

REPORT FOR ACTION

Licence Agreement with the Festival Management Corporation

Date: March 22, 2022
To: The Board of Governors of Exhibition Place
From: Don Boyle, Chief Executive Officer
Wards: All

SUMMARY

This report recommends a one-year agreement with the Festival Management Corporation ("FMC") for the Toronto Caribbean Carnival 2022 at Exhibition Place based on the same terms and conditions as approved by the Board for the 2019 event. Due to Covid-19, there was no event in 2020 and 2021.

RECOMMENDATIONS

The Chief Executive Officer recommends that:

1. The Board approve the execution of a one-year agreement with Festival Management Corporation for the Toronto Caribbean Carnival 2022, on the terms and conditions of the standard license agreement for Exhibition Place outlined in this report, and such other terms satisfactory to the Chief Executive Officer of Exhibition Place and the City Solicitor.

FINANCIAL IMPACT

A one-year agreement with the FMC secures the 2022 Toronto Caribbean Carnival at Exhibition Place, and will provide a financial return to the Board of approximately \$90,000 in food and beverage revenue, plus net show services and net parking.

DECISION HISTORY

At its meeting of 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>

At its meeting of February 19, 2019, the Board approved a one-year agreement with FMC for the Peeks Toronto Caribbean Carnival 2019.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2019.EP1.15>

COMMENTS

In 2022, Toronto Caribbean Carnival is celebrating its 55th year Emerald Anniversary. It is the largest cultural event in Canada and the largest outdoor festival in North America. The carnival in Toronto 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.

The Toronto Caribbean Carnival was cancelled in 2020 and 2021 due to the Covid-19 Pandemic.

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 Raptors Training Facility, now the OVO Athletic Centre. 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 Lake Shore Boulevard at British Columbia Drive. In 2022, the route remains the same. The Toronto Caribbean Carnival is a major cultural event that has been held at Exhibition Place since the mid-1990s.

The FMC was established and took over as the main body and event organizer commencing in 2006. Given the importance of the Toronto Caribbean Carnival to the community-at-large and the fact that the parade is free to view 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 on July 30, 2022.

Similar to 2019, FMC is working in conjunction with Hotel X to determine how best to accommodate both the parade and hotel guests. They wish to return to the route similar to 2019, as previously approved by Police & Emergency Services.

Terms and Conditions:

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

- Venue Rental: Waive all grounds and interior venue rental fees of \$243,575, 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

(228,540 sf), Salon 110, Salon 110 West, Salon 103, 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.

- Rentals and Services: Time and materials + 12% mark-up (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 \$28,957.27 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 compliance 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 and 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 2022.

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

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SIGNATURE

Don Boyle
Chief Executive Officer