



Exhibition Place

COMMUNITY LIAISON CONSULTATION MEETING

Kelvin Seow
Exhibition Place
November 15, 2023



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LAND ACKNOWLEDGEMENT



KELVIN SEOW
CHIEF PEOPLE AND STRATEGY OFFICER

01

LAND ACKNOWLEDGEMENT FOR TORONTO

We acknowledge the land we are meeting on is the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples and is now home to many diverse First Nations, Inuit and Métis peoples. We also acknowledge that Toronto is covered by Treaty 13 with the Mississaugas of the Credit.

AFRICAN ANCESTRAL ACKNOWLEDGEMENT

The City of Toronto acknowledges all Treaty peoples – including those who came here as settlers – as migrants either in this generation or in generations past – and those of us who came here involuntarily, particularly those brought to these lands as a result of the Trans-Atlantic Trade and Slavery. We pay tribute to those ancestors of African origin and descent.

02

WELCOME AND INTRODUCTIONS



KELVIN SEOW
CHIEF PEOPLE AND STRATEGY OFFICER

02

BOARD OF GOVERNORS – MEETING CO-HOSTS



Sharleen Ahmed

Member



Peter Leon

Vice Chair



Deputy Mayor Ausma Malik

Chair

Kelvin Seow – Chief People and Strategy Officer

Judy Mahoney – Director, Sales & Marketing

Prashant Bhalja – Director, Capital Works

Catherine de Nobriga – Tenant and Community Relations Coordinator

LongFei Chen – IT Systems

Debbie Sanderson – Executive Assistant to the Chief Executive Officer

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STRATEGIC PLAN 2023 UPDATE



KELVIN SEOW
CHIEF PEOPLE AND STRATEGY OFFICER

STRATEGIC PLAN GOALS, VISION, AND VALUES

Vision

Canada's premier destination for conventions, exhibitions, events, and entertainment.

Values

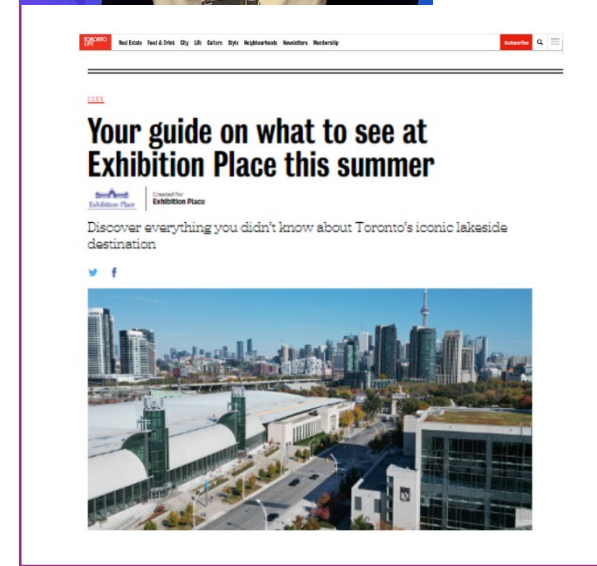
- Inclusivity
- Accountably
- Innovation
- Collaboration
- Integrity

Strategic Plan Goals



GOAL - ENHANCE BRAND IDENTITY AND PROMOTION

- One of the first venues to implement virtual reality (VR) technology to host virtual tours of the Beanfield Centre to aid the sales process
 - Event planners can view different floor plans and room layouts to support event organizers
 - Resulted in 78k impressions and 10 potential clients
- Launched the #MyExPlace Campaign to enhance brand awareness and highlight Exhibition Place as a destination
 - Partnered with influencers, Destination Toronto, Tenants, BIAs, and other local city agencies to promote our brand
 - Through paid and earned media we saw a 26% increase in social media followers



GOAL - INVEST IN OUR PEOPLE AND CULTURE

- Delivered training for staff to enhance their understanding of Diversity, Equity, and Inclusion
 - Partnered with the 519 to provide training on Authentic 2SLGBTQ+ Allyship with 65 staff attending
 - Mental health training on positive leadership and resiliency with 60 staff attending each session
 - Human Rights, Anti-Harassment and Discrimination training for all staff



GOAL - ENSURE COMPETITIVELY PRICED SERVICES AND SUSTAINABLE OPERATIONS

- Installed 2 more urban beehives at the Enercare Centre
- Cooling Tower replacement reduction of utility costs between 5-10%

