

## Exhibition Place

Policy Name	Policy Type
<b>Community Partnership Policy</b>	<b>Corporate</b>
Original Date	Revision Date
<b>September 15, 2023</b>	<b>February 4, 2025</b>

## Policy Statement

---

This policy establishes conditions, eligibility, and procedures for administering local community-led partnerships and any support Exhibition Place provides for local community activation.

## Application

This policy applies to all staff of Exhibition Place and Community Activation Partners.

## Equity Impact Statement

Community engagement plays a critical role in supporting ongoing site animation. This policy aligns with the goals of Community Focus Groups, ensuring active outreach to diverse communities. By providing in-kind services, Exhibition Place aims to reduce barriers prospective partners may face when programming events. The inclusion of a “pay what you can” option for fee-based events enhances equity by accommodating participants with varying financial means.

## Definitions

### Applicant

An organization that submits a written application seeking support from Exhibition Place to host a community event. Community groups or private organizations may apply if their proposed event is open for broad local community participation.

### Local Community Group

A community-based volunteer organization within the following wards (Spadina-Fort York, Parkdale-High Park, Davenport, or Toronto Centre) that may be part of a not-for-profit, incorporated group/organization, a registered charity, an established community association, or a local Business Improvement Association.

### Partnership

An agreement between Exhibition Place and the successful applicant (Community Partners), where Exhibition Place may provide in-kind support to run a community event.

### Activation Partnerships

The collaborative action between Exhibition Place and the successful applicant to enhance site activation.

## Conditions

### 1. Scope

- This policy applies only to local community activation partnerships. This includes events hosted on Exhibition Place grounds that support local community engagement and site activation.

- Applications for partnerships will be evaluated on a case-by-case basis.
- Any support Exhibition Place provides will apply against the cost of in-kind services. Additional costs, such as administrative time provided by community volunteers, are not within the scope of the policy.
- Excludes convention centre/exhibition space.

## **2. Exhibition Place is responsible for:**

- The approval for all proposals. Exhibition Place reserves the right to refuse any proposal, including, but not limited to, those submitted by applicants whose activities mirror activities already offered on the grounds or are perceived to be incompatible with this policy and the goals, values, or mission of Exhibition Place.
- Communicating clear instructions to Community Partners regarding their responsibilities, including maintenance standards, staffing requirements, and relevant policies.
- Establishing evaluation criteria to ensure activities align with Exhibition Place's policies, strategic plan, values, and business operations.

## **3. Community Partners are responsible for:**

- Submitting an application for the event proposal that includes an overview of the event, dates, booking requirements, costs, and other resources from Exhibition Place.
- Compliance with all guidelines and procedures outlined in Exhibition Place's Event Guide and submit all required documentation (for example, emergency preparedness plan, insurance, and loading plans).
- Planning, programming, and leading the event, including, but not limited to, providing necessary supplies and equipment, coordinating event logistics, travel, staffing, storage, and set-up/tear down.
- Completion of the post-event survey provided by Exhibition Place.
- Abide by all relevant City by-laws, Exhibition Place policies, collective agreements, and legislation affecting the Board.

## **4. Eligibility and Restrictions**

- Partnerships are not developed in perpetuity. A one-time partnership does not indicate an ongoing relationship with Exhibition Place. Local community partners can apply for more than one activation.
- Community Partners may not financially profit from the event, and any fees are only intended to offset costs to provide the event.
- If a fee is charged to cover costs, there must be a "pay what you can" option.

## **Implementation**

1. Issues regarding the interpretation or application of this policy are to be referred to the Chief Executive Officer or designate.

2. Applications will be sent to the Tenant and Community Relations Coordinator for review and to the Chief People and Strategy Officer for approval.
3. If an application is approved, in-kind support will be negotiated between Exhibition Place and the Community Partner. Exhibition Place may provide:
  - In-kind support (e.g., labour for set-up and take-down).
  - Additional services in-kind may include event space, social media promotion, marketing support, and event coordination assistance.
4. Exhibition Place staff will approve applications and ensure compliance with this policy. Applications will be evaluated on the following criteria:
  - The proposal aligns with Exhibition Place's policies, strategic plan, values, and business operations.
  - The proposal demonstrates the potential for broad community participation.
  - The proposal demonstrates that the applicant has the necessary resources to implement the event.
  - The applicant will not financially benefit from the partnership.
5. All approved partnerships will be in the form of a Partnership Agreement contract and may include the following provisions:
  - Terms of the Agreement.
  - Criteria Evaluation Form.
  - The value of in-kind contributions by Exhibition Place to the applicant.
  - Release, indemnification, and early termination clauses as appropriate.
  - Proof of Insurance.
  - A statement acknowledging that the agreement may be subject to provisions of the *Municipal Freedom of Information and Protection of Privacy Act*.
  - A statement that all parties are aware of, agree to, and comply with the provisions of this policy.
  - Copies of all Partnership Agreement contracts are to be retained for audit purposes in accordance with the standard retention policy.

## Application Checklist

Applicant Information	✓ / ✕	Notes
The applicant indicates the organization's name, event lead, and contact information.		
If applicable, provide records of past events and/or community engagement activations.		
Demonstrates how the event is compatible with Exhibition Place's Strategic Plan, values, and operations.		
Event Details	✓ / ✕	Notes
An event overview contains:		
• Date		
• Event Summary		
• Location		
• Program/Agenda		
• Event Logistics Plan		
• Budget		
• Audience/expected attendance		
The event is open for broad community participation.		
The event has a fee to attend (amount in the comments).		
Proof of any necessary documents (for example, insurance, permits, or licences).		
A request for in-kind support provided by Exhibition Place is clearly defined:		
• Event Space		
• Labour		
• Marketing or Social Media Support		
• Event Coordination Support		

For any support in completing the application process or to submit your application, contact the Community and Tenant Relations Coordinator at [cdenobriga@explace.on.ca](mailto:cdenobriga@explace.on.ca) or 647-394-6544.