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## EXHIBITION PLACE

June 15, 2000

To: The Board of Governors of Exhibition Place

From: Kathryn Reed-Garrett  
Director of Business Development & Special Events

Subject: Hospital for Sick Children "Teddy Bear Picnic", October 14 & 15, 2000

### Recommendations:

**It is recommended that the Board enter into a one-year License Agreement with the Hospital for Sick Children ("HSC") for the Teddy Bear Picnic 2000 on the terms and conditions contained in this report and such other terms and conditions as contained in the Board's standard License Agreement.**

### Background:

Since 1988, the HSC has been holding a Teddy Bear Picnic ("Picnic") to serve as a media launch for the Sick Kids Telethon in addition to using the Picnic to promote health education for children. The Picnic, which has traditionally been held on the front lawn of the Hospital, welcomed an average of 3,000 staff members, patients and their families annually. The Picnic also included a series of ABC (Ambulatory Bear Care) tents promoting fun, health, safety and education. The accompanying barbeque and raffle raised approximately \$13,000.00 each year - just enough to cover the cost of holding the Picnic.

After the Picnic in 1999, staff at the HSC realized a need to expand the Picnic. Due to the growing popularity of the event, it was quickly outgrowing its current location. They needed a new, high profile location that was large and easily accessible. Since October of 1999, staff has been working closely with the HSC Women's Auxiliary to explore the opportunities to bring the Picnic to Exhibition Place.

While the name of the event is the same, the Teddy Bear Picnic 2000 has never been held at this magnitude and is, in fact, a brand new event. Expecting a weekend attendance in excess of 60,000, visitors to this year's Picnic will explore health and safety through arts, entertainment, crafts, clowns, mascots, music, storytelling, and karaoke, as well as the ABC tents that the Picnic is renowned for.

The objectives of the 2000 Picnic, as defined by the HSC Women's Auxiliary, are to:

- 1) increase awareness of the HSC and their efforts in conjunction with the Hospital for Sick Children Foundation;

- 2) increase awareness of sick children and the progressive efforts of the hospital to support and rehabilitate them; and
- 3) raise money for the HSC and support the five strategic areas of research currently underway, which include Cancer, Cardiology, Organ Transplantation, Community and Mental Health, and Critical Care.

Hosting this event in the Better Living Centre at Exhibition Place meets several objectives that the Board established at its meeting of January 1999, which objectives stated that staff is to:

- 1) be proactive in attracting additional festivals and events that:
  - provide new activities and audiences
  - encourage synergies with other festival and special event venues
  - extend the seasonal use of the site
- 2) initiate discussions with local organizations to determine the viability and level of interest and work with groups to minimize, where possible, the costs associated with holding events at Exhibition Place.

In exchange for the terms and conditions set forth in this report, Exhibition Place will be recognized as one of a very few top-level sponsors of the Picnic. This Sponsor recognition includes acknowledgment in all pre and post-event advertising including (but not limited to) the National Post, CTV, local radio, in-school advertising, Sick Kids Health Magazine and the internal This Week hospital newsletter, recognition on the Teddy Bear Picnic Event Map, and acknowledgment on the web page and on the Donor of the Week plaque at the Hospital.

In addition to these acknowledgments, Exhibition Place will be associated with an event that is destined to become an annual destination event both in the city and in the region, and it reinforces Exhibition Place as a destination for family-oriented events.

#### Discussion:

The expansion of the Picnic from the lawn of the Hospital to the Better Living Centre requires an increased operating budget. In response to this new requirement, the HSC Foundation has extended invitations to both local partners and national sponsors to become involved. To date, the following partners have confirmed their support of and participation in this year's Picnic: the ROM, the National Ballet School of Canada, The Ontario School of Arts and Design, the Toronto Fire Department, Toronto Police Services, Toronto Ambulance, the Hospital for Sick Children and its staff, Public Health, the AGO, Ronald MacDonald House, Toronto Humane Society, YMCA of Greater Toronto, the Science Centre and the Royal Conservatory of Music. National sponsors confirmed to date include Patriot Computers, the National Post, CTV, Today's Parent Magazine, Sandylion, Swatch, ReMax and several local radio stations.

HSC has requested the following considerations from the Board that are beyond the normal policy:

- a) waive all commissions for HSC and Picnic licensed merchandise, as all proceeds go to the HSC Foundation for funding of HSC programs and research;
- b) approve that all labour be supplied at the rate of time and materials plus a mark-up of 12% (consistent with Molson INDY contract pricing);

- c) allow a share of parking revenue similar to the CHIN Picnic agreement, whereby the standard parking fee for the two days of the Picnic is \$12.00/vehicle (\$3.00/vehicle of which will be returned as a credit to HSC);
- d) allow a share of food and beverage concession commissions to allow the Picnic to achieve the revenue target of \$20,000.00 that is included in their budget.

In addition to the above, staff and Picnic representatives would be prepared to approach each of the Labour Unions that would be required to supply services to the Picnic to see if they would offer some concessions on labour in return for corporate recognition.

HSC will pay full building rentals for the use of the Better Living Centre, including move-in and move-out days, less the standard 15% discount for charitable organizations that is presently the Board's policy. In keeping with the Hospital's mandate to keep the Picnic accessible to everyone, there will be no admittance fee charged, but donations are accepted at the door (suggested donation is \$1.00/person). The budget for this event is projected at approximately \$180,000.00, and the balance of expenses is addressed through the contributions from the other sponsors and partners.

Conclusion:

The HSC Teddy Bear Picnic is the type of event that has been identified by the Board as desirable – it is rooted in the community and is a family-oriented destination event that has the potential to grow and expand in the years to come. Staff has worked diligently with HSC during the past several months to develop this event and to assist and identify the ways and means to bring this event to Exhibition Place. Other events that are planned for the same period (Postage Stamp Show/Queen Elizabeth Exhibit Hall, Oct 13-15; Toronto Ski, Snowboard & Travel Show/Automotive Bldg, Oct 12-15; North York General Hospital Gala/Heritage Court, Oct 14) do not present a conflict and, in fact, allow for cost-efficient scheduling of staff from both event services/operations and parking divisions.

Staff recommends that the Board enter into a License Agreement with HSC on the terms and conditions set forth in this report.

Submitted by:

Reviewed by:

  
 Director of Business Development  
 & Special Events

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General Manager & CEO