Sustainable Tourism2030



netzerocarbonevents.org
NET ZERO CARBON EVENTS
SIGNATORY OF THE PLEDGE

GOAL - ENSURE COMPETITIVELY PRICED SERVICES AND SUSTAINABLE OPERATIONS

- Committed to improving our sustainability performance by signing the Sustainable Tourism 2030 pledge
 - ❑ Energy dashboard software installed in Beanfield to track building performance in regard to energy and sustainability
 - ❑ Installed new software to run our chillers more efficiently
 - ❑ Rainwater harvesting and lake water irrigation
 - ❑ Beanfield Centre is powered with 100% Green Power
 - ❑ 1,200 trees planted to reduce the urban heat island effect
 - ❑ Generate 765,000 kWh of solar power annually
 - ❑ Cool/Green roofs saves 45,000 kWh annually
 - ❑ Wind Turbine generates 794,000 kWh of power annually

Sustainable
Tourism2030



GOAL - SOLIDIFY POSITION AS A LEADING CONVENTION AND EVENT SPACE

- Conducting a study to pedestrianize Exhibition Place
 - ❑ Partnering with the City and retained the engineering and professional services firm WSP to conduct a Transportation and Pedestrian study
 - ❑ The study will enhance connectivity within Exhibition Place and to the surrounding neighbourhoods
 - ❑ Creates connections to the future Ontario Line and GO Station to the North, and the revitalized Ontario Place to the South
 - ❑ Met with our tenants, the CNE, and the Royal Agricultural Winter Fair to determine their operational needs
 - ❑ Held a community consultation meeting to gather feedback on the development of pedestrian pathways throughout the grounds
 - ❑ The final report will be sent to the Board for approval early next year

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MEETING AND EVENT UPDATE



JUDY MAHONEY
DIRECTOR, SALES & MARKETING

WRAPPING UP 2023 AND LOOKING FORWARD TO 2024!

Enercare Highlights

- **The Royal Agricultural Winter Fair:** Wrapping up their 101st Fair, a resounding success!
- **Closing with the OOAK Winter Show:** An exciting event from November 23rd to December 3rd.
- **Kicking off January 2024 with:** The prestigious Toronto International Boat Show, followed by the highly anticipated Motorcycle Show, the National Home Show, CannExpo, the One of a Kind Spring Show, and Restaurants Canada.

Beanfield Centre Highlights

- We will continue to operate with many corporate and association meetings, exams, and gala's.

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CAPITAL WORKS UPDATE



PRASHANT BHALJA
DIRECTOR, CAPITAL WORKS

CAPITAL WORKS PROGRAM MAJOR PROJECTS (2023 – 2024)

Complete / In-Progress Projects

- ❑ Roof Replacements - In Progress
 - ❑ Industry Building including Green Roof (10,000 sq. ft.)
 - ❑ Food Building
- ❑ Cooling Tower Replacement - Enecare Centre - In Progress
- ❑ Centennial Square - Indigenous Art Feature Wall - In Progress
- ❑ LED Lighting Upgrades - Industry Building, Better Living Centre - In Progress
- ❑ Electrical Infrastructure Upgrades - In Progress
 - ❑ Relocation of Dufferin Sub-Station to Tri-Service Sub-Station
 - ❑ High Voltage Electrical Equipment Upgrades at the World Sub-Station
- ❑ LED Lighting Upgrades within Maintenance Shop - Complete





MAJOR PROJECTS (2023 – 2024)

Upcoming Projects (2024)

- Consolidation of IT Data Rooms at ECC
- Replacement of Perimeter Fence along Lake Shore
- Climate Action Projects (GHG Reductions)
 - LED Lighting – Food Building, Horse Palace, and General Services
 - Replacement of Curtain Wall glazing at South East Façade of the ECC
 - Installation of Variable Frequency Drives (VFD) for HVAC Fan Motors at the ECC
 - Estimated Green House Gas (GHG) Reductions: 80,447 kg of CO₂
- Emergency Generators Upgrade at Various Buildings
- HVAC Upgrades at the Beanfield Centre (in Phases)
- Underground Electrical Infrastructure Upgrades (High Voltage Cable Replacement)



Electrical Duct Bank



Replacement of Electrical Infrastructure

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COMMUNITY ACTIVATION UPDATE



KELVIN SEOW – CHIEF PEOPLE AND STRATEGY OFFICER
**CATHERINE DE NOBRIGA – TENANT AND COMMUNITY
RELATIONS COORDINATOR**

COMMUNITY ACTIVATION

- ❑ 2023 was the Pilot year for Community Activation
- ❑ The Exhibition Place Marketing Team played a supportive role in promoting our events and securing sign ups
- ❑ Promotional tactics including outreach to local community groups, Social media ads targeting local neighborhoods, event listings, earned media, influencer marketing, and out of home ads

