

Ottawa Association of Exposition Managers  
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## The Value of Multi-Purpose Space at Lansdowne Park





# Who is the Ottawa Association of Exposition Managers (OAEM)?

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- The OAEM is an Ottawa-based association whose members include exposition managers and suppliers to the trade and consumer show industry;
- The OAEM is an Affiliate member of the Canadian Association of Exposition Management ([www.caem.ca](http://www.caem.ca));
- The OAEM exists to educate and engage members and address issues related to the exposition industry in Ottawa.

**[www.oeam.org](http://www.oeam.org)**



# Purpose of this Presentation

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- To demonstrate the overall value of multi-purpose halls at Lansdowne Park;
- To address the impact of reduced exhibit space at Lansdowne Park.



# Glossary of Terms

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- **Exhibition** – a large scale public showing of any kind involving buyers (customers) and sellers
- **Trade Show** – an exposition held for members of a common or related industry (business-to-business)
- **Fair** - market exhibition at which producers, traders, and consumers meet either to barter or to buy and sell goods and services, often including entertainment
- **Consumer Event** – Exhibition open for public, usually subject to payment of an entrance fee. Generally an event where local business markets to the population of an entire region.
- **Exhibit/Exhibitor** – company display / presentation at an exhibition
- **Convention Centre** - a facility that allows for a trade show space in addition to significant breakout space for educational programs, meetings and social events.



# Lansdowne Park Overview

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- For over 100 years, Lansdowne Park has served as the regional focal point of the citizens of Ottawa.
- Each year, Lansdowne Park plays host to approximately 400 separate events covering a broad range of interests including:
  - Sports Events and Activities
  - Trade and Consumer Events
  - Entertainment Events
  - Social Events
  - Cultural Events
- Lansdowne Park Annual Operating Budget: \$4.4 million.
- Expositions and social events held in multi-purpose halls account for roughly 50% of Lansdowne Park's annual activity and revenue base (see slide 8)

# The Exhibition Industry at Lansdowne Park

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- Lansdowne Park currently hosts at least 22 Annual Exhibitions including:
  - Home, cottage and garden shows
  - Travel and lifestyle shows
  - Sports and Recreation Shows
  - Craft and special interest shows.



## Research indicates that:

- Exhibitions occupy more than 150 Event Days
- Exhibitions are attended by tens of thousand of visitors from the Ottawa region and beyond.
- local businesses participate in over 2,500 exhibits at these shows annually.

# Types of Consumer Expositions Held at Lansdowne Park

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- Home Renovations show
- Ottawa Healthy Lifestyle Show
- Ottawa Boat and Sportsmen show
- Spring RV Show
- Ottawa Travel and Vacation Show
- Spring Home and Garden Show
- Originals – the Spring Craft Show
- Big Backyard show
- Cottage Show
- Landscape Ontario Trades Expo
- Ottawa Wood show
- Capital Fall Home Show
- Ottawa Ski, snowboard & Travel Show
- Fall Women's Show
- Bon Appetit
- Ottawa Christmas Craft Sale





# The Unique Value of Exhibitions at Lansdowne Park

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- Exhibitions account for 40% to 50% of the Park's Annual Revenue from Rentals and related charges (not including Parking, Food & Beverage). This revenue remains consistent year over year as illustrated below:

- 2004            44%
- 2005            51%
- 2006            55%

Estimated revenue from Exhibitions in 2007: **\$1.1 million** (25% of Gross Revenue)

- Exhibitions by their nature, require minimal levels of support from Park staff to set-up and operate; resulting in a higher net revenue than most other Park activities;
- Exhibitions cause minimal wear and tear on the facilities and do not adversely affect the natural life-cycle of facilities;
- Exhibitions are characterized by a highly transient audience which minimizes impact on the surrounding communities.

