

REPORT FOR ACTION

Agreement with the Festival Management Corporation for the Toronto Caribbean Carnival 2023

Date: May 25, 2023
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 2023 at Exhibition Place based on the same terms and conditions as approved by the Board in 2022.

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 2023, 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 Festival Management Corporation secures the 2023 Toronto Caribbean Carnival at Exhibition Place and will provide a financial return to the Board of \$100,000 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 April 5, 2022, the Board approved a one-year licence agreement with FMC for the Toronto Caribbean Carnival 2022.

<https://secure.toronto.ca/council/agenda-item.do?item=2022.EP23.2>

COMMENTS

In 2023, Toronto Caribbean Carnival is celebrating the 56th anniversary of the Grande Parade, which was first gifted to Canada by the Caribbean Community during Canada's centennial celebrations.

This Caribbean tradition of parading through the street was founded in celebration of freedom and emancipation from slavery. It is appropriately celebrated on what has been recognized by the Canadian government as Emancipation Day weekend.

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 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.

The Toronto Caribbean Carnival is a major cultural event that has been held at Exhibition Place since the mid-1990s. In 2019, an additional Friday Night Mas event took place with the route surrounding the perimeter of Parking Lot 853.

In 2006, the FMC was established as the main body and event organizer for the Toronto Caribbean Carnival. Given the importance of the carnival to the community and the fact that the parade is free to view for citizens of Toronto, the Board and staff have been working with the 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 August 5, 2023.

Similar to last year, the FMC is working with Hotel X to determine the best way to accommodate both the parade and hotel guests. They aim to return to a route similar to that of 2022, which was previously approved by the Police and 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, 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 103, Exterior of Enercare Centre outside of Halls A, B, C, D in addition to the 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 waived is \$265,416.90.
- **Rentals and Services:** Time and materials + Markup of 12% (labour, cleaning, rentals).
- **Production Services:** Time and materials.
- **Production Equipment Rentals:** To be charged at posted rack rate.
- **Parking:** Special event parking rate of \$40.00 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 \$35,000.00 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 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 2023

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