



## Welcome and Introductions

Kelvin Seow, Chief People and Strategy Officer, welcomed the participants to the Community Liaison Consultation Meeting, and opened the meeting with the Land Acknowledgement. Kelvin provided a few opening statements and introductions.

- Exhibition Place is committed to supporting both our events and surrounding community through engagement and consultation. We are a commercial entity which supports all of our events, tenants, and programs. We will initiate new community activations and at the same time will make sure we do not compromise the operations of Exhibition Place.
- We continue to search out and understand the expectations of the surrounding community, and continue to work on and build our Community Engagement Partnership and Process.
- Introduced Board of Governors Co-Hosts – Peter Leon, and unfortunately both Sharleen Ahmed and Deputy Mayor Ausma Malik had prior commitments are not able to attend.
- Introduced Exhibition Place Staff – Kelvin Seow, Judy Mahoney, Prashant Bhalja, LongFei Chen, Catherine de Nobriga, Debbie Sanderson

The program for this evening will include an update on: 2023 strategic plan initiatives, meetings & events update, a capital works projects update across the grounds, community activation program update, and an opportunity to open for questions.

## Update on the Strategic Plan Initiatives for 2023 – Kelvin Seow

- In 2022 the Board of Governors approved our Strategic Plan, 2022-2026, which provided the vision, mission, values, and goals in the 5 year plan. In 2023 we have approximately 50 items we are working on that we are hopeful to achieve. The highlights for 2023 are noted:
  - 1. Enhance our Brand Identity and Promotion**
    - implemented virtual reality (VR) technology to host virtual tours of the Beanfield Centre to add in the sales process. Event planners are able to view the floor plans and room layouts to support event organizers. Thus far this initiative resulted in 78K impressions and 10 potential clients.
    - Launched #MYEXPLACE Campaign to enhance brand awareness and highlight Exhibition Place as a destination. We partnered with Destination Toronto, Tenants, Influencers, BIAs, and other local city agencies to promote our brand. Through this initiative we saw an 26% increase in our social media followers.
  - 2. Invest in our People and Culture**
    - At a Board Meeting in 2020 a Member inquired about Diversity, Equity and Inclusion (DEI) at Exhibition Place. This led to the development and evolution of the DEI Committee and an ongoing list of initiatives to enhance the understanding of DEI.
    - In June 2023 we partnered with the 519 to provide training on Authentic 2SLGBTQ+ Allyship – 65 staff attended.
    - In September and October we held 2 virtual training sessions; Positive Leadership and Resiliency – 60 staff attended.
    - Human Rights Anti-Harassment and Discrimination training for all staff



### **3. Ensure Competitively priced services and Sustainable Operations**

- Installed 2 more urban beehives at the Enercare Centre
- Replacement of Cooling Towers which will reduce utility costs between 5-10%
- Signed the Sustainable Tourism 2030 pledge
- Installed new software to track building performance in Beanfield Centre
- Installed new software to run the chillers more efficiently
- Planted 1,200 trees across the grounds to reduce the urban heat island effect
- Beanfield Centre is powered with 100% Green Power
- 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

### **4. Soliday Position as a Leading Convention and Event Space**

- Conducting a study to pedestrianize Exhibition Place, partnering with the City of Toronto, and retained the engineering and professional services firm with WSP to conduct a Transportation and Pedestrian Study. This study will enhance connectivity within Exhibition Place and the surrounding neighbourhoods, and creates connections to the future Ontario Line and GO Station to the North, and the revitalized Ontario Place to the south.
- Exhibition Place met with the tenants, Canadian National Exhibition, and the Royal Agricultural Winter Fair to determine their operational needs.
- Exhibition Place held a community consultation meeting to gather feedback on the development of pedestrian pathways throughout the grounds.
- The report will be sent to the Board of Governors for approval early in 2024.

### **Meetings and Events Update – Judy Mahoney**

#### **Enercare Centre Highlights**

- The Royal Agricultural Winter Fair is wrapping up their 101<sup>st</sup> Fair which was a resounding success!
- We are closing out the year with the OOAK Winter Show, an exciting event from November 23<sup>rd</sup> to December 3<sup>rd</sup>.
- Kicking off January 2024 with: The prestigious Toronto International Boat Show, 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 galas.

For more information about the events, please visit <https://www.explace.on.ca/event/>.



### **Capital Works Project Update – Prashant Bhalja**

Provided a summary of the 2023-2024 Current Capital Projects and Upcoming Capital projects and their status.

#### **Current Capital Projects**

- Roof Replacements - In Progress
  - Industry Building including Green Roof (10,000 sq. ft.)
  - Food Building
- Cooling Tower Replacement - Enercare 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

#### **Upcoming Capital Projects**

- 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)

### **Community Activation Update – Kelvin Seow**

2023 was the pilot year for Community Activations. Trying to bring back previous events and looking to incorporate new events.

- Yoga in the park – 2<sup>nd</sup> year, hosted in BP May-July, partnership 10XTO and Hotel X – 50% increase 20-25, Pay what you can and the money collected was donated to CAMH
- Beekeeping workshops – 40 people/session 2 sessions money collected and donated to CAMH
- Music in the Park – steel drum, indy rock, jazz – saw about 100-150 people participating
- Give Me Liberty – EP gold sponsor, 3000 people attending, networking opportunity, and got great feedback
- Community Day in September – 220-250 in attendance, give back to the community
- Ghost Walks – organized by Records & Archives, proceeds to the Exhibition Place United Way Campaign, 300 spots 289 were filled
- Community Focus Groups – first 2 meetings held in March and April, and the next meeting is scheduled for Nov 28



- Community Partnership Policy – Don Boyle has put this forward as a priority. We created Community Focus Group and authorized staff to have a conversation about issues at Exhibition Place. We put a model in place to engage community and get feedback. This will be done on a trial basis and we will report back to the Board in 2025.
- For more information on any of the community activations you can visit our website, social media accounts, or Catherine de Nobriga ([cdenobriga@explace.on.ca](mailto:cdenobriga@explace.on.ca)), Tenant and Community Relations Coordinator.

Co-Host, Peter Leon – wanted to extend thanks to the Exhibition Place staff who have worked a full day and are here to provide information to the community. Peter would also like to recognize Kelvin who works closely with the community keeping them aware of activations and looking for feedback.

### **Questions**

1. Community: Who is responsible for planning events with the Community Partnerships Policy, and how are we partnering with the community?

Exhibition Place: We will work with groups to provide the space and tables if required, and will look for community and volunteer to run the program. Looking to emulate the Parks Forestry and Recreation program where they have community groups run the programs – Parent and Tots Program. We believe this is a cooperative way to run the activation.

2. Community: What is the timeline to implement the program the music and arts festivals, and what other festivals can be included? Are there other possibilities and should we ask questions now, or communicate with our Communities and bring the suggestions forward at the November meeting.

Exhibition Place: The activations to continue in 2024 will be music in the park, community day, and nuit blanche, and at the same time we are looking for options for the community to participate in activations. Bring all of your suggestions forward to the November Focus Group Meeting and we will discuss all options brought forward.

At the conclusion, Kelvin thanked all guests for participating in the Community Liaison Consultation Meeting, and reminded the attendees to keep the community apprised of any future Community Focus Group meetings being scheduled.