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EXHIBITION PLACE

October 25, 2001

To: The Board of Governors of Exhibition Place
From: Dianne Young
General Manager & CEO
Subject: Bandshell Park Redevelopment Report

Recommendation(s):

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

Background:

At its September meeting, the Board requested that an informal session be held prior to its October meeting, to discuss the Redevelopment of Bandshell Park project. At the information session held on October 23, 2001, staff and the Board's consultant for the project presented the proposed design which is generally the design shown on Appendix "A" to this report. Following the discussion, members of the Board attending that meeting requested that staff provide a written report to the Board meeting of October 26, 2001, on the benefits of the Bandshell redevelopment proposal which forms the subject matter of Report No. 7 also to be considered at the Board meeting of October 26, 2001.

Discussion:

The benefits of the redevelopment and proposed design for Bandshell Park are as follows:

Demonstrates Concrete Commitment by Exhibition Place

- In 2000, the Board and City Council committed to the improvement of the Bandshell Park for use by present and future tenants
- The financial commitment of the Board and City was limited to a maximum of \$175,000 to be spent in 2001 which limitation reflected the realities of the pressures on the City Capital expenditures
- Present tenants have reacted positively to the financial commitment being made by the Board to improve the amenities of Bandshell Park
- None of the redevelopment and proposed design would limit a much greater financial commitment being made in future years if the business-case was presented

Improves Bandshell Park as a "Festival Site"

- Increases green area by removing 70% of asphalt in front of Bandshell stage (approximately 12,250 sq. ft. of asphalt)



THE BOARD OF GOVERNORS OF EXHIBITION PLACE

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- Provides a more intimate setting for stage performances through landscaping
- Additional plantings to be located on north-south and east/west pathways will enclose the audience area while at the same time not inhibiting visibility from outside the audience area
- Enclosing the audience area – whether formal or grass seating is provided for audience viewing – will provide a greater connection between audience and stage performer
- Enclosed area will accommodate seating for approximately 4,500 to 5,000 persons
- Entrance designs at north east entrance (and possibly north west) will establish the location of the Festival site
- Maintaining the surface level “as is” allows for flexibility of use of this Festival Site depending on the tenant – ie can be concert seating or ski jump area

Provides Additional Income-Generating Amenities

- The redevelopment and proposed design (phase 1) provides 12 permanent and fully serviced sales pads (20 x 20 ft) along the two north/south pathways
- Phase 2 provides an additional 8 sales service pads along the east/west pathway
- Festivals depend on sales activity (both food and consumer products) to generate income and to establish ambience (ie selling ethnic foods and goods)
- The provision of 8 permanent sales service pads will allow some shows to develop and grow (eg. largest CNE event in 2001 had 18 sales locations); adequately meet the needs of some tenants (eg. CHIN in 2001 had 30 sales locations); but does not completely meet the needs of some tenants (eg. Snowjam in 2001 had 55 sales locations). However, even for those tenants in this final category, the fact that the proposed design provides permanent and fully-serviced sales areas may allow for consolidation of the number of sales centers without a decrease in profit margins
- The hook-up of each sales service pad can generate approximately \$300 - \$400 in net revenues for the Board
- Fully serviced sales pads will decrease set-up costs incurred by Board (labour and material costs) and therefore, maximize profits since clients are charged per hook-up - estimated to be approximately 70% decrease in the Board expenses
- Addition of low planting materials around new service pads add definition to the park and identifies the areas for individual business providers
- Additional savings to Board in avoiding the costs of constant sod replacement when temporary sales areas are located on grassed areas

Addresses Parking and Community Needs

- With Liberty Grand and Medieval Times in full operation there are pressures to provide overflow parking
- With proposed “greening” of Bandshell Park and removal of asphalt in front of the stage there is a need to provide parking spaces for any future Bandshell Restaurant tenant
- Parking Lot “H” (approximately 183 stalls) has been dedicated as community basketball courts which is seen as a major community benefit by Parkdale
- The redevelopment and proposed design relocates the basketball courts to the west side of Parking Lot “L” next to the community area in Centennial Park
- Relocation of the basketball courts allows Parking Lot “H” to become a full-time parking area
- The redevelopment and proposed design also provides for a small 16 vehicle parking area at the east side of the Bandshell Restaurant for the tenant’s daily operational use

Provides Weather Protection for Audience

- Trees to be planted around north perimeter of audience area will provide shading for patrons
- New Bandshell stage canopy (phase 2) will overhang front of stage to provide shading for approximately 1500 patrons and also some rain protection

The redevelopment and proposed design fits into the 2001 Capital budget with the proposed new and larger canopy replacing the existing deteriorated blue cover (cost approximately \$1,100,000) scheduled for years 2003 and 2004.

