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June 6, 2014

City Councillors
Toronto City Hall
100 Queen Street West
Toronto, ON M5H 2N2

Dear Councillors,

We are writing to request that City Council allow the CFC to continue the practice of using a small portion of Windfields Park for overflow parking, for its annual BBQ event. A backgrounder is attached, for your review.

The CFC operates at Windfields Estate, adjacent to 76.6 acres of undeveloped parkland. The green space surrounding the CFC is primarily used by professional dog walkers. The CFC is a conscientious tenant of the City of Toronto and has fundraised over \$12 million to complete substantial leasehold improvements and to maintain the historic integrity of the buildings and grounds, and the surrounding natural habitat.

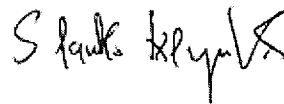
For the past 26 years without fail, the CFC has hosted the BBQ to celebrate Canadian filmmakers and films at TIFF. The event is attended by 1,500 guests and is a meaningful source of fundraising. The CFC has significantly decreased the number of vehicles parking in the park and will seek further reductions. However, until such time as we can find a reliable alternative, use of the park is critical to the event's success and to the CFC's ability to operate.

We are hopeful that City Council will consent to our request.

Sincerely,



Christina Jennings
Chair



Slawko Klymkiw
CEO

Enclosure

Request to Allow Overflow Vehicle Parking in Windfields Park for the CFC Annual BBQ

CFC BACKGROUNDER

- The **Canadian Film Centre** is a charitable organization founded in 1986 by Toronto-born and internationally renowned filmmaker **Norman Jewison**, to foster Canadian filmmaking.
- Over the years, the CFC has expanded its training programs and initiatives to also include television, screen acting, music, and digital media.
- The CFC has graduated 1,600 individuals and companies—playing a vital role in Toronto’s \$1.2 billion annual production industry, employing more than 25,000 people.

WINDFIELDS ESTATE

- Situated at 2489 Bayview Avenue in North York, **Windfields Estate** sits on 8 acres of a 22-acre property once owned by **E.P. Taylor**. The remaining 14 acres is open parkland, forming part of **Windfields Park**. The entire 22-acre property was bequeathed to the municipality in 1969.
- In 1987, the Taylor family invited the CFC to establish its campus on the Estate. In 1992, Windfields was designated as a heritage property under the Ontario Heritage Act.
- The CFC is a conscientious tenant of Windfields and has fundraised over \$12 million to complete substantial leasehold improvements and to maintain the historic integrity of the buildings and grounds, and the surrounding natural habitat.
- The CFC cooperates with **Toronto Parks** to maintain the woodlot, apple orchards, formal gardens and manicured lawns, for the benefit of local residents and visitors alike.
- Opening on June 17, 2014, the 6,500 ft.² **Northern Dancer Pavilion** will serve CFC programs and enhance the property as a cultural and recreational destination.

THE CFC ANNUAL BBQ

- For the past 26 years without fail, the **CFC Annual BBQ** has been held at Windfields during **TIFF** to celebrate Canadian filmmakers and films at the Festival. The BBQ is attended by 1,500 guests and is a meaningful source of fundraising for the CFC.
- The event is held on Sunday afternoon, when TTC service on Bayview Avenue is less than ideal. As vehicle parking on campus and on-street is limited, the City permits the CFC to use a small portion of Windfields Park north of the campus for overflow parking.
- Toronto Parks staff has recommended that the CFC BBQ be allowed to continue this practice.

PUBLIC REALM CONCERNS

- Windfields Park has 76.6 acres of green space. The CFC requires approximately 1.5 acres of this green space (2%) for overflow parking, for a period of up to 4 hours, once a year.
- There are 4 public parks with a total area of 94.60 acres of green space within 15-minutes walking distance of Windfields Park, supporting an estimated 2,100 residents: i.e., 1962 ft.² of green space per resident.
- By contrast, there are 5 public parks with a total area of 20.51 acres of green space within 15-minutes walking distance of Marilyn Bell Park, supporting an estimated 6,665 residents: i.e., 134 ft.² of green space per resident.

ENVIRONMENTAL CONCERNS

- To protect the trees and turf, a professional directional parking service is engaged. No trees or turf have suffered damage from CFC BBQ parking activity over the past 26 years.
- The CFC has reduced the number of vehicles from 700 to 250 by limiting attendance, carpools, taxi service, and providing free TTC bus shuttle return service from downtown.
- Overflow will be further reduced in 2014, as 25 permanent parking spaces have been added for the Pavilion. (This reduction in green space has been offset by replacement of a dilapidated asphalt tennis court with a lawn garden).

FINANCIAL IMPACT ON CFC

- The CFC BBQ is inextricably linked with Norman Jewison and Windfields Estate. It is a highly anticipated event on the TIFF calendar and one of the few held outside the downtown core. The CFC BBQ fundraises \$250,000 and the event helps to leverage over \$2 million in private sector support for training programs for young directors, writers, producers, editors, actors, musicians, and graphic designers. The CFC would suffer meaningful financial hardship from the loss of the BBQ.
- The CFC BBQ could not succeed at any other venue and the income it generates cannot be replaced. The inability to provide overflow vehicle parking for the event would result in downscaling to the extent that it would no longer be feasible to undertake.
- This lost income will reduce the CFC's capacity to operate at Windfields Estate, which costs the CFC more than \$500,000 annually to maintain.

ALTERNATIVE OPTIONS FOR PARKING

- The CFC continues to explore the use of nearby permanent parking lots for its guests, running a shuttle service to and from these lots. This is an expensive solution, without guarantee of securing these lots from one year to the next. The CFC has been unable to secure a lot for 2014.

- The CFC has considered adding TTC free shuttle bus terminals to other points in the city, such as Yorkdale Mall. However, this would not be cost effective as many guests either reside downtown or are coming to the event from a TIFF event that morning.
- The CFC will not consider adding any more permanent vehicle parking spaces on campus as it is not in keeping with the spirit and intent of the CFC's stewardship of the estate.

AERIAL VIEW OF WINDFIELDS PARK AND SURROUNDING HOMES



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