

REPORT FOR ACTION

Proposed Parking Rate Adjustment - January 1, 2027

Date: September 2, 2026

To: The Board of Governors of Exhibition Place

From: Don Boyle, Chief Executive Officer

Wards: Ward 10 - Spadina - Fort York

SUMMARY

This report seeks the Board's approval to increase daily regular parking rates by \$2, exhibitor rates by \$2, commencing January 1, 2027, and the elimination of the evening rate.

This report also seeks the Board's approval for a \$1 increase to the daily and exhibitor parking rates for the following three years commencing on January 1, 2028, 2029, and 2030.

An annual review of parking rates shows that with the increases proposed, Exhibition Place parking rates will cover operating cost increases, maintain its profitability, and remain competitive in the marketplace. The last parking rate increase was implemented on January 1, 2023, and costs have increased since.

RECOMMENDATIONS

The Chief Executive Officer recommends that:

1. The Board approve the adjustments in parking rates at Exhibition Place as set out in Appendix B to this report effective January 1, 2027.

FINANCIAL IMPACT

The increase in regular and exhibitor parking rates recommended will result in an increase of approximately \$520,000 in Board revenue in 2027 which will help to offset the loss of the Gore Lot 859 in 2027 for the Toronto Tempo Training Facility.

DECISION HISTORY

The Exhibition Place 2022-2026 Strategic Plan has a Goal to Ensure Competitively Priced Services and Sustainable Operations which enables Exhibition Place to drive financial sustainability through operating results that meet or show positive revenue surplus.

At its meeting of December 9, 2022, the Board approved a \$2 increase in the regular daily and evening rates in all lots, bringing the daily rate to \$18, and evening rate to \$15, effective January 1, 2023. The Board also approved an increase in the Special Event Rate up to a maximum of \$45 and monthly parking rate increased \$10 to \$100 per month.

<https://secure.toronto.ca/council/agenda-item.do?item=2023.EP1.13>

COMMENTS

Parking rates are reviewed annually and set at a level that will ensure an adequate supply of spaces for shows and events; cover the cost of operating the spaces; and contribute towards general operating cost increases, while maintaining competition in the marketplace and conducive to attracting and retaining business at Exhibition Place.

Exhibition Place continues to see reductions in parking supply and a continued focused priority on Transit (or non-driving) which must also be supported through increased parking rates. In September 2026, after the CNE fair, Exhibition Place will see the removal of Gore Parking Lot 859 (701 Fleet Street) for the Toronto Tempo Training Facility, a decrease of 330 spaces as well as recent losses of parking under the Gardiner for the Ontario Line a reduction of 100 spaces. In March 2028, with the Hotel Phase 2 and new Performance Venue slated to begin construction in Parking Lot 851 will also be removed from our parking inventory and thus a further 756 spaces will be lost.

All the added parking compression often means that parking demand outweighs parking supply. Higher or dynamic parking rates will assist at reducing the demand during those peak periods. Raising parking rates in high-traffic or high demand areas during peak demand periods discourages unnecessary driving trips, encourages parking turn-over or the use of other options such as cycling, ride share, or transit and helps to reduce overall traffic congestion in the area.

Staff have completed an annual review of parking rates, as outlined in Appendix A, and report that rates in the marketplace have increased by \$2 to \$10 per day. Parking is advertised as free at the Toronto Congress Centre and the International Centre; although, there is a fee levied to clients to cover this "free" parking to attendees or clients are required to manage the parking themselves for their event.

Exhibition Place works with the Toronto Parking Authority (TPA) on use of the Green P Mobile Pay app, in-lane Self-Serve, and Pay-By-Plate Technology. The partnership with

the TPA allows Exhibition Place to be better aligned with the rest of the City of Toronto with regards to parking.

Exhibition Place 2026 regular daily rates are \$18 (\$15 after 6pm) and prepaid exhibitor parking passes for outside lots are \$14 per day. Staff is recommending a \$2 per day increase in regular rates, the elimination of the reduced evening rate after 6pm to better align with our operations and a \$2 per day increase in exhibitor prepaid rates. Staff are also recommending that monthly parking rates increase from \$100 to \$110 per month.

This report also includes management's right to charge special event rates up to \$55 an increase from the current maximum of up to \$45 for events where demand for parking is likely to exceed current supply and a priority focus on Transit is required.

CONTACT

Tony Porter, Director Security & Transportation, 416-263-3564, tporter@explace.on.ca

SIGNATURE

Don Boyle
Chief Executive Officer

ATTACHMENTS

Appendix A - Parking Rate Adjustment Overview 2026

Appendix B - Existing and Proposed Parking Rate Adjustment Recommendations