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September 8, 2000

To: The Board of Governors of Exhibition Place

From: Kathryn Reed-Garrett
Director, Business Development

Subject: Caribana 2000

Recommendations:

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

Background:

At its meeting of July 27, 2000, the Board heard a deputation from representatives from the Caribbean Cultural Committee ("CCC") who appeared before the Board to express their concerns about the cost to stage the annual Caribana Parade at Exhibition Place, scheduled for August 5, 2000. On a motion from the Board, staff were directed to communicate with the Toronto Police the desire of the Board to open the NTC indoor parking during the Caribana event, and inform the Chair of the results of these discussions; and further that, staff assess how the Board can assist the CCC using revenues from the indoor parking received and report back to the Board on the results of the 2000 event.

Discussion:

Immediately following the July 27, 2000 Board meeting, staff contacted Police Services and received assurances that access would be provided from Strachan Avenue to the NTC garage during Caribana Parade Day on August 5th. However, despite the cooperative efforts of Toronto Police Services and the additional signage that was placed to promote the fact that the garage was open, only 104 cars used the garage. The revenue generated from this was \$1,356.16 (excluding taxes) less \$283.47 for wages, for a net revenue of \$1,072.69.

Further, staff met internally to determine what, if any, other cost-savings could be achieved. Some last minute changes to the C.N.E. move-in schedule provided an opportunity to move much of the equipment from the Caribana event area directly into place for the C.N.E., resulting in a reduction to the move-out costs for Caribana, and also a reduction to the move-in costs to the C.N.E. These efficiencies reduced the total cost to CCC from \$90,862.00 to \$60,745.17. These

costs are based on the actual cost of labour and material plus an administration fee of 12%, with a discount of 25% (\$7,600) against cleaning costs only.

As reported to the Board at its July 27, 2000 meeting, Exhibition Place manages all food and beverage concessions for this event and retains all commissions from those sales. In previous years, this commission has averaged \$6,500.00, however, this year concession sales improved dramatically and the Board will receive commission revenues of \$24,843.25. The discount of 25% (\$7,600) which is applied to cleaning costs as stated above recognizes that food and beverage concessions significantly contribute to the amount of clean-up required

While staff did receive a signed License Agreement together with a deposit of \$19,072.00 from CCC prior to the event, the balance of their account (\$41,673.17) remains unpaid despite attempts to collect from CCC.

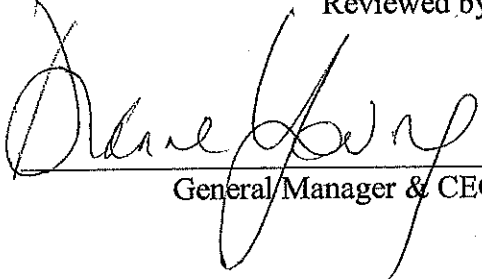
Conclusion:

This report provides for the information of the Board the financial results of the Caribana event for 2000 as requested by the Board.

Submitted by:

Director, Business Development

Reviewed by:



General Manager & CEO