# Current Challenges faced by the Exhibition Industry at Lansdowne Park

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- The limited exhibit space (total 140,000 sq') does not allow for many of the current events to expand to their potential;
- The fragmented exhibit space (3 halls in 3 separate buildings) has limited appeal for new shows and results in increased costs for existing events;
- Outdated exhibit space (all halls) is not appealing to show managers that may want to launch new shows or expand existing events.





# Ottawa Association of Exposition Managers Position

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Multi-purpose halls should be viewed as a foundation element of any redevelopment strategy at Lansdowne Park because of the value that these facilities bring to the residents of Ottawa, local businesses, and the exposition industry.



# Why are Multi-Purpose Halls so Valuable for Lansdowne Park?

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- Modern, divisible multi-purpose halls will have the ability to:
  - continue to serve as a regional gathering point for all citizens of Ottawa;
  - accommodate a wide range of community uses;
  - remain flexible to an ever-changing community, business and cultural environment;
  - support other Lansdowne Park activities generated through the Stadium and Arena (e.g. National/International Sporting Competitions);
  - allow the exposition industry to grow beyond its current capacity as well as attract new shows;
  - generate spin-off economic activity;
  - minimize the potential adverse impact of a redeveloped Park on the surrounding community;



# Won't the New Congress Centre Address the Need for Multi-Purpose Space in Ottawa?

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- **Convention Facilities** such as the Ottawa Congress Centre are focused primarily on attracting out-of-town visitors through conferences, trade shows and other industry events. Their role is to generate economic activity, fill hotels, restaurants, attractions and support related businesses.
- **Multi-Purpose Halls** such as those at Lansdowne Park are focused primarily on serving the local community and businesses by hosting consumer retail events, social activities and spin-off events. Their role is to serve as a community focal point for the entire urban area and connect people and businesses at a local level.
- A new convention centre will likely not have the capacity to accommodate many of Lansdowne Park's existing events;
- Any dynamic city has a healthy combination of these two types of facilities.



# Has the Internet had an Impact on Exhibitions as a Marketing Medium?

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- Internet spending (17% of marketing budgets) has been on a sharp rise, mainly at the expense of advertising (15% of marketing budgets). Event marketing (15% of marketing budgets) has remained consistent throughout this major shift in marketing spending;
- In the period 2000 to 2006, expositions overall, demonstrated consistent growth across North America. While business trade shows declined for 2-3 years after 9/11, consumer expositions continued to grow, mainly because of their local appeal;
- Attendance at consumer shows continues to demonstrate growth. Rather than reduce the impact of exhibitions, the Internet has resulted in a more informed and focused exhibition attendee.
- With a shift from *transactional marketing* to *value-based marketing*, the corporate focus has shifted to building strong relationships with customers; making exhibitions an important part of the marketing mix.
- In most industry surveys, at least 80% of companies acknowledge the growing importance of exhibitions over the next 10 years.



# What About the Private Sector Building a Stand-Alone Facility?

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- While most private sector facilities are successful operations, the most difficult challenge they face is recovering the capital costs associated with constructing a facility of this nature.
- The distinct advantage of a government-owned facility is the revenue that can be realized through spin-off activities. This is a model practiced by virtually all municipalities in North America.
- A private sector-run facility is likely only to focus on activities that drive a profit. This would likely affect the majority of community, cultural and religious activities that reside at Lansdowne Park.



# Presentation Summary

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- Existing multi-purpose exhibit hall facilities accommodate over *200 events* annually at Lansdowne Park. These halls account for an estimated 50-55% of existing Lansdowne Park revenue from facility rentals and related charges.
- The Exposition industry accounts for an average of *45% of Gross Revenues* from facility rentals at Lansdowne Park.
- A multi-purpose facility with a minimum of *150,000 net sq'* of contiguous space (same floor) will accommodate the existing requirements of the Exhibition industry, provide space for a wide range of community activities and support major events held in other Lansdowne Park facilities.
- Net revenue from Exhibition-related activities is high compared to other events. The number of existing events would ensure that facilities are busy for at least *40%* of available days.



## For More Information

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