

9

March 24, 1999

EXHIBITION PLACE

TO: The Board of Governors of Exhibition Place

FROM: Kathryn Reed Garrett
Director of Business Development and Special Events

SUBJECT: Portuguese Festival. June 11 – 13, 1999

Recommendations:

It is recommended that this report be received for the information of the Board:

Background:

At its meeting of June 19, 1998, the Board approved and adopted the Program Development and Concept Plan which report identified strategic directions for the future development of Exhibition Place. Furthermore, at its planning session of January 26, 1999 the Board reconfirmed its commitment to encourage and promote the use of grounds for festivals and events that will generate additional users and activities on the site.

Discussion:

The Alliance of Portuguese Clubs and Associations of Ontario (the "Alliance") is a not-for-profit organization founded in 1987. The Alliance is comprised of forty clubs and organizations providing social and recreational programs to support individuals of Portuguese origin across Ontario.

A primary undertaking of the Alliance is the celebration of Portuguese Days, an event that is observed in June every year by Portuguese communities around the world. During the past ten years, the Alliance has created a cultural and sports festival, called Portugal Week, to celebrate the contribution of the citizens of Portuguese origin.

The highlight of this week-long celebration is the Portuguese Festival and Parade. Since 1994 this festival has been staged at Trinity Bellwoods Park and, prior to 1994, the festival was held at Ontario Place. This three day weekend festival attracts in excess of 150,000 visitors from the GTA and Ontario, and the parade is considered to be the fourth largest in the province.

In 1998, staff of Exhibition Place began discussions to relocate the festival and parade from Trinity Bellwoods Park to Exhibition Place. While these initial discussions did not result in the relocation, they did form an important foundation for future discussions.

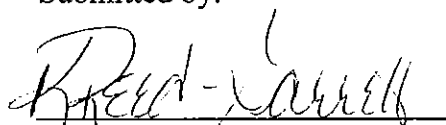
In February, 1999, staff re-initiated negotiations with the Alliance to bring the festival, scheduled for June 11, 12, and 13, 1999, to Exhibition Place. Relocating the festival to larger facilities at Exhibition Place will provide much-needed opportunity for the growth and expansion of this very important annual community celebration. In addition, the Portuguese Festival would complement the existing schedule of annual festivals on the grounds, such as CHIN Picnic and Carabana.

Generally, the terms of an agreement with the Alliance would be in the form of the Board's Standard License Agreement which terms would include: the waiving of rent in keeping with the Board's policy with respect to not-for-profit organizations; labour and services costs to be charged to the Alliance at standard Board rates; concession commission paid to the Board of 21% of gross sales; and, parking revenues paid to the Board of \$9.00 per vehicle.

Conclusion:

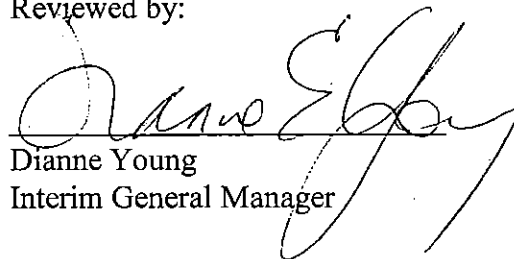
Staff will continue to negotiate with the Alliance to bring the Portuguese Festival to Exhibition Place for this year's festival, scheduled for June 11, 12 and 13, 1999. Bringing this Festival to the grounds not only meets the strategic directions adopted by the Board, but provides revenues during a period when no other events are currently booked.

Submitted by:



Kathryn Reed Garrett
Director of Business Development and Special Events

Reviewed by:



Dianne Young
Interim General Manager

The foregoing report was reviewed by the Executive Committee at its meeting held on March 31, 1999 and is referred to the Board of Governors for INFORMATION.