

EXHIBITION PLACE

July 18, 2002

To: The Board of Governors of Exhibition Place

From: Dianne Young
General Manager & CEO

Subject: World Jazz Dance Championship, October 7-11, 2002

Recommendation(s):

It is recommended that the Board waive the building rental fees for the Queen Elizabeth Theater for the Canadian National Dance Organization for the purpose of the World Jazz Dance Championship, valued at \$57,000.00 in exchange for recognition of Exhibition Place as an Elite Gold Medal Sponsor, and such sponsor rights as are detailed in this report.

Background:

At its meeting of February 2001, the Board approved of a rental policy for the Queen Elizabeth Theatre which recognized the difficulties in renting this venue and allowed for waiver of rent for community and not-for-profit groups.

Discussion:

In October of 2001, members of the Canadian National Dance Organization (CNDO) bid to host the World Jazz Dance Championships (WJDC) for the first time in North America, to be held at the Queen Elizabeth Building in October of 2002. The WJDC is sanctioned through the International Dance Organization, a non-profit organization with 53 member countries. Since winning the bid, the Canadian National Dance Organization has approached staff to secure the venue for this event.

Over 50 countries have been invited to attend the WJDC and there are currently over 1200 participants and family members confirmed. Since this is the first time this dance Championship has been awarded to North America, national organizers are confident that Toronto will be home to many future dance competitions, further developing competitive sports for youth in our communities.

The WDJC in Toronto is being organized by the CNDO, a volunteer organization that has been working diligently to secure national sponsors for this event. Because this is the first time that these championships are being held in Canada, the CNDO has experienced difficulty with their fundraising. The CNDO initially approached the CNE, with the hope of holding the competition during the 2002 Fair, but the majority of the CNE's programming was already confirmed and

there was no space available to host such a large event. Despite their best efforts, the CNDO has experienced a shortfall in the sponsorship goals and is desperate to find a venue.

Staff has worked with the organizers to minimize their costs as much as possible and the CNDO has minimized their space requirements for the competition, which has reduced the total facility rental costs to \$57,000.00.

In exchange for considering the waiver of facility rent, the event will recognize the Board as a sponsor. The sponsor recognition includes: a listing in all print material as Official Sponsor; Web page links; advertising included in all programs across Canada for qualification rounds; advertising in all international print programs; logo on all participant T-shirts and posters; invitations to all VIP Functions; participation in the Awards of Excellence; Major Scholarships in the Board's name; inclusion in all Media as official sponsor. The Board will also receive income from services provided to the event which will be billed out at 100% costs.

Staff waited until now to bring this matter to the Board's attention to give the CNDO as much time as possible to raise the sponsorship dollars required to execute this event, and also because there was another client interested in renting the Queen Elizabeth Theatre. That client is no longer interested in the space, and, since this event is now less than 90 days away, it is very unlikely that any other client will come forward to rent the building.

Conclusion:

Supporting junior sport is a stated goal of the Board as indicated in the Program Development & Concept Plan and, while this client may not be able to pay for their facility rental, they are able to pay the full rate for all of their labour, rentals and services and will bring a world class dance event to Exhibition Place at a time when there is nothing else scheduled. Accordingly, staff recommend that the Board waive the facility rental fee of \$57,000.00

Contact:

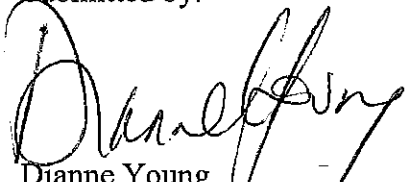
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Submitted by:



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