Other Options Explored

Through the exercise with the consultant several options were explored including the provision of fixed seating; a shallow sloped landscape berm; open air roof structures; and opaque screening to enclose the audience area. None of these options have been proposed at this time for one or more of the following reasons: budget constraints of the project, reduced flexibility of site for multiple uses, no significant improvement of area for present tenants, cost-benefit of additional expenditure not supportable by present business activities. However, the redevelopment and proposed design would not limit any of these options being explored and implemented in the future if a business case supported this direction.

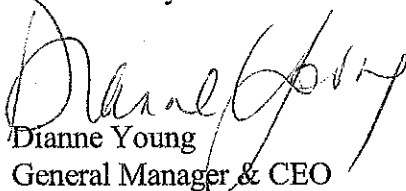
Conclusion:

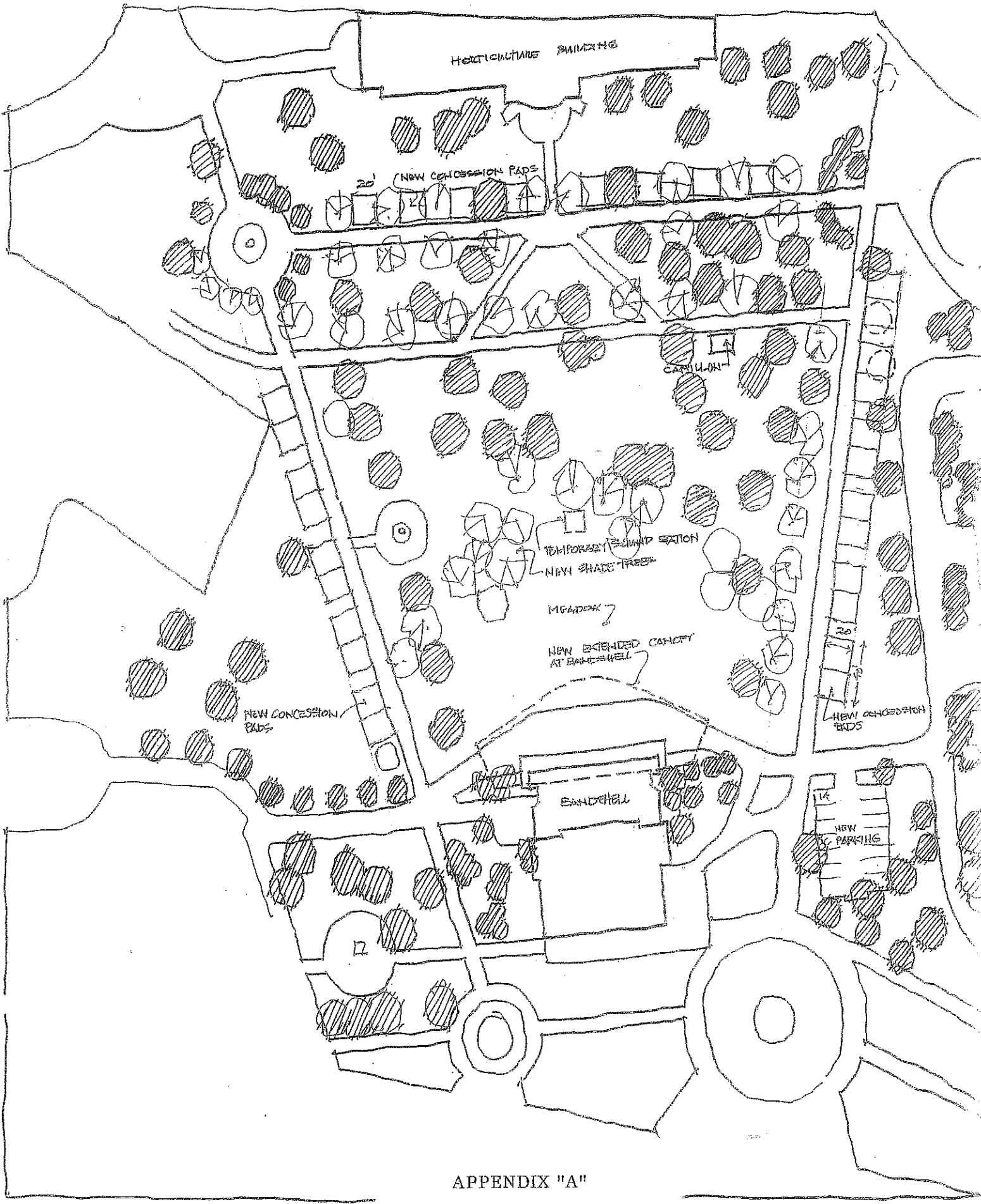
This report is intended as additional information for the Board pertaining to Report No. 7 "Tender for Environmental Restoration – Landscaping Bandshell Park".

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Submitted by:


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APPENDIX "A"