



November 5, 2002

To: The Executive and Board of Directors
Canadian National Exhibition Association

Board of Governors of Exhibition Place

From: David Bednar
General Manager, CNEA

Dianne Young
General Manager & CEO, Exhibition Place

Subject: **Signage Plan for CNEA**

Recommendation

This report is submitted for the approval of the Executive Committee of the CNEA, the Board of Directors of the CNEA, and the Board of Governors of Exhibition Place.

It is recommended that:

- (1) Staff initiate a Request for Proposals (RFP) for a private sector company to construct, install, and remove on an annual basis for a five (5) week period, five (5) third-party advertising media screens as more particularly described in this report and the attached Appendix "A";
- (2) Staff report back to the Board of Governors and Board of Directors following the completion of the RFP with respect to the results of the RFP and for approval of the terms and conditions of any proposed agreement with a successful proponent.

Background:

At its meeting of July 25th, 2001, the CNEA Board of Directors approved entering into an agreement with Muller Design Group ("MDG") to produce the preliminary stages of a Master Plan for Wayfinding Signage for the annual CNE.

At the May 23rd and June 20th, 2002, meetings of the CNEA Executive, the General Manager verbally provided status updates on the Wayfinding Signage program for the CNEA.

Discussion:

Eller Canada (now known as "Clear Channel Outdoor") is the successful proponent for a Request for Proposals issued by Exhibition Place to construct the Exhibition Place Wayfinding Signage Program. Eller Canada engaged MDG as part of its team to provide the design criteria for the Exhibition Place Wayfinding Signage Program. Accordingly, in order to ensure continuity and consistency with Exhibition Place, the CNEA approached MDG to study the signage needs of the CNEA.

During the 2001 CNE, MDG audited and documented traffic flow on the grounds and facilities used by the CNEA; reviewed existing and future site plans; and reviewed existing sponsorship programs and their relationship to signage requirements. MDG submitted a written report with photos identifying the following deficiencies:

- no specific order to the information available on the various signs – this applies to directional, programming and sponsorship signage
- signs are not visible at night
- graphics are inconsistent
- all maps currently oriented east to west, they should be oriented north to south
- public information kiosks are unannounced and found somewhat accidentally, no visual cues above structure, not utilized as reference points
- current banner program – unrelated graphics, small in size relative to their surrounding, not visible at night, zoning opportunity

The MDG plan also offered potential alternatives for directional signage and street furniture to provide a needed revitalization of the site and giving the annual CNE a more integrated look and improved public image. Improving the public image of the annual CNE has been a priority goal of the Board of Directors for several years and this priority is even higher as the CNEA approaches its 125th "birthday" celebration in 2003. Therefore, staff are proposing that the respective Boards approve of the media screen program recommended by MDG which would involve signage and third party advertisement exposure to the Gardiner Expressway at locations shown in Appendix "A". The other essential elements of this signage program are as follows:

- (a) All signage would include as a major design criteria recognition and prominent identification of the annual CNE;
- (b) All signs erected would have to meet design criteria established by the Board of Directors and Board of Governors and would promote and celebrate the annual CNE;
- (c) All signage would be dedicated to the annual CNE and there would be no promotion of or use of these signs allowed for other events on the grounds;
- (d) All signage would be temporary and installed only for a five (5) week period immediately following the long weekend in August to the Friday after the Labour Day weekend which is the period of move-in and move-out of the annual CNE;
- (e) Five (5) sign poles (approximately 50 feet in height) would be erected in the parking lot behind Medieval Times (approximately in the locations shown on Appendix "A") and would include third party advertisement space no larger than 30 by 20 feet. These signs may be two, three, or four faces depending on the design.

- (f) All third party advertisements would adhere to the advertising policies established by the Board of Governors and the City of Toronto.

Staff are recommending that an RFP be issued to find a private sector partner to participate in this media screen program. The substantial requirements of any successful proponent would be as follows:

- (g) To construct, install, and remove annually at its sole cost the temporary media screen program in accordance with the specifications noted above;
- (h) To be solely responsible for selling all third-party advertising;
- (i) At a minimum, to pay the Board of Governors, on behalf of the CNEA Program, a guaranteed annual rent;
- (j) To be no longer than a 20 year term;
- (k) Meet the design criteria as established by the Board of Directors and the Board of Governors and employ the Board's consultant for the design work;
- (l) To relocate the signs at its sole cost if required by the Board of Governors or the City as a result of the development of Exhibition Place.

