

EXHIBITION PLACE

November 17, 1999

To: The Board of Governors of Exhibition Place

From: Dianne Young
Interim General Manager

Ernest Vincent
General Manager, NTC

Subject: Economic Impact Analysis of NTC – Communication Strategy

Recommendation:

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

Background:

At the October 29, 1999 meeting of the Board, staff were requested to provide a report outlining a communication strategy for the dissemination of the information contained in the "Economic and Fiscal Impact Analysis for the National Trade Centre" which was presented to the Board at that meeting.

Discussion:

Staff has met and discussed a preliminary short-term communication strategy to disseminate the "Economic and Fiscal Impact Study". Generally, some of the strategies and audiences to approach are as follows:

(i) City of Toronto

- Briefing session of all City Councillors and senior executives - scheduled for December 1, 1999 by invitation of Chair
- Inclusion in 2000 Operating Budget and 2000 Capital Budget materials and presentations
- Meeting with City of Toronto Economic Development Division to explore further dissemination of material in City literature – Study sent to Economic Development Division and meeting date to be established

(ii) Other Levels of Government and Quasi Governmental Agencies

- Communication from Mayor Lastman and Councillor Pantalone to Prime Minister and Premier
- Briefing session with Chair of Greater Toronto Services Board
- Distribution and briefing for Toronto Tourism
- Distribution and briefing of 2008 Olympic Bid Committee
- Distribution and briefing of Toronto Board of Trade

(iii) Trade and Consumer Clients

- Communication to all existing and potential trade and consumer show clients of the NTC highlighting the results of the study
- Highlights of the report to be included in the NTC newsletter

(iv) Media

- Immediate news release – completed November 1, 1999 – see attached Appendix “A”
- Follow-up with Toronto based newspapers with total information package on National Trade Centre

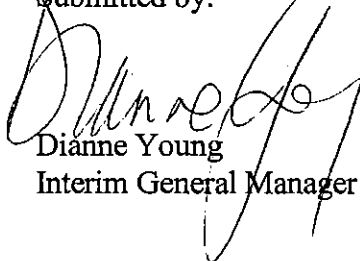
(v) Internal

- Inclusion in any hotel marketing package
- Inclusion in any future study undertaken with respect to expansion/improvement of trade facilities at Exhibition Place

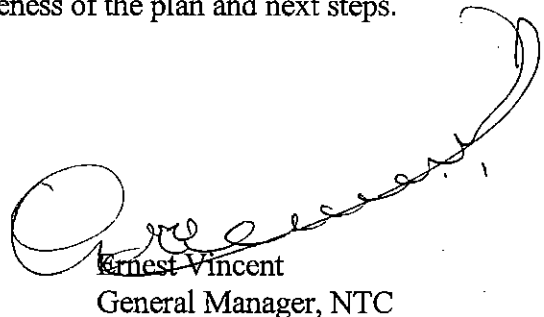
Conclusion:

This is a preliminary communication plan for the dissemination of the “Economic and Fiscal Impact Study for the National Trade Centre”. Staff will be undertaking all these activities in the next 4 to 6 months and report back to the Board as to effectiveness of the plan and next steps.

Submitted by:



Dianne Young
Interim General Manager



Ernest Vincent
General Manager, NTC



FOR IMMEDIATE RELEASE

THE NATIONAL TRADE CENTRE PROVIDES SURGE TO TORONTO ECONOMY

TORONTO – November 1, 1999 – Dramatic results of The National Trade Centre's independent economic and fiscal impact analyses prove that Toronto's newest and Canada's largest tradeshow facility has indeed spurred the local and provincial economy.

In 1998 The National Trade Centre generated:

- **one quarter of a billion dollars in new direct spending within Toronto**
- **2,817 full time equivalent jobs for Toronto**
- **a yield of nearly \$30 million in new Federal, Provincial and Local tax revenue**

In 1998, it's first full year of operation, The National Trade Centre hosted 92 events including tradeshows, consumer shows and special events. In 1999, the facility will host over 100 events.

Councillor Joe Pantalone, Chair of the Board of Governors of Exhibition Place stated "These facts clearly demonstrate that building The National Trade Centre was one of the wisest investments made by government in the Toronto area in a long, long time. The National Trade Centre adds to our tourism and economic investment which in turn creates wealth for the entire region."

In 1998 alone, The National Trade Centre generated over one quarter of a billion dollars (\$Cdn.) in new direct spending within Toronto. New direct spending is defined as the total amount of new spending brought into the area from outside sources – it does not include spending that originates within Toronto. Hence the total amount of new spending/economic impact for Toronto and the region was directly generated by events held at The National Trade Centre.

C.H. Johnson Consulting, Inc., authors of the study, further analysed eight (8) out of 92 events held in the facility in 1998 and found that these eight (8) **tradeshows, consumer shows and the CNE fair, alone generated more than \$119 million in new spending in Toronto's economy in 1998.** "The economic impact of these events is substantial, and is more impressive when one considers that the tradeshows and consumer shows studied are repeat events that will occur annually", said Ernest Vincent, General Manager of The National Trade Centre.

The National Trade Centre is Canada's largest tradeshow facility, with over one million square feet of connected usable space. The National Trade Centre opened in April 1997 and was funded through the Canada/Ontario infrastructure works program. The National Trade Centre is owned by the City of Toronto and managed by O&Y/SMG Canada. O&Y/SMG Canada is a Canadian company offering management services to convention and trade centres, arenas, stadiums and theatres across the country.

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