

REPORT FOR ACTION

Renaming the FountainBlu Dining Room to Annabel's

Date: August 31, 2023

To: The Board of Governors of Exhibition Place

From: Don Boyle, Chief Executive Officer

Wards: 10 Spadina - Fort York

SUMMARY

QET Operations Ltd., the Tenant at the Queen Elizabeth Theatre and Dining Room, has requested to rename the dining room from the FountainBlu Room to Annabel's. The name change aligns with the Tenant concept for the space with a strategy to attract a broader audience and enhance the overall appeal of the property which will coincide with an upgrade of the venue facilities which is near completion.

Exhibition Place staff engaged with the City Manager's office to determine the procedural framework for the renaming request.

Exhibition Place Staff were informed that under Toronto Municipal Code Chapter 63, Exhibition Place, Governance, the Board has the authority to approve the change. The renaming of this City Property confirms with the City of Toronto Naming Policy criteria and process to rename a property.

RECOMMENDATIONS

The Chief Executive Officer recommends that:

1. The Board approve the name change from the FountainBlu Dining Room to Annabel's for property address at 190 Princes' Boulevard.
2. The Board direct staff to notify the tenant of the approved name change and make necessary changes to the Exhibition Place website, promotional materials, wayfinding etc., that notify the public of the venue name change.

FINANCIAL IMPACT

There are no financial implications with this report.

DECISION HISTORY

In the 2022-2026 Strategic Plan, several Guidelines were established for staff as Strategic Plan Goals are executed and delivered.

For many Torontonians and visitors to the city, the iconic buildings, structures, and history of the grounds define Exhibition Place. Protecting and spotlighting our assets has been embedded as one of these Guidelines.

At its meeting of February 11, 2020, the Board approved subject to obtaining the necessary City of Toronto authorization, a new lease (the Lease) for the Fountain Dining Room for a term of ten (10) years commencing May 1, 2020, and ending April 30, 2030, with an option to extend the Lease in favour of the Tenant for a further term of ten (10) years from May 1, 2030 to April 30, 2040.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2020.EP9.10>

At its meeting on February 9, 2022, the Board authorized the Chief Executive Officer to request the necessary City of Toronto authorities to arrange for the City of Toronto's consent, as landlord, to the assignment by 16730801 Ontario Inc. of the tenant's interest in the lease dated May 1, 2020, between the City of Toronto, as landlord, 16730801 Ontario Inc., as tenant, and The Board of Governors of Exhibition Place, to QET Operations Ltd., a single-purpose subsidiary of the MRG Group.

<https://secure.toronto.ca/council/agenda-item.do?item=2022.EP22.11>

COMMENTS

The Dining Room within the Queen Elizabeth Building was built in 1957 and consists of a 5,690 sq ft dining area, two office/boardroom spaces, a lobby, washrooms, and a commercial kitchen space on the second floor above the Queen Elizabeth Theatre.

It has had the following names since the construction of the building:

- Queen Elizabeth Dining Room – 1957 until the 1980s
- The Fountain Dining Room (1990s - 2000s)
- FountainBlu Dining Room – since leased (2010 - present)

The name change aligns with the Tenant concept for the space with a strategy to attract a broader audience and enhance the overall appeal of the property which will coincide with an upgrade of the venue facilities which is near completion.

Staff reviewed sources and materials in the Exhibition Place Archives, reviewing all past Board reports and archival documents. There is no historical basis that protects the name - FountainBlu Dining Room.

Attached to this report is Appendix A - Grounds Site Map showing the Queen Elizabeth Building Location.

CONTACT

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SIGNATURE

Don Boyle
Chief Executive Officer

ATTACHMENTS

Appendix A - Grounds Site Map with Queen Elizabeth Building Location