It is estimated that such an agreement would generate sufficient revenues to allow the CNEA to proceed on an incremental basis to develop an internal wayfinding signage program for the annual CNE period and to invest in high quality kiosks and street furniture and decorations which is estimated to cost \$750,000. This new signage program offers considerable benefits to the CNEA and Exhibition Place:

- Improves the public image and through the design criteria allows the CNEA to present a unified "festival" image to the public.
- Will establish a unified sponsorship and advertising program to replace the present "ad hoc" program.
- Improves overall image of site by generating income to allow investment in internal wayfinding signage for the annual CNE period, investment in new kiosks and street furniture.
- Opportunity to brand site as a destination.

In order to erect third party advertising signs overlooking the Gardiner Expressway, it is necessary to obtain approvals from City Council under the City's sign by-laws. In advance of seeking this approval, staff have met with City Planning to discuss this proposal and have modified it to address issues raised by City Planning staff. Subject to the results of the RFP, City Planning are generally supportive of the project.

Because the term of any potential agreement is for a period of 20 years, the agreement would be between the Board of Governors of Exhibition Place and the third party contractor and would require the approval of City Council. The intent is that any revenues from this signage program would be dedicated to the CNEA Program budget and that the CNEA Program will administer the agreement. Accordingly, there will need to be an amendment to the present Memorandum of Understanding between the Board of Directors and the Board of Governors to recognize these new terms.

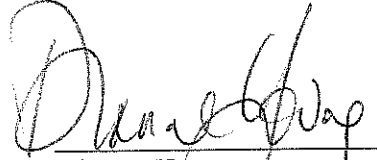
Conclusion:

This report recommends that staff proceed to issue an RFP in the name of the Board of Governors for a media screen program at Exhibition Place as outlined above.

Respectfully submitted,



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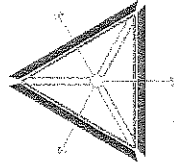
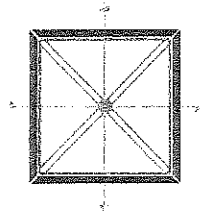
Business Opportunity (Kit of Parts)

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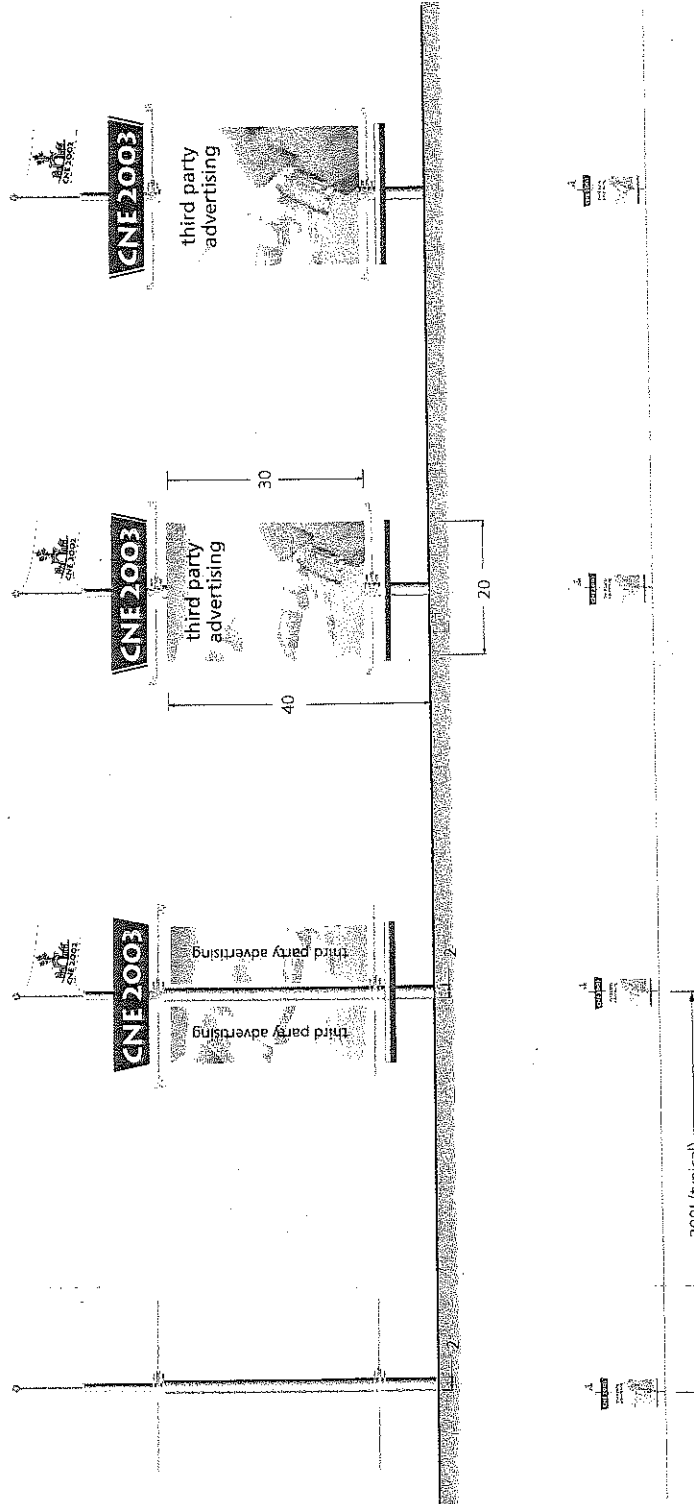
Media Screen
Kit of Parts

