

REPORT FOR ACTION

Agreement with the Festival Management Corporation for the Toronto Caribbean Carnival 2025

Date: September 8, 2025

To: The Board of Governors of Exhibition Place

From: Don Boyle, Chief Executive Officer

Wards: Ward 10 - Spadina - Fort York

SUMMARY

This report recommends a one-year agreement with the Festival Management Corporation ("FMC") for the Grand Parade 2025 at Exhibition Place based on the same terms and conditions as approved by the Board in 2024. The date of the Grand Parade is Saturday, August 2, 2025.

Licence Agreement terms and conditions was finalized by the parties in July 2025, this event is time sensitive and considering the event date on the grounds of Exhibition Place, the report and agreement require approval prior to the September 22, 2025 Board meeting.

The Chair of the Board in consultation with the CEO of Exhibition Place approve this report on July 11, 2025, pursuant to the authority under the Board Financial By-law 2-18, Article X and seek concurrence of the Board.

RECOMMENDATIONS

The Chief Executive Officer recommends that:

1. The Board concur with the action taken by the Chair and the Chief Executive Officer on July 11, 2025 in approving the one-year agreement with the Festival Management Committee (FMC) for the Grand Parade 2025, 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 FMC secures the 2025 Toronto Caribbean Carnival at Exhibition Place and will provide a financial return to the Board of \$30,000 in food and beverage revenue plus net show services and net parking revenue.

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.

At its meeting of June 5, 2024, the Board approved the execution of a one-year agreement with the Festival Management Corporation for the Toronto Caribbean Carnival 2024, on the terms and conditions of the standard license agreement for Exhibition Place.

[Agenda Item History - 2024.EP10.6](#)

COMMENTS

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.

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.

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 was cancelled in 2020 and 2021 due to the COVID-19 Pandemic.

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 Grand Parade is scheduled to be held at Exhibition Place on August 2, 2025.

The Toronto Caribbean Carnival (TCC) or Toronto Carnival, is a vibrant and dynamic celebration of Caribbean culture, heritage, and artistry. Now in its 58th year, the Carnival is one of the largest cultural festivals in North America, attracting millions of participants and spectators from around the world and contributing over half a billion dollars to the Toronto economy.

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 2024, which was previously approved by the Police and Emergency Services.

For more information on the Toronto Caribbean Carnival 2025 visit their website www.torontocarnival.ca.

Major 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), Salon 103, and Exterior of ECC outside of Halls A, B, C, D in addition to the Queen Elizabeth Building and Loading Docks (office space) and Toronto Emergency Medical Services, two move-in days, one event day and one move-out day. Total event rental fair market value is \$241,015.58.
- In agreement with the City of Toronto Economic Development & Culture ("EDC") division that City will directly pay Exhibition Place \$100,000 of the City Grant towards Exhibition Place show services. This term is reflected in the Licence Agreement as 'EDC Grant' and FMC to pay the remainder of show services in accordance with our standard payment terms. (i.e. F&B Buyout and estimated Event related charges upon execution of LA, remainder of services 10 days prior to move in)
- 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 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 \$30,000.00 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 sponsorship 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.

As in previous years, FMC will be required to pay for all rental, labour, and services in advance of delivery based on the cost estimate provided and agreed to by FMC in advance.

The detail terms outlined in this report have been communicated to the event organizers who are in agreement.

CONTACT

Laura Purdy, General Manager, 416-263-3020, LPurdy@explace.on.ca

SIGNATURE

Don Boyle
Chief Executive Officer