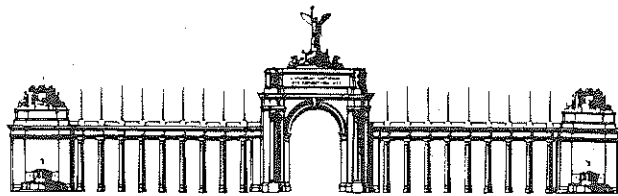


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## EXHIBITION PLACE

October 21, 2002

To: The Board of Governors of Exhibition Place

From: Dianne Young  
General Manager & CEO

Subject: 2003 Mobile Vending Program

### Recommendation:

**It is recommended that the Board approve of the issuance of licences and the licence fees for the 2003 Mobile Vending Program as provided in this report.**

### Background:

At its meeting of October, 2001, the Board approved a report from staff which set the licensing fees for mobile vendors for 2002, which report recommended that the fees for 2002 remain the same as in 2001 (2001 fees were increased 1.4% from the previous year). These licenses expire at the end of 2002.

### Discussion:

Staff met with all the representatives of the mobile vendors to review sales and operations during 2002 to-date, and this report reflects their concerns and represents a consensus of the vendors.

As predicted sales for mobile vendors have not recovered from the loss of the Benson & Hedges Symphony of Fire event (canceled in 2001 and not renewed), despite a fairly strong concert season at Molson Amphitheatre and fairly good weather conditions during the summer. This fireworks event attracted an overall audience of approximately 500,000 of which 250,000 attended the finale presentation. The cancellation of this event has had a serious impact on mobile vendor sales. Furthermore, in 2002 there were less activity/events in order to accommodate World Youth Days and the Papal visit.

For the reasons stated above, staff recommends that the license fees for mobile vendors for 2003 remain unchanged from 2002. This is the revenue that has been reflected in the 2003 Operating Budget. The recommended 2003 licence fees for the Mobile Vendors Program are 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 2003 Mobile Vending Program, which maintains the number of licenses and the license fees from 2002.

Contact:

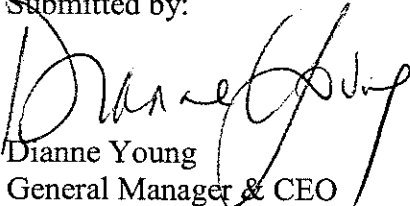
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Submitted by:

  
Dianne Young  
General Manager & CEO