C.N.E. / Exhibition Place



Notes:

- Structural pole & light elements
- Temporary banners & related hardware (to be provided by others)
- Pole: 2' diameter, painted steel
- Lighting elements: to illuminate sign faces



APPENDIX 'A'

Business Opportunity (Gardiner)

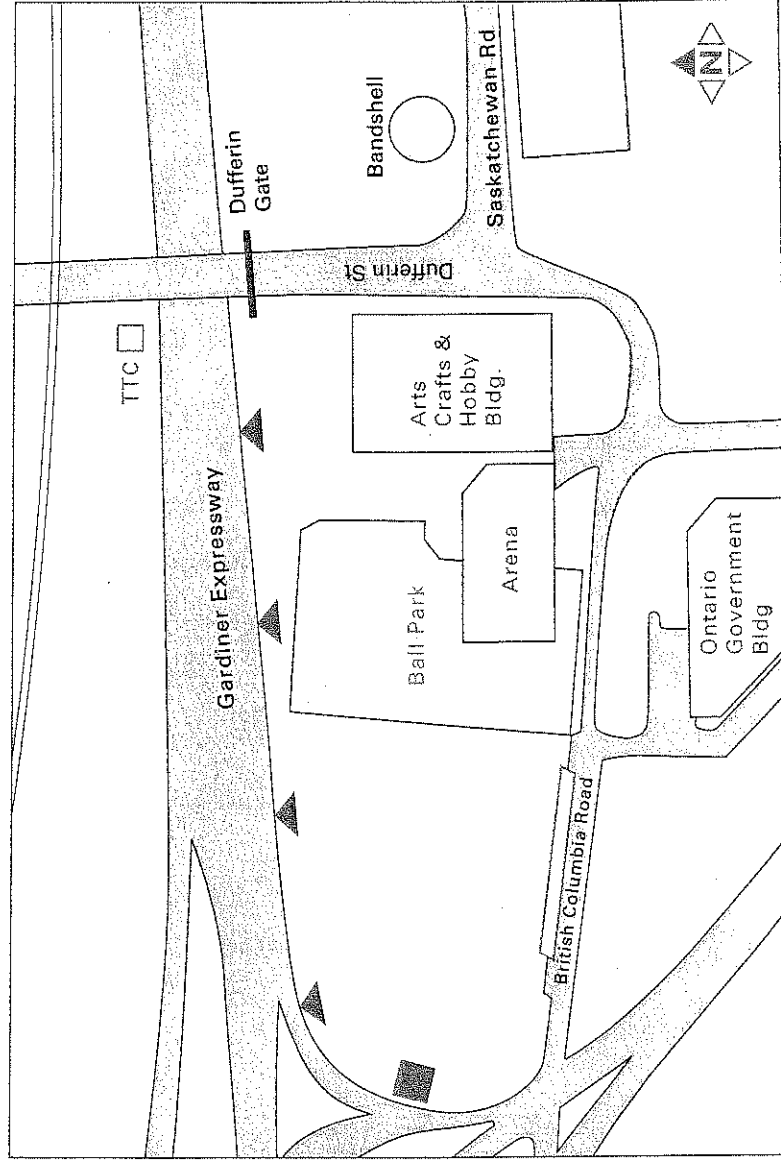
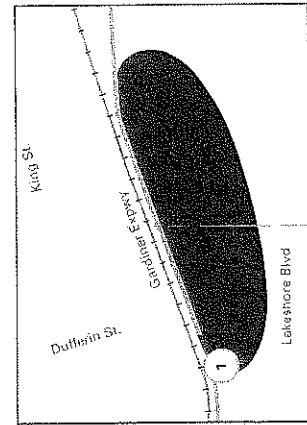
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Perimeter Sponsorship Opportunities

