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EXHIBITION PLACE

May 30, 2007

To: The Board of Governors of Exhibition Place

From: Dianne Young
Chief Executive Officer

Subject: **Doors Open Toronto 2007 at Exhibition Place**

Purpose:

This report provides an overview of Exhibition Place's involvement in Doors Open Toronto held on May 26 and May 27, 2007, and in particular reviews the success of the Green Roof tours at the Horse Palace.

Financial Implications & Impact Statement:

There are no financial implications to this report.

Recommendation:

It is recommended that this report be received for information purposes.

Background:

The 8th annual Doors Open Toronto took place on Saturday, May 26 and Sunday, May 27. Across the city, approximately 150 buildings of historic, cultural or social significance participated in the event. In 2007, there was also a focus on new and retrofit green, sustainable buildings. The Horse Palace Green Roof was one of the buildings featured in the latter category.

Discussion:

As soon as Doors Open began at 10 am on Saturday, members of the public queued up for a tour of the meadow and photovoltaic panels on the roof of the Horse Palace. Tours ran each half hour throughout both days. Originally, Exhibition Place volunteers tried to limit the number of people on each tour to 10 so that all participants would be able to get close enough to hear the speaker, Mark Goss, General Manager of Operations for Exhibition Place. Due to demand, the groups grew larger and larger, with up to 20 people on each tour. By noon each day, volunteers were booking people for tours taking place one or two hours later in the day. By the end of the day, people had to be turned away, especially just before the last tour.

Mark Goss spoke from 10:00 am until 4 pm each day, virtually non-stop. His tours took about 15 minutes and then he answered questions for 15 minutes and just as he ended one tour, another started. Many members of the public said they came out specifically for the Green Roof tour. On Saturday, 159 people visited the Green Roof and on Sunday, 155 people took the tour.

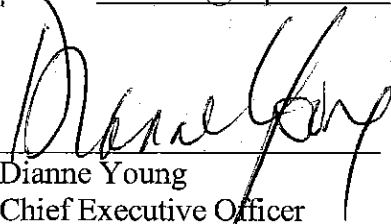
Within the Horse Palace, several other groups took part in Doors Open Toronto, including the Toronto Police Mounted Unit, City of Toronto Animal Services and the Exhibition Place Riding Academy. Elsewhere on the grounds, the BMO Field, Liberty Grand and Scadding Cabin participated, as well. Volunteers were also on hand from La Société d'histoire de Toronto to talk to the public about the history of Fort Rouillé (this French fort was originally located between the present-day Bandshell and Scadding Cabin). It is estimated that overall there were approximately 4,500 visitors to the grounds for this event. As in previous years the dedication of Exhibition Place staff volunteers under the leadership of Linda Cobon, makes this event a resounding success.

Conclusion:

This report provides an overview of Exhibition Place's involvement in Doors Open Toronto, especially the success of the Green Roof tours at the Horse Palace.

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