

10A

EXHIBITION PLACE

April 18, 2001

TO: The Board of Governors of Exhibition Place

FROM: Dianne Young
General Manager & CEO

SUBJECT: Revised 2001 Mobile Vending Program

Recommendation:

It is recommended that the Board approve of the issuance of licences and the licence fees for the 2001 Mobile Vending Program as provided in this report.

Background:

At its meeting of February 23, 2001 the Board deferred the staff report dated February 9th and entitled "2001 Mobile Vending Program", until such time as staff scheduled a second meeting with the vendors to further explore their concerns.

Discussion:

Staff met with all the representatives of the mobile vendors and this report has been modified to reflect the concerns raised by them. The previous report from staff recommended that the creation of a french-fry truck licence as a first-time addition to the vending program to help offset the overall decrease in 2001 licensee fees revenue. This recommendation was made on the basis of an understanding by staff that some of the vendors supported this direction. However, at the second meeting, the consensus of all vendors is that the provision of this additional food service would be very detrimental to the sales for the vendors across the grounds. As highlighted in the previous report the sales for mobile vendors have been decreasing annually and with the cancellation of the Benson & Hedges Fireworks event, further decreases in 2001 are likely.

Therefore, in summary, staff are willing to recommend the consensus reached and recommend that the Mobile Vendors Program and license fees for 2001 be as follows:

Number & Type of License	Operating Period – 2001 (excluding CNE period and all special events on the grounds)	License Fee (excluding GST)	TOTAL (excluding GST)
(7) mobile popcorn/peanut cart licenses	January 1 to December 31	@ \$606.80	\$4,247.60
(3) ice cream truck licenses at three licensed locations	May 1 to September 30	@ \$473.84	\$1,421.52
(2) hot dog carts (to service Ontario Place Fireworks only – if this program does not occur, these carts may operate at other Exhibition Place events, TBD at a later date)	Per event day (average 5 – 6 events per year, depending on schedule)	@ \$161.31 per cart per event day	\$1,613.10
(2) hot dog carts to Service the two Ontario Place Bridges	May 1 to September 30	@ \$2,384.10 each	\$4,768.20
(0) french fry truck to operate at Dufferin Gate	May 1 to September 30	@ \$2,384.10 each	\$0
TOTAL REVENUE TO THE BOARD	(excluding GST)		\$12,050.42

Conclusions:

Following discussions with the mobile vendors, this report presents a compromise position for the 2001 Mobile Vending Program decreasing the number of licences issued from 17 (in 2000) to 15 in total and increasing the licence fee by 1.4%. Staff believe that these reductions will help to improve the overall sales productivity of the remaining vendors, particularly in light of the somewhat uncertain future of the Symphony of Fire Festival which has, in the past, attracted as many as 250,000 people to the final night of competition.

Contact:

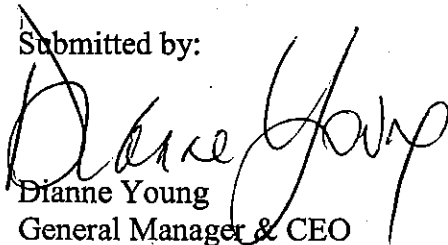
Kathryn Reed Garrett, Director, Business Development

Telephone: (416) 263-3606

Fax: (416) 263-3690

Email: kreed-garret@explace.on.ca

Submitted by:


Dianne Young
General Manager & CEO