December 10, 2019



Mayor John Tory and Executive Committee 100 Queen St. W. Toronto, ON M5H 2N2

RE: EX11.5 The Toronto Public Art Strategy (2020-2030)

To: Mayor John Tory and Executive Committee

We are writing in support of The Toronto Public Art Strategy (2020-2030) to enhance the City's commitment to public art. The program is of significant importance to The Waterfront Business Improvement Area (BIA)'s goals of delivering year-round activations to promote the waterfront as a destination to our neighbourhood residents and visitors.

The Waterfront BIA is very grateful to Mayor Tory and Councillor Cressy's support for public art along the waterfront.

We recently completed Waterfront ReConnect public art project, with support from the City BIA Office and Waterfront Toronto. With the objective of making connections to the waterfront area safer and more appealing, the underpass redesigns from Greenberg Consultants and PUBLIC WORK include gold paint on the bents to reflect light under the Gardiner, enhanced markings in the pedestrian crossings and text on bents inviting people to the neighbourhood. This beautification works to make the spaces feel safer, brighter, and more welcoming.

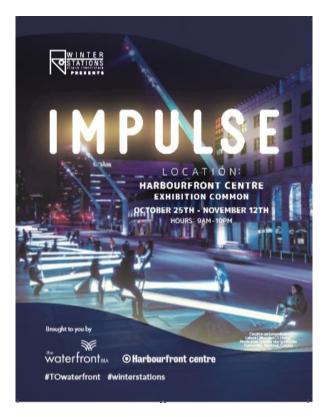
Additionally, the Waterfront BIA returned in 2019 with an enhanced partnership with Winter Stations to bring Torontonians an art-filled winter. In an effort to activate the waterfront during the colder months with diverse public art, we've collaborated to showcase a series of interactive outdoor art exhibits running from October through until March. Please see page two and three for images of these public art initiatives.

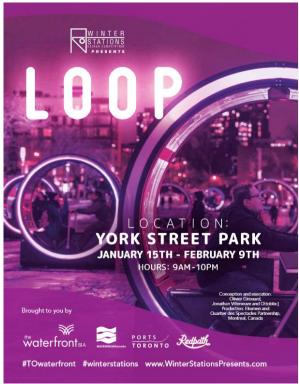
We strongly support the Public Art Strategy and look forward to building an even more beautiful Toronto together.

Sincerely,

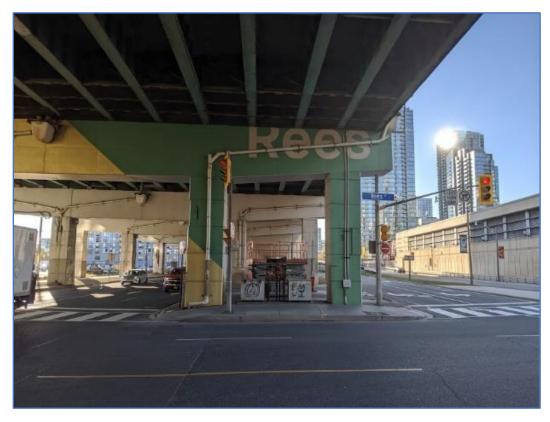
Tim Kocur Executive Director The Waterfront BIA tkocur@waterfrontbia.com (416) 827-7734 Katherine Hebb Marketing Manager The Waterfront BIA katherine@waterfrontbia.com (647) 268-7588

cc: Councillor Joe Cressy





Our winter art installation this year. We hope to see you January 15 when "Loop" opens in York St. Park.







Gardiner Underpass at Rees Street. Our first "'Waterfront ReConnect" design for a friendlier experience as you access our waterfront.