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July 13, 2000

To: The Board of Governors of Exhibition Place

From: Kathryn Reed-Garrett
Director of Business Development

Subject: World Youth Days Conference, July 22-27, 2002

Recommendations:

It is recommended that the Board:

- (1) In accordance with its previous approval in principle of holding the World Youth Days Conference 2002 at Exhibition Place, endorse the guidelines for operation as set out in this report;
- (2) Direct staff to continue discussions with World Youth Days organizers and representatives of City departments who form the World Youth Days 2002 Conference Special Task Force;
- (3) Direct staff to initiate discussions with all major events and shows scheduled for the period July 1 – July 31, 2002 to seek cooperation in the scheduling of these events to allow for the time required to execute this event; and,
- (4) Direct the General Manager to submit a report to the Commissioner of Economic Development which report will outline the guidelines set forth in this report.

Background:

At its meeting of June 23, 2000 the Board heard a presentation from Father Thomas Rosica, Chief Executive Officer of World Youth Days Conference 2002, ("WYD"), during which Father Rosica described the size and nature of this international event which is scheduled to be held at Exhibition Place from July 22 – 27, 2002. The Board received the presentation of Father Rosica and approved in principle the holding of the WYD Conference at Exhibition Place and requested staff to report back to the Board on details of this Conference.

Discussion:

The WYD Conference is an eight-day event that was initiated in 1985 when Pope John Paul II invited youth from around the world to join him in an international conference to promote peace and reconciliation in the world. The WYD have been hosted in numerous international destinations on a bi-annual basis since then, the most recent conferences having been hosted in

Paris in 1997 (with more than 1 million participants in attendance) and in Rome in August of this year.

In November 1998 Toronto City Council endorsed a report from Economic Development, Culture & Tourism Department that supported the Toronto bid to host the WYD 2002 Conference. That report also stated the commitment in principal of both the Province of Ontario and the Federal Governments. In May 1999 the City of Toronto won the bid against Montreal and contenders in Bolivia, South Africa and Australia, pending final approval from the Vatican (scheduled for August, 2000). With more than 400,000 delegates expected to attend, and an economic benefit to the GTA estimated to be at least \$80.0 million, this will be the largest single conference ever hosted in the history of Toronto.

In September 1999 Father Thomas Rosica was appointed the Chief Executive Officer of WYD 2002, and on September 3, 1999 Father Rosica, accompanied by representatives from the Mayor's Office, Economic Development, Tourism Toronto and Tourism Development, conducted site inspections of potential venues for the WYD conference which included SkyDome, the Air Canada Centre, Ontario Place, Exhibition Place and Downsview.

Following that site tour, staff have been participating in a WYD Special Task Force that included representatives from TTC and GO, the hospitality industry, Toronto Police Services, the Mayor's office and, as well, representatives from city departments of Finance, Olympic Bid, Parks & Recreation, Protocol, Public Health, Special Events, and Tourism Toronto.

As stated earlier in this report, the official announcement from the Vatican declaring that Toronto has won the bid to host the WYD Conference 2002, is expected in August, 2000 in Rome. At that time, it will be announced that Exhibition Place will be the venue for the conference (July 22-27) and that Downsview will be the site for the Papal Mass on July 28. The preliminary plan for the conference states that participating youth from around the world would first be hosted in different regions across Canada for four days leading up to the Toronto conference and would then make their way to Toronto to begin the four-day WYD 2002 celebrations (Tuesday, - Friday) and to welcome the Pope who is scheduled to arrive on the Thursday of the conference. WYD participants are then joined by thousands of Catholics on a pilgrimage to Downsview (Saturday) for a Papal Mass (Sunday) and closing ceremonies.

Following the Rome announcement, the Commissioner of Economic Development will be presenting a report to Council dealing with the parameters of this event from the City's perspective in terms of impact to public transportation, policing, etc., as well as the economic benefits. In preparation of that report, staff has been asked to develop some guidelines with respect to the cost to stage and operate this event at Exhibition Place.

While it is too early to know the exact requirements of this event, we do know that this event will occupy the entire grounds, including all buildings (including the National Trade Centre) and all open areas. Therefore, staff recommends the following guidelines:

- (a) Building and Grounds Rental/License Fees – waived, as officially requested by Father Rosica during his presentation to the Board on June 23, 2000;
- (b) Rentals & Services Fees – to be charged at the cost of labour plus materials, which would include all costs to the Board such as standard administration costs. This is consistent with the fees charged to Molson INDY and other similar large scale events;

- (c) Commissions from Food and Beverage Concessions (grounds) – all food and beverage concessionaires would be licensed by the Board, working cooperatively with WYD organizers, in accordance with normal policy and practice, and all commissions above and beyond the Board's costs would be remitted back to World Youth Days in the form of a credit on account against their operating expenses at Exhibition Place;
- (d) Food & Beverage Concessions (NTC) – World Youth Days would be required to engage the services of the Board's caterer for all required food and beverage service in the NTC;
- (e) Commissions From Novelty and Licensed Merchandise – these concessionaires would be licensed by the Board, working cooperatively with WYD organizers, in accordance with normal policy and practice, but all commissions from these sales would be remitted directly to WYD.

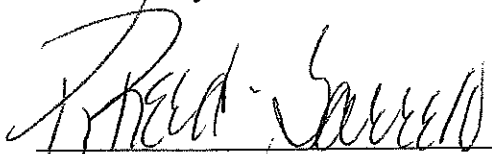
While staff have had some preliminary discussions with all trade/consumer show and special events managers who normally schedule events during the time period July 1 – 31, staff must start negotiations immediately with these organizers to secure the dates required to execute this event. This may mean that trade/consumer shows and special events have to slightly shift the dates that they would normally hold their events. One of the major events that occur during this time period is the Molson INDY and given that the WYD Conference will require the grounds to be completely cleared, the only possible date for the holding of the INDY in 2002 is the weekend of July 5, 6 and 7 with rain day July 8. The present Molson INDY agreement terminates in 2001 and therefore, staff when negotiating a further agreement with Molson INDY shall provide for these earlier dates.

Conclusion:

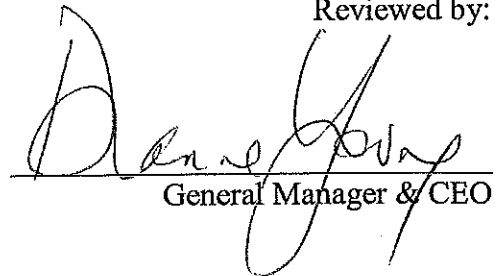
The WYD Conference will be the single largest conference hosted in Toronto to-date and is of international stature. Unlike a Papal Mass, whereby the Pope visits a country and is hosted at several cities during that visit, this conference is expected to be the sole Canadian destination of the Pope thereby generating significant media attention. Exhibition Place has been selected as the main venue for this event, playing host to a vast majority of the 400,000 participants expected to attend.

This is an extraordinary opportunity to demonstrate the diversity and uniqueness of Exhibition Place - in a global forum - and staff recommends that the Board adopt the guidelines set forth in this report.

Submitted by:


Director of Business Development
And Special Events

Reviewed by:


General Manager & CEO

