

DAVID MIRVISH

November 14, 2012

Sent Via Email to: exc@toronto.ca

Executive Committee Secretariat
10th Floor, West Tower, City Hall
100 Queen Street West
Toronto, ON M5H 2N2

Re: Executive Committee Item EX24.8 – Future of the Three Major Civic Theatres - Directions Resulting from REOI No. 9101-12-7008

I am writing to express concern regarding the Report on the Future of the Three Major Civic Theatres. I wish to address specifically the results of the Report as it relates to Mirvish Productions and the Sony Centre for the Performing Arts.

I was surprised to read on page eight of the Report the erroneous statement that the Sony Centre competes with Mirvish Productions. I would like to state that the Sony Centre and Mirvish Productions are not in competition with one another. The Sony Centre's capacity is greater and their programming completely different than ours. Moreover, we at Mirvish Productions applaud the Sony Centre's multicultural programming. In fact, we have an agreement to assist the Sony Centre in its marketing efforts to our subscribers.

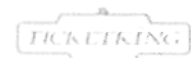
The Report's conclusion that the Sony Centre should be divested by the City fails to acknowledge the significant contribution that the Sony Centre makes to Toronto. Not only is it a historic venue but, most importantly, it is the only venue that programs performances from around the world to honour and reflect the thousands of people from the many cultures that have come to call Toronto home. If the Sony Centre did not present these wonderful productions, no one else in Toronto would.

MIRVISH
PRODUCTIONS



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*The
Theatres of Ontario
Institute*



DM
David Mirvish Productions



MIRVISH
PRODUCTIONS

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The City should continue to subsidize the Centre's great work or at the very least give the theatre to someone who will do so into the future.

I would ask that the Report be amended by deleting any reference to the fact that there is competition between Mirvish Productions and the Sony Centre, so that this claim does not become the basis of a wrong decision by Council.

It is my understanding that City Council has recently put 30 million dollars into restoration of the Sony Centre. and I would like to point out that I paid 26 million dollars for a theatre of only 2200 seats, the Ed Mirvish Theatre. If the city chooses to sell this theatre to a commercial producer and does not achieve a proportionate price based on the number of seats available for sale, you will be subsidizing a potential direct competitor to my business. Furthermore, with the Sony in public hands it is available to the whole community to present whatever shows they might choose. It would be a mistake to turn one's back on the multicultural diversity of our community.

Sincerely,

David Mirvish

cc: Executive Committee Members
Mayor Rob Ford (Chair)
Councillor Paul Ainslie
Councillor Michelle Berardinetti
Councillor Mike Del Grande
Councillor Doug Holyday
Councillor Norman Kelly
Councillor Giorgio Mammoliti
Councillor Peter Milczyn
Councillor Denzil Minnan-Wong
Councillor Cesar Palacio
Councillor Jaye Robinson
Councillor David Shiner

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Councillor Michael Thompson