



REPORT FOR ACTION

License Agreement with the Festival Management Corporation (FMC) 2019

Date: February 4, 2019
To: The Board of Governors of Exhibition Place
From: Dianne Young, Chief Executive Officer
Wards: All

SUMMARY

This report recommends a one-year agreement with the Festival Management Corporation (FMC) for the Toronto Caribbean Carnival 2019 at Exhibition Place based on the same terms and conditions as approved by the Board in 2018.

RECOMMENDATIONS

The Chief Executive Officer recommends that:

1. The Board approve the execution of a one-year license agreement with Festival Management Corporation for the Toronto Caribbean Carnival 2019, on the terms and conditions of the standard license agreement for Exhibition Place outlined in this report, and such other terms satisfactory to the CEO and City Solicitor.

FINANCIAL IMPACT

A one-year agreement with the Festival Management Corporation secures the 2019 Toronto Caribbean Carnival at Exhibition Place and will provide a financial return to the Board of \$26,522.50, plus services and parking for the event.

DECISION HISTORY

The Exhibition Place 2017 - 2019 Strategic Plan has a Business Development Goal that continues to seek event opportunities reflecting the city/region's diverse culture.

On January 30, 2018, the Board approved a one-year agreement with FMC for the Peeks Toronto Caribbean Carnival 2018 which expired in August 2018.

On April 23, 2010, the Board approved a “Not-for-Profit Booking Guideline”, which allows for a discount of \$1,000 against the cost of Board Services for Community Events held at Exhibition Place.

<https://www.explace.on.ca/about/board-of-governors/members-and-structure/message-from-the-chair>

COMMENTS

The FMC was established and took over as the main body and event organizer commencing in 2006. Toronto Caribbean Carnival is the largest cultural event in Canada and the largest outdoor festival in North America and has been held at Exhibition Place since the mid-1990s. Given the importance of the Toronto Caribbean Carnival to the community-at-large and the fact that the parade is free for the citizens of Toronto, the Board and staff have been working with FMC for several years to provide financial support by sharing some of the revenues generated from this event. The Toronto Caribbean Carnival is scheduled to be held at Exhibition Place, Saturday, August 3, 2019.

Toronto Caribbean Carnival is celebrating its 52nd Anniversary in 2019 and will feature more floats, music, celebrities and fun than ever before. The theme “Canada’s Celebration of Freedom and Diversity” will infuse every aspect of the festival, from the parade route to the shows and all performers including singers, pianists and calypsonians. Carnival events will showcase originality, culture, and history to millions of spectators attending in downtown Toronto or watching on television and online.

In 2016, a modified Parade Route was developed to accommodate Hotel X construction on Parking Lot 851 and in Parking Lot 856 due to the addition of the Basketball Training Facility. In 2017, the FMC had proposed a new direction for the parade, reversing the direction from 2016 to have the parade commence from the western end of Lakeshore Boulevard at British Columbia Drive. In 2018 the route remained the same except for a change to enter onto Lakeshore Boulevard via Canada Boulevard rather than Newfoundland Road which was requested by Hotel X. In 2018, Hotel X and FMC worked together to accommodate the movement of hotel guests across the track into the guest rooms.

Terms and Conditions:

The recommended terms and conditions of this Licence Agreement are as follows:

- Venue Rental: Waive all grounds and interior venue rental fees, Bandshell Park, Parking Lot 851 (280,100 sf), Parking Lot 852 (343,954 sf), Parking Lot 854 (183,700 sf), Parking Lot 856 (195,953 sf) and a portion of Parking Lot 853 (50%) Salon 110 West, Salon 106, Salon 103 and Exterior of ECC outside of Halls A, B, C, D in addition to, Queen Elizabeth Building and Loading Docks (office space) and Toronto Emergency Medical Services, one move-in day, one event day and one move-out day. Total event rental is \$192,217.01.

- Rentals and Services: Time and materials + 12% (labour, cleaning, rentals).
- Production Services: Time and materials.
- Production Equipment Rentals: To be charged at posted rate.
- Parking: Special event parking rate of \$35.00 will apply for this event, which is consistent with all other parking charges for special event and concert days at Ontario Place. Due to loss of parking inventory, Exhibition Place will retain 100% of all parking fees collected.
- Concessions: Festival Management Corporation (FMC) to buyout food and beverage rights on the day of the event for \$26,522.50 plus HST, payable in advance to the Board of Governors of Exhibition Place. FMC will be permitted to operate and license food as well as beverage concessions subject to comply with all City and department of Public Health by-laws. Also, FMC to comply with Exhibition Place regulations with respect to the operation of a food concessions, safe handling of food materials and on the condition that FMC pay for all cleaning costs.
- Licensed area: FMC will be permitted to operate its own licensed area and receive 100% of the revenues from such concessions. Provided that FMC applies for/ receives its own Special Occasion Permit and FMC meets all regulations including but not limited to the posting of appropriate security personnel.
- Sponsor Recognition: Exhibition Place receives sponsor recognition in all promotional materials produced by FMC equal to the value of building or grounds rentals that have been waived, in a manner that is consistent with FMC recognition for all corporate sponsorship of the Toronto Caribbean Carnival 2019.

As in previous years, FMC will be required to pay for all labour and services in advance of delivery based on the estimate provided and agreed to by FMC in advance. The details outlined in this report have been communicated to the event organizers who are in agreement.

CONTACT

Laura Purdy, Acting General Manager, Sales and Event Management, 416-263-3020
LPurdy@explace.on.ca.

SIGNATURE

Dianne Young
Chief Executive Officer

ATTACHMENTS
