



October 18, 2001

To: The Board of Governors of Exhibition Place

From: Dianne Young  
General Manager & CEO

Subject: 2002 Mobile Vending Program

Recommendation:

**It is recommended that the Board approve of the issuance of licences and the licence fees for the 2002 Mobile Vending Program as provided in this report.**

Background:

At its meeting of May 3, 2001 the Board approved a report from staff which set the licensing fees for mobile vendors for 2001, which provided for an increase of 1.4% in the licence fees. This report followed an earlier report to the Board in February 2001, which the Board deferred until the staff could schedule further meetings with the vendors to determine their concerns. The February report had recommended the addition of a french fry truck which recommendations was deleted from the May, 2001 recommendations.

Discussion:

Staff met with all the representatives of the mobile vendors to review sales and operations during 2001 to-date, and this report reflects their concerns and represents a consensus of the vendors.

As predicted and stated in the May 2001 report, the cancellation of the 2001 Benson & Hedges Symphony of Fire event had a negative impact on sales for the mobile vendors. This event attracts an overall audience of approximately 500,000 of which 250,000 attend the finale presentation. The cancellation of this event, together with poor weather conditions that affected early summer attendance at Ontario Place, had a serious impact on mobile vendor sales in 2001.

In 2002, not only will the Symphony of Fire event not be occurring, but there may indeed be less activity/events booked in July, 2002, in order to accommodate World Youth Days and the Papal visit. For this reason, staff recommend that the license fees for mobile vendors for 2002 remain unchanged from 2001.

Therefore, the Mobile Vendors Program and license fees for 2002 are recommended to be as follows:

Number & Type of License	Operating Period – 2002 (excluding CNE period and all special events on the grounds, including World Youth Days)	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 for special events (which is in addition to licenses for locations at Ontario Place bridges)	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	DELETED	@ \$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 the license fees for the 2002 Mobile Vending Program, which maintains the number of licenses and the license fees from 2001.

Contact:

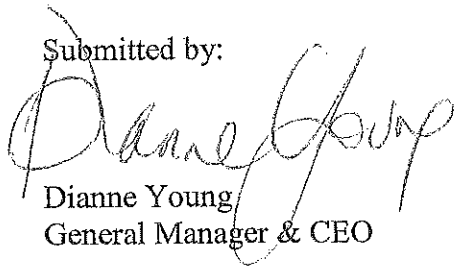
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Submitted by:



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