2002, responsibility for the allocation of tickets to the City's Skybox has been transferred to the City Clerk's Office.

Comments:

The following policies and procedures are proposed to administer the allocation of the City's tickets at SkyDome, Skybox Suite 311 and have already been implemented for the purposes of allocating tickets for the upcoming 2002 baseball season which commences April 4, 2002.

The Director of Council and Support Services, City Clerk's Office will administer the administration and allocation of tickets as follows:

- (1) tickets will be allocated to Members of Council by lottery for all exhibition and regular season games of the Toronto Blue Jays Baseball Club and Toronto Argonauts Football Club that are played at SkyDome. Tickets will be allocated Blue Jay games first, in date order, followed by Argonaut games, also in date order. Members will be allocated all the

- game tickets that the City was required to purchase or was given for a particular date (the number of tickets can range from zero to sixteen). The lottery will be held in advance of each clubs' season opening and tickets will be distributed as soon as possible thereafter;
- (2) the lottery will be conducted after first reserving a maximum ten- percent of the available games for significant City protocol events. The determination of such games and the allocation of such tickets will be determined by the City's Chief of Protocol who shall complete a "Ticket Use Record" (attached) for each date;
 - (3) tickets allocated to Members of Council are to be used for the benefit of non-profit, charitable or community organizations in the City of Toronto. The member allocated the tickets will determine the recipient organizations;
 - (4) the Member of Council or a designate may attend at the Skybox with the recipient organization and the member or organization may purchase additional game tickets over and above those provided by the City. However, the maximum number in attendance in the City's Skybox may not exceed 16 persons in total, excluding the Skybox hostess. The purchase of additional tickets will be the responsibility of the hosting Member or recipient organization;
 - (5) tickets may be used for fundraising purposes by the recipient organization. The organization shall inform the sponsoring Member of Council of the purpose of the fundraising activity and obtain any required lottery licence prior to conducting the fundraising. This information is to be included on the "Ticket Use Record" submitted by the Member of Council allocated the tickets;
 - (6) Members of Council shall submit a "Ticket Use Record" and forward it to the Director of Council and Support Services within five days of game day;
 - (7) any tickets not required for protocol purposes or not used by a Member of Council are to be returned to the Director of Council and Support Services who may allocate the same to non-profit, charitable or community organizations. The Director will complete a "Ticket Use Record" and also maintain a complete record of all the Ticket Use Records required to be filed in accordance with this report;
 - (8) additional tickets purchased by a Member of Council and any hospitality associated with the use of the Skybox are the responsibility of the Member and may be paid personally by the Member or charged to the Member's Global Office Budget. However, only light snacks and refreshments (pretzels, popcorn, chips, nuts, pop, juice, tea, coffee and the like) may be charged against the Members Global Office Budget. All other charges including amounts for food (hot dogs, hamburgers, salads and the like), alcoholic beverages or event programs are the personal responsibility of the Member and are to be paid directly by the Member or other attendees;
 - (9) where tickets are allocated to non-profit, charitable or community organizations solely for their use, the cost of any hospitality associated with the use of the Skybox will be the recipient organization's direct responsibility;

- (10) a Skybox Hostess will be provided for all Toronto Blue Jays baseball team home games; and
- (11) Members of Council will be advised by email in advance of all other events at SkyDome where the City's Skybox can be utilized, including Blue Jay and Argonaut playoff games. Tickets for these events will be allocated to members on a first come first served email reply basis (maximum four tickets per Member, maximum 16 attendees in the Skybox). All hospitality and ticket expenses associated with use of the Skybox at such events will be the personal responsibility of the Members attending and may not be charged back to Members' Global Office Budgets.

For the information of Members of Council, it is advised that the use of any City Property, including boxes/seats at the SkyDome by any Member of Council for non-business purposes would be deemed to be a taxable benefit by Canada Customs and Revenue Agency and included in the individual's income for the year and reported on his/her T-4 form.

Conclusion:

The protocol and procedure for the use of the City's Skybox as set out in this report provides for a fair and equitable distribution of tickets to all available events at SkyDome.

Contact:

Paul Jones, Director, Council and Support Services, City Clerk's Office, Corporate Services Department, City of Toronto, 5th Floor, West Tower, Toronto City Hall, Tel: (416) 392-8676, Fax: (416) 392-1867; e-mail: pjones@city.toronto.on.ca

Councillor David Shiner, Willowdale, appeared before the Administration Committee in connection with the foregoing matter.

(A copy of the Ticket Use Record - City of Toronto Skybox Tickets form, attached to the foregoing report was forwarded to all Members of Council with March 26, 2002, agenda of the Administration Committee and a copy thereof is also on file in the office of the City Clerk, City Hall).

(City Council on April 16, 17 and 18, 2002, had before it, during consideration of the foregoing Clause, a report (April 3, 2002) from the City Clerk, as requested by the Administration Committee, on the number of times tickets were issued to Members of Council for use of the Skybox and were not used.)

(Having regard that City Council deferred consideration of this Clause to its next regular meeting scheduled to be held on May 21, 2002, the aforementioned report will be resubmitted to Council.)

(City Council on May 21, 22 and 23, 2002, again had before it, during consideration of the foregoing Clause, the following report (April 3, 2002) from the City Clerk:

Purpose:

To report directly to Council as requested by the Administration Committee at its March 26, 2002 meeting on the number of times tickets were issued to Members of Council for use of the Skybox and were not used.

Financial Implications and Impact Statement:

There are no financial impacts associated with the receipt of this report.

Recommendations:

It is recommended that this report be received for information.

Background:

In reviewing a report on a protocol and procedure for use of the Skybox by Members of Council on a fair and equitable basis, the Administration Committee, "requested the City Clerk to consult with the Skybox Hostess on the number of times that tickets were issued to Members of Council for the use of the Skybox and they were not used".

Comments:

The Skybox Hostess advises that of 90 times the Skybox was to be used by Members of Council in 2001, to host non-profit, charitable or community groups at Toronto Blue Jay or Toronto Argonaut home games, it was not used 6 times.

This information has been confirmed against records kept by the Mayors' Office which has administered the allocation of tickets since the creation of the City of Toronto on January 1, 1998.

Conclusions:

For the information of Council it is reported that the Skybox was not used by Members of Council 6 of 90 times in 2001.

Contact:

*Paul Jones, Director, Council and Support Services
City Clerk's Office, Corporate Services Department
5th Floor, West Tower, City Hall
Telephone number 416-392-8676
Fax number 416-392-1867
Pjones@city.toronto.on.ca*