

INTRODUCTION

TORONTO

Toronto boasts five million potential ticket buyers and is the largest city in Canada and the fifth largest city in North America. One-quarter of Canada's population live within a 100-mile radius of the Greater Toronto Area (GTA). In spite of its rapid expansion over the past decade, the GTA has preserved its reputation as a clean, safe and excellent place to live, visit and play.

We are a city of neighbourhoods, each with a unique characteristic and culture. More than 90 different ethnic groups live here, with over 80 languages spoken and a population from 170 countries of origin. No other region in the U.S. or Canada comes close to achieving such a diverse blending of multicultural ethnicities.

Toronto welcomes over 18 million visitors annually and the Toronto region is the number one tourism destination in Canada. We have earned an international reputation for our unrivalled quality of life offering an impressive array of sports, cultural, entertainment and recreational attractions.

RICOH COLISEUM

Original construction of the Coliseum began in 1922. At that time, the primary purpose of the facility was for the exhibition of agricultural products and livestock. As construction phases continued, the Coliseum was the largest structure of its kind in North America. During World War II (1942-1946), the Coliseum was closed to the public as the Canadian National Exhibition (CNE) grounds were being used as a military camp known as #1 Manning Depot. In the 1960s and 1970s, acts including The Doors, The Who, Genesis and Jimmy Hendrix all played at the Coliseum.

In 2003, the Coliseum underwent a \$38 million renovation project that connected the building to the Direct Energy Centre, featured a new roof structure as well as the addition of many modern amenities to the arena and concourse level.

Now known as Ricoh Coliseum, this venue houses basketball games, hockey games, corporate events as well as parts of the CNE, Royal Agricultural Winter Fair and the Toronto International Boat Show. Ricoh Coliseum also hosts a range of mainstream concerts and shows throughout the year. In 2008, Canadian Music

Week awarded Ricoh Coliseum with its Major Facility of the Year Award (venue with capacity under 8,000). The Coliseum offers versatility; it can accommodate a small private event and create an intimate atmosphere for 250 people or it can convert into a large concert venue housing over 9,000 enthusiastic fans.

Since 2005, Ricoh Coliseum has been home to the Toronto Marlies, American Hockey League affiliate of the Toronto Maple Leafs, hosted more than 300 events and has welcomed over 1.5 million fans. Ricoh Coliseum is conveniently located in downtown Toronto at Exhibition Place, and is adjacent to the Gardiner Expressway, one of Toronto's main highways, ensuring easy accessibility.



QUICK FACTS

Location: 100 Princes' Boulevard, at Exhibition Place

Opening Day: November 1, 2003

Tenant: Maple Leaf Sports & Entertainment Ltd.

Architect: Parkin and Brisbin, Brook, Beynon Architects

Construction Manager: PCL Constructors Inc.

Parking: Over 7,000 parking spaces available on-site

Public Transit: TTC and GO Transit stops at doors

Maximum Seating Configurations*:

End Stage Mode:	5,000-7,300	} Concert Bowl
Centre Stage Mode:	9,000	
Club Stage Mode:	4,500-5,500	
Family/Theatre Stage Mode:	3,700-3,900	
Hockey:	8,100	
Boxing/Wrestling:	7,600	
Basketball:	8,500	
Extreme Sports:	5,200	}

*Subject to mixing board location and tech kills

Seating Totals*:

Floor: 1,600 (maximum seating/GA)

Silver: 1,206

Blue: 6,595

*Subject to seating configuration, mixing board location and seat kills

Suites and Seats:

Luxury Suites: 38 suites, 619 seats total

Club Seats: 21" wide (partially padded)

Regular Seats: 19" wide

Washrooms: 25 public washrooms in the building

Accessibility: One (1) percent of fixed seating for disabled and companions, at most price levels.

Audio: Event floor has two (2) sets of JBL 4-speaker clusters (each speaker provides 300 watts). Bowl seating has JBL 600 watt speakers with JBL 1,600 watt high power sub woofers.

GREENING INITIATIVES

Together with Exhibition Place, Ricoh Coliseum has implemented a waste reduction plan. This plan includes the implementation of dual-sorter compost and recycling receptacles, along with converting all concession stand plates, utensils, and plastic cups to biodegradable materials. These initiatives have resulted in 80 percent waste diversion.



RICOH COLISEUM STAFF DIRECTORY

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