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February 15, 2007

To: The Board of Governors of Exhibition Place

From: Dianne Young  
Chief Executive Officer

Subject: **Soccer Stadium - Exhibition Place Suite Policy**

Purpose:

This report is submitted for the consideration of the Board.

Financial Implications and Impact Statement:

The projected expenditure for implementation of the Soccer Stadium Suite Policy is approximately \$6,000.00 and is provided for in the 2007 Operating Budget. This policy is identical to the Ricoh Coliseum Suite Policy but modified to address the particular nature of the Soccer Stadium.

Recommendation:

**It is recommended that the Board approve the Soccer Stadium Suite Policy as provided in Appendix "A" to this report.**

Background:

At its special meeting of October 19, 2005, the Board approved of entering into a Letter of Intent (LOI) with Maple Leaf Sports & Entertainment Ltd. (MLSEL) and the Canadian Soccer Association (CSA) to recommend to City Council the funding and construction of a 20,000-seat soccer stadium at Exhibition Place.

At its meeting of October 26, 27, 28 and 31, 2005, City Council approved of Clause No. 36 of Report No. 9 of the Policy & Finance Committee which basically adopted the report and recommendations of the Board. One of the terms of that LOI was the provision of one suite for the Board's use.

Discussion:

The Lease Agreement negotiated in the Soccer Stadium provides for a corporate suite accommodating up to 12 persons (maximum 16). Standard furnishings in the suite include two-4 and 2 tiered seating outside; 8 wide stools (inside); couch; chair; table and television. Additional

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tickets over and above the 12 complimentary tickets must be purchased by the suite holder. The corporate suite reserved for the Board is Suite No. 21 which is located on the north west side of the building. The value of the suite negotiated in the agreement is approximately \$35,000.

Generally, the policy adopted by the Board with respect to the Ricoh Coliseum Suite reflects the principle that the suite and seats should serve a public purpose and accordingly, the policy established requires the tickets be used for the benefit of non-profit, charitable or community organizations in the City of Toronto.

The underlying principles proposed for the Soccer Stadium Suite Policy are as follows:

- The Soccer Stadium Suite should remain in the possession of Exhibition Place and used for public/corporate purposes
- Given the Board is a local board of the City and the funding of the suite is in the Operating Budget, the Stadium Suite should be used for public purposes similar to the Board's Ricoh Suite but given the business development purposes of the Board, the suite should also be used to meet the business and corporate objectives of the Board
- The policy governing the Stadium Suite be in keeping with the standard established by the Board for the Ricoh Suite
- Special recognition should be provided to the immediate Ward 14 and Ward 19 communities which may be significantly impacted by the Stadium events

With these principles in mind, the attached Stadium Suite Policy closely tracks the Ricoh Coliseum Suite Policy already approved by Board. It also provides a sharing of the Suite with City Council, should there be any available games, to be administered by the Corporate Secretary and funded through the City Clerk's Office. However, the policy also recognizes the business purposes of the Board and the use of the Suite for these purposes.

Conclusion:

This report recommends the adoption of a corporate policy for the administration of the Soccer Stadium Suite.

Contact:

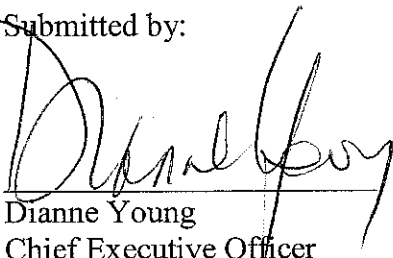
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Submitted by:



Dianne Young  
Chief Executive Officer

## Appendix "A"

## Soccer Stadium Suite Policy

- (1) The Suite and 12 tickets will be allocated to Members of the Board for 13 regular season games of the Toronto FC that are played at the Soccer Stadium on a "first come, first served" basis on dates chosen by Members of the Board.
- (2) The Suite and 12 tickets will be allocated for Board business/protocol events for up to four (4) regular season games of the Toronto FC. The determination of such games and the allocation of such tickets is determined by the Chair of the Board. The Chair will complete a "Ticket Use Record" for each date.
- (3) The Suite and 12 tickets will be allocated to the CNEA Board of Directors for all games played during the 18-day annual CNE. If no games are played during the CNE period then one (1) regular season game of the Toronto FC will be allocated to the CNE for business/protocol events. The determination of such game(s) and the allocation of such tickets is determined by the CNEA President. The CNEA President shall complete a "Ticket Use Record" for this date.
- (4) The Suite and 12 tickets for one (1) regular season game each will be allocated to the local City Councillor for Ward 14 and Ward 19 for use for their local community organizations as determined by the City Councillor. The City Councillor will complete a "Ticket Use Record" for each date.
- (5) Tickets allocated to Members of the Board for Toronto FC games are to be used for the benefit of non-profit, charitable or community organizations in the City of Toronto or for the business purposes of the Board. The member allocated the tickets determines the recipient organizations/guests.
- (6) The Member of the Board or a designate may attend at the Suite with the recipient organization/guests and the Member or organization may purchase additional game tickets over and above those provided by the Board. However, the maximum number in attendance in the Board's Suite shall not exceed 16 persons in total, excluding the Suite hostess. The purchase of additional tickets will be the responsibility of the hosting Member or recipient organization/guests.
- (7) Tickets may be used for fundraising purposes by the recipient organization. The organization shall inform the sponsoring Member of the Board of the purpose of the fundraising activity and obtain any required lottery licence prior to conducting the fundraising. This information is included on the "Ticket Use Record" submitted by the Member of Board allocated the tickets.
- (8) Members of Board must submit a "Ticket Use Record" and forward it to the Corporate Secretary within five days of game day.

- (9) Any tickets not required for business/protocol purposes or not used by a Member of the Board are to be returned to the Corporate Secretary who will allocate the same to non-profit, charitable or community organizations. The Corporate Secretary will complete a "Ticket Use Record".
- (10) The Corporate Secretary will maintain a complete record of all the Ticket Use Records required to be filed.
- (11) Additional tickets purchased by a Member of the Board/City Councillor/CNEA Board (the "User") are the responsibility of the User and may be paid personally by the User. All charges including amounts for food (except snacks provided by the Board as per the budget), alcoholic beverages or event programs are the personal responsibility of the User and are to be paid directly by the User or other attendees.
- (12) Where tickets are allocated to non-profit, charitable or community organizations solely for their use, the cost of any hospitality associated with the use of the Suite will be the recipient organization's direct responsibility.
- (13) A Suite Hostess is provided for all Toronto FC team home games.
- (14) Members of the Board are advised by e-mail in advance of all other events at Soccer Stadium where the Board's Suite can be utilized. Tickets for these events will be allocated to members on a "first come first served" email reply basis (maximum four tickets per Member, maximum 16 attendees in the Suite). All hospitality and ticket expenses associated with use of the Suite at such events will be the personal responsibility of the Members attending and may not be charged back to Board's Budget.