1 Gardiner Expressway Media Screen

Primary column
45' high x 20' wide

Triangular column
45' high x 20' wide

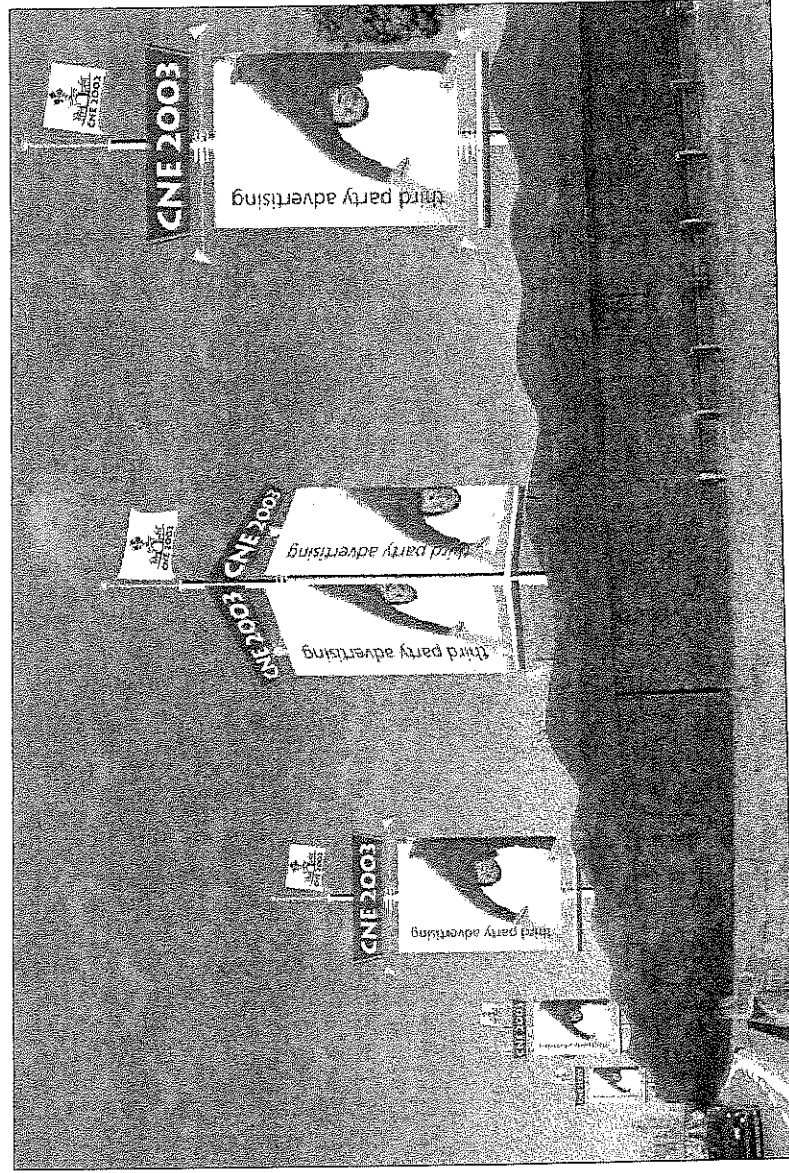
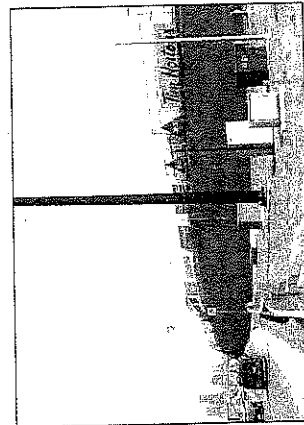


