



Exhibition Place

Item No. 13

November 9, 2012

ACTION REQUIRED

To: Board of Governors of Exhibition Place

From: Dianne Young
Chief Executive Officer

Subject: **2013 Mobile Vending Program**

Summary:

This report recommends the Mobile Vending License Fees at Exhibition Place grounds for the period of January 1 – December 31, 2013.

Scotiabank Toronto Caribbean Carnival, Honda Indy, and the CHIN Picnic are excluded from this program and are dealt with separately as is currently the case.

Recommendation:

It is recommended that the Board approve the rates for the 2013 Mobile Vending Program, as outlined in this report.

Financial Impact:

Overall, the Mobile Vending Program could earn the Board approximately \$10,770.85, which is consistent with the 2013 Operating Budget.

Decision History:

The Exhibition Place 2009-2012 Strategic Plan had a Financial Goal to *Effectively monitor costs and revenues* and as a Strategy to support this Goal *we will review and revise financial and organizational systems to strengthen controls and processes.*

At its meeting of January 27, 2012, the Board approved the terms and conditions for the 2012 vendor's licenses and permits which included an increase of 2% for Hot Dog Carts, Popcorn and a 25% increase in the Ice Cream Vendors. These licenses and permits expire on December 31, 2012.

Issue Background:

Prior to 2007, staff recommended no increase in the licensing fees for the mobile vendors because since 2001 the vendors have been significantly impacted by many events including the cancellation of the Benson & Hedges Symphony of Fire, which attracted an audience of over 500,000 and the decreased attendance at Ontario Place. Subsequent to the Board's approval of the 2012 rate, Ontario Place announced their closure. The current reduced activity at Ontario Place has resulted in the elimination of the West Ontario Place Bridge hot dog location and as a result

had a negative impact on our revenue amounts. However, with the increase in the building occupancy at Ricoh Coliseum and BMO Field, there has been some increased activity on the grounds and as a result we are currently in the process of developing other vending programs to harness this activity and ultimately increase our revenue base for 2013.

The Board previously approved to increase rates by 2% for the popcorn vendors and event day hot dog cart permits from 2011 rates and the three ice cream truck locations were increased by 25% (\$159.80) due to increased traffic (value) for those locations.

Staff are estimating that licenses will result in revenues of \$10,770.85. Listed below are the proposed rates for 2013:

Number & Type License	Operating Period – 2013 (Excluding the Honda Indy, Scotiabank Toronto Caribbean Carnival and the CNE periods)	2013 License Fee per location (rates increased 2% from 2012 unless otherwise noted and excluding HST)	Total (excluding HST)
(4) mobile popcorn/peanut carts operator permits at seven licensed locations	January 1 to December 31	\$705.34 (2%)	\$2,821.36
(3) ice cream truck permits at three licensed locations	May 1 to September 30	\$814.98 (2%)	\$2,444.94
(1) hot dog cart operator permit to Service the east bridge to Ontario Place	May 1 to September 30	\$2,731.05 (2%)	\$2,731.05
(10) additional hot dog cart operator permits for special events (which are in addition to the permits noted above)	Per event day	\$277.35/cart per event day (2%)	\$2,773.50
TOTAL REVENUE (Excluding HST)			\$10,770.85

The vendors have been contacted by staff to review these rates with them.

Contacts:

Arlene Campbell, General Manager/Sales and Events Management

Tel: 416-263-3030

Fax: 416-263-3019

Email: ACampbell@explace.on.ca

Jeff Gay, Director of Event Management Services

Tel: 416-263-3060

Fax: 416-263-3107

Email: jgay@explace.on.ca

Submitted by:

Dianne Young
Chief Executive Officer