



May 18, 2007

To: The Board of Governors of Exhibition Place

From: Dianne Young
Chief Executive Officer

Subject: **2007 Not-for-Profit Booking Guidelines**

Purpose:

This report recommends the terms and conditions of the Not-for-Profit Booking Guidelines for Exhibition Place.

Financial Implications & Impact Statement:

The approval of this report will result in a formalized booking guideline for Not-for-Profit business utilization of buildings or grounds for events. There are no financial implications to this report.

Recommendation:

It is recommended that the Board approve the Not-for-Profit Booking Guidelines Program outlined in this report and apply it to new business. While this policy is applicable to new Exhibition Place events, for existing events the Sales & Marketing group subject to the approval of the Chief Executive Officer will work to blend rentals and services charges on existing events to move them towards this policy, but will negotiate with other tenants outside of this policy.

Background:

At its meeting of March 2, 2007 the Board requested a report with respect to the current protocol being followed for the not-for-profit groups who use the facilities/grounds at Exhibition Place.

Comments:

Over the last year, it has become evident that it would be useful if the Board formally adopted a structured Not-for-Profit Booking Guideline for Exhibition Place. The definitions outlined below set out the different categories of events that fall under this policy and the chart attached as Appendix "A" sets out the proposed rental structure for each of the category/definitions.

Not-for-Profit includes a club, society or association organized and operated solely for the purpose of social welfare, civic improvement, education, pleasure or recreation, or for any other purpose except for profit. No part of the income and or proceeds of which is payable to, or is otherwise available for

personal benefit directly or indirectly of any proprietor, member or shareholder. Not for Profit (NFP) organizations must be the Licensee (i.e. 3rd party meeting planner or individual organizing an event on behalf of the NFP is not applicable), and NFP categories need to be mutually exclusive.

Not-for-Profit Festival is an event, normally staged by a local community, which centres on some unique aspect of that community. The function of a festival is to meet specific social, cultural and educational needs, as well as provide entertainment. These times of celebration offer a sense of belonging for religious, social or geographical groups.

Not-for-Profit Community Use means use by a community made up of a set of people with some shared element – in particular a group of people who live in the same area. The substance of shared element varies widely, from a situation to interest to lives and values. For example a group of people having an ethnic or cultural or religious characteristics in common or a group of students from a local school (i.e. school band recital or school graduation ceremony).

Not-for-Profit Registered Charity is a registered charity is an organization established and operated for charitable purposes and must devote a significant amount of its resources to charitable activities. The charity must be resident in Canada and cannot use its income to benefit its members. For Income Tax purposes, the charity must have a valid registration number issued by the Canada Customs and Revenue Agency and can issue official income tax receipts for donations.

Community Grant: Exhibition Place has set aside an annual grant fund of \$7,000.00 per year. Applicants may request community grant approval to a maximum of \$1,000.00/year to be applied against their rentals and services. Qualification includes a written endorsement from a Toronto City Councillor outlining the purpose of the Applicant's event and the reason for the request of financial aid through the Exhibition Place Community Grant Program. The events that have benefitted from the community grant program are: Streetbuds Ball Hockey Tournament, Toronto Education Opportunity Fund and Bike Week (SMART Program).

City of Toronto Events: means events booked by the City of Toronto, its agencies, boards and commissions.

Long-standing Existing Consumer Attraction Events such as Screemers and Wizard World events fall outside of these Not-for-Profit guidelines but will be categorized under the Board approved price structure for consumer event building rentals subject to any changes to this policy which will be reported to the Board.

Major Festival Celebrations: Both the CHIN International Picnic and Toronto Caribbean Carnival will be exempt from these guidelines wherein an annual report will be submitted to the Board for consideration based on historical licence agreements.

Conclusion:

This report recommends that the Board approve the Not-for-Profit Booking Guidelines outlined in this report.

Contact:

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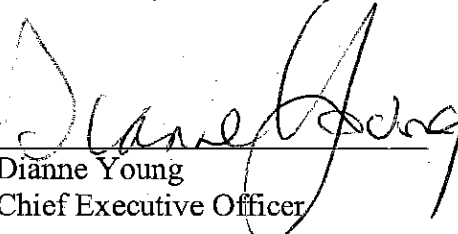
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Submitted by:



Dianne Young
Chief Executive Officer

APPENDIX A

Elements	Not-for-Profit			Existing EP Charitable, Community & Festival Events
	Festival	Community Use	Charitable	
Primary use of grounds and parking lots will be charged at \$.02/sf gross for all event days subject to annual Board increase	X	X	X	X
Venue rental fee discount applied to venue rental Direct Energy Centre – Meeting Rooms Direct Energy Centre – Exhibit Halls QE Exhibit Hall, QE Theatre, Better Living Centre & Fountain Dining Room	See Festival Venue Rental Chart – Page 2	10%	15%	N/A waived rack rate daily utility rate
Pro rata rates apply to QE Exhibit Hall, QE Theatre and Better Living Centre	In conjunction with grounds use	X	X	X
Venue rental fee payments are due	25% upon execution 25% 90 days prior 50% 45 days out	25% upon execution 25% 180 days prior 25% 90 days prior 25% 45 days out		100% 30 days prior but will move to 25% upon execution 25% 90 days prior 50% 45 days out
Free move in/out to a maximum number of day(s)	3	1	1	2-3 days but will move to 1
Provide registered charity number	N/A	N/A	X	N/A X
Food concession fee plus annual CPI escalation	\$850/vendor flat rate	N/A	N/A	Variety (21% & Flat Rate)
Parking facilities Exhibition Place have sole/exclusive rights to the operation and revenues from surface and underground parking	X	X	X	X
Rentals & services fees will be charged at discount applied to Board owned equipment	T&M+12% N/A	rack rate 10%	rack rate 15%	T&M+12% N/A
Rentals & services fee payments are due	10 days prior to event	10 days prior to event	10 days prior to event	10 days prior to event

LEGEND: X – Applicable, N/A – Not Applicable, T&M – Time & Materials, EP – Exhibition Place, DEC – Direct Energy Centre, QE – Queen Elizabeth

APPENDIX A

Festival Venue Rental Chart

Number of Event Day(s) for the Festival	Venue Event Day Rent Payable		
	Year 1	Year 2	Year 3
1	0 (No charge)	1/2	1
2-4	1	2	2
5-7	2	3	3