Business Opportunity (Gardiner)

MULLER Design GROUP

Perimeter Sponsorship Opportunities

- 1 Gardiner Expressway Eastbound Media Screen 5 tower option

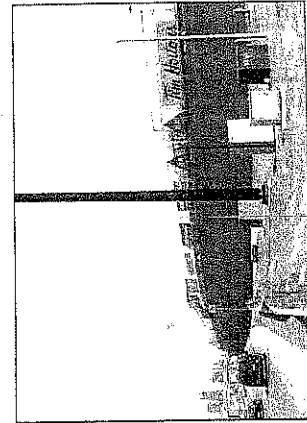
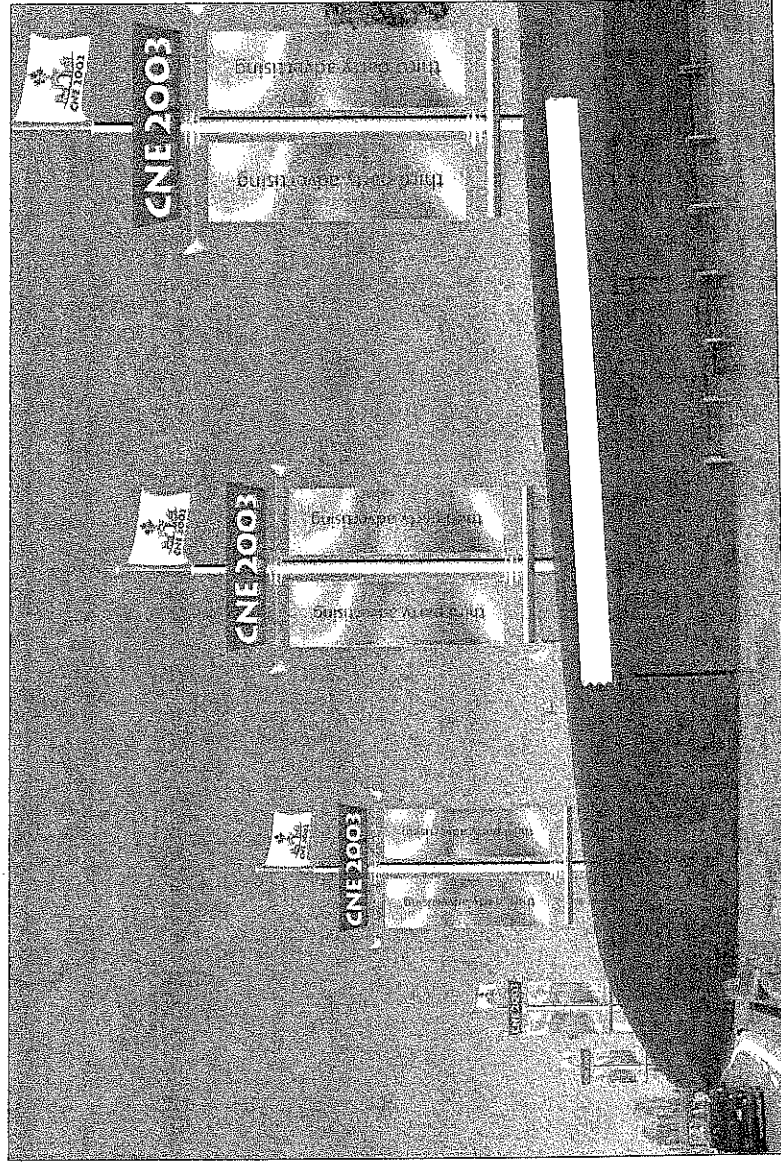


Business Opportunity (Gardiner)

MULLER Design GROUP

Perimeter Sponsorship Opportunities

- 1 Gardiner Expressway Eastbound Media Screen single banners



Business Opportunity (Gardiner)

MULLER Design GROUP

Perimeter Sponsorship Opportunities

- 1 Gardiner Expressway Eastbound Media Screen single wide banner