Yoga in the Park

- ❑ The 2nd year of the series
- ❑ Hosted Tuesday's in Bandshell Park From May to July 18th
- ❑ In partnership with Hotel X and 10XTO
- ❑ Saw an increase of sign ups from previous year by approximately 50%
- ❑ Approximately 20-25 people per class



Beekeeping Workshops

- ❑ Four workshops hosted in July
- ❑ Led by Toronto Bee Rescue
- ❑ Interactive beekeeping experience with the hives on the Enercare roof
- ❑ Hands on experience uncapping frames, spinning frames, filtering honey and bottling
- ❑ Event was in high demand - sold out
- ❑ 40 people per session
- ❑ \$10.00 sign up and all money donated to CAMH



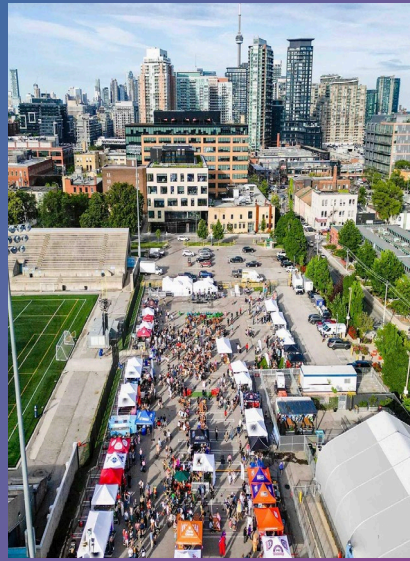
Music in the Park

- ❑ In Partnership with The City of Toronto Music Office and City Hall Live
- ❑ Hosted every Wednesday in July in the Bandstand @ Centennial Square
- ❑ Local Artists from the Toronto Community
- ❑ Steady increase in attendance each week approximately 100-150 people per night



Give Me Liberty

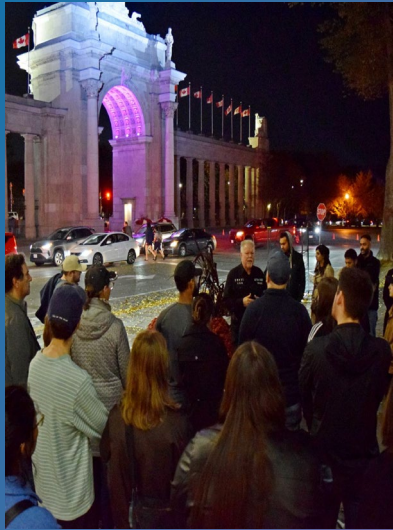
- ❑ June 22, 2023
- ❑ “Give Me Liberty” is the Liberty Village BIA’s 17th Annual Street Party that celebrates all things Liberty Village
- ❑ Exhibition Place was a Gold Sponsor of the event
- ❑ Great opportunity to engage with community members and increase our social media and community newsletter following
- ❑ Approximately 3,000 community members attended





Community Day

- ❑ First Exhibition Place Community Day hosted in September
- ❑ Approximately 220-250 in attendance
- ❑ Exhibition Place was able to give back to the community with a fun morning of music, games, and treats



Ghost Walks

- ❑ Exhibition Place has hosted the Ghost Walks since 2006
- ❑ Every Friday in October
- ❑ Led by Steve Collie
- ❑ Proceeds donated to the Exhibition Place United Way Campaign
- ❑ Out of 300 available spots, 289 were filled

COMMUNITY FOCUS GROUPS

- ❑ First two Community Focus groups held in March and April
- ❑ Invited Community members to join the Exhibition Place team in brainstorming working groups to get feedback on what they would like to see at Exhibition Place with a focus on site animation
- ❑ Next focus group to be scheduled for November 28, 2023 at 6:30 pm
- ❑ Next focus group to review in more detail our 2023 pilot activations and the community partnership policy
- ❑ Plan 2024 Activation
- ❑ Please email Catherine de Nobriga, cdenobriga@explace.on.ca for more information to attend

COMMUNITY PARTNERSHIP POLICY

- ❑ The Community Partnership Policy was approved on a trial basis by the Board at their September 15, 2023 meeting
- ❑ Policy tool that will support our work with the community in a partnership framework
- ❑ Exhibition Place Staff and the Community Focus Groups will work together to identify potential community partners
- ❑ Community Partners are responsible for planning, programming, and leading the event
- ❑ To support prospective community partners, an application form has been created
- ❑ At the end of the year, Exhibition Place Staff will evaluate the program and provide an update to the Board in early 2025
- ❑ Link to the [Community Partnership Policy](#)

07

QUESTIONS



KELVIN SEOW
CHIEF PEOPLE AND STRATEGY OFFICER



Exhibition Place

Canada's Premier Destination for Conventions,
Exhibitions, Events, and Entertainment