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November 19, 2001

EXHIBITION PLACE

To: The Board of Governors of Exhibition Place

From: Dianne Young
General Manager & CEO

Subject: Parking Rates for 2002

Recommendation(s):

It is recommended that the Board approve the parking rates for 2002 as contained in this report.

Background:

At its meeting of October 30, 1998, the Board approved of variable parking rates.

Discussion:

Exhibitors and show managers from all the major trade and consumer shows were surveyed over the course of 2001 to determine the level of satisfaction with parking services. While the majority of respondents found location/proximity to be satisfactory, waiting time to access the lots (on busy days), the cost of parking and, for exhibitors issues such as in-and-out privileges and convenient access to Exhibitor parking lots were rated as requiring improvement.

With this information and with the introduction of the automated equipment, a consultant was engaged to provide recommendations on improving access and traffic flow to/from Lots "E", "F", and "G" (formerly the Stadium site). The automated equipment and the new alignment of the parking facilities located on the former stadium site will facilitate multi-payment options; additional entrances some of which are fully-automated; and new automated entry options for Exhibitors at dedicated entrances which allow for greater flexibility for in-and-out privileges.

Given that the average visit to any trade or consumer show is approximately 2 ½ hours, staff believe that the rate charged (\$9.00/vehicle) is fair, however, there are some inconsistencies with respect to the application of the reduced "after 6:00 p.m." rate. This rate is in effect only Monday to Thursday and favours trade shows and the smaller consumer shows that occur throughout the week. Furthermore, the garage remains underutilized, maximizing capacity only during very peak hours of most shows. Staff believes that a reduced "after 6:00 p.m. rate" should be consistently applied to all lots and for all days and this move would be an incentive and marketing tool for shows to attract more customers.

Accordingly, staff recommends the following rate structure for parking services for 2002 (with changes noted in bold letters:

Parking Lot Location	2001 Rate	2002 Rate
NTC Garage	\$11.00/vehicle	\$11.00/vehicle \$ 9.00/vehicle after 6 p.m.
Surface Lots	\$9.00/vehicle \$7.00/vehicle after 6pm (M-Th.) \$6.50/vehicle – Exhibitor Rate \$15.00/vehicle–Special Occasion	\$ 9.00/vehicle \$ 7.00/vehicle after 6 p.m. \$ 6.50/vehicle – Exhibitor Rate \$15.00/vehicle–Special Occasion
Gore Lot	\$9.00/vehicle \$7.00/vehicle after 6pm (M-Th.) \$6.50/vehicle – Exhibitor Rate \$15.00/vehicle–Special Occasion	\$ 9.00/vehicle \$ 7.00/vehicle after 6pm \$ 6.50/vehicle – Exhibitor Rate \$15.00/vehicle–Special Occasion
800 Fleet Street	N/A	\$45.00/month for permits \$ 9.00/vehicle \$ 7.00/vehicle after 6 p.m.
CNE	As determined by CNEA	As determined by CNEA

Staff have consulted NTC management, who agree that the above rates and the application of a consistent after 6:00 pm rate will be well received by their clients. This proposal would have minimal effect on income since in 2000-2001 only approximately 30,000 vehicles paid the \$9.00 rate on Friday, Saturday and Sunday. However, it is anticipated that this change may have the opposite effect on attendance at consumer shows and can be marketed by clients thus, increasing parking revenues.

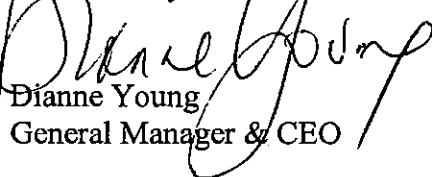
Conclusion:

This report recommends the rates to be charged in 2002 for parking services at Exhibition Place.

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Submitted by:


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