PLAN 20/20

DESIGN EXCHANGE

In fall 2011, Design Exchange engaged Lord Cultural Resources to develop a strategic plan. The impetus to do so was two-fold:

1. The end of the 25-year developers’ grant in 2014.
2. DX as an institution had lost focus, and this was impacting both current and future revenues and reputation.

In 2012, a new direction was adopted by the DX Board of Directors whereby the institution was repositioned exclusively as a design museum offering programming with broad public appeal; and a new President, Shauna Levy, was hired in March 2012 to lead the implementation.

This presentation identifies the following:

1. The roadmap from 2015 to 2020
2. Achieved benchmarks
3. 2014/2015 Programming
As of 2015, DX will no longer be receiving the Section 37 developers grant from Cadillac Fairview of $500,000/year. To this end, DX has created PLAN 20/20; a 5-year roadmap that will allow the institution to fulfill the mandate as laid out in the LORD strategic plan, i.e.:

To be a world class design museum for Toronto – and Canada – while also demonstrating economic sustainability.
The 5-year proforma is available upon request (and has been submitted to city management).

An accompanying business plan has since been requested and will be written for the July deadline, as communicated by city staff and will be complete by early June 2014.
PLAN 20/20

HIGHLIGHTS

To return to net asset position by 2017, via the following mechanisms:

• Management will be vigilant with respect to expenditures and is prepared to make whatever cuts are necessary to manage the short-term gap while continuing to develop fundraising and philanthropic revenues with fundraising activities and outreach to foundations, families and individuals who support culture in Canada.

• Board of Directors is committed to a minimum of $250,000/year in general financial support and are prepared to back a short term extension on our line of credit by the way of individual guarantees.

• Gradual increase in government operating support over five years with the objective of receiving at least 20% of operating costs by 2018, consistent with other Canadian museums. Currently, DX receives no operational funding.
PLAN 20/20

HIGHLIGHTS

DX is increasingly becoming a highly popular, consumer-focused, internationally recognized Toronto-based design museum.

• Two exhibitions/year; with increase to three by 2017.

• Grow exhibition attendance by 15%/year and exhibition sponsorship by 5%/year

• Create five new positions created over course of five years to support museum growth

• Launch citywide design festival by 2017

• Create fundraising cabinet and capital campaign by 2018
2013 DX BENCHMARKS

OVERALL ATTENDANCE*

* These numbers refer to exhibition attendance only and do not include those people who pass through the lobby and view the free exhibitions or the heritage space nor the event rental business – which would produce a significantly higher number

<table>
<thead>
<tr>
<th>Year</th>
<th>Overall Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>13,630</td>
</tr>
<tr>
<td>2011</td>
<td>36,691</td>
</tr>
<tr>
<td>2012</td>
<td>13,063</td>
</tr>
<tr>
<td>2013</td>
<td>81,000</td>
</tr>
</tbody>
</table>

(6x INCREASE FROM 2012 LEVELS)
CORPORATE SPONSORSHIP/PATRONAGE/MEMBERSHIP

2010: $493,539
2011: $409,458
2012: $449,613
2013: $626,000 (40% increase from 2012)
2013 DX BENCHMARKS

GOVERNMENT PROJECT GRANTS

- Ministry of Tourism - OCAF $100,000
- Celebrate Ontario $75,000
- Ministry of Skills, Training + Development $125,000

$300,000*
(3x INCREASE FROM 2012 LEVELS)

$28,600  $127,672  $96,451  $300,000*
2010  2011  2012  2013
This Is Not A Toy is an exhibition that considers the conceptual toy - items made solely as an expression of an aesthetic, concept or idea - as an art and design object and contemporary cultural signifier.

- Attendance: 20,000
- Corporate sponsors and donors: $103,000
- Government grants: $12,000
- Media impressions: over 360 million and 395 publications
- Publications including New York Daily News and Korean and German Television
STEFAN SAGMEISTER’S HAPPY SHOW
FROM THE INSTITUTE OF CONTEMPORARY ART PHILADELPHIA
JAN 9 – MAR 3, 2013
An exploration of happiness presented by world renowned graphic designer/artist Stefan Sagmeister.
• Attendance: 12,000
• Top sponsors: Mini/BMW Group
• Sponsor revenue: $85,000
• Media Impressions: 64 million; 141 publications

CHRISTIAN LOUBOUTIN’S 20 YEAR RETROSPECTIVE
FROM THE DESIGN MUSEUM LONDON
JUN 21 – SEP 15, 2013
The exclusive North American presentation of the extravagant shoe collection by renowned footwear designer Christian Louboutin.
• Media impressions: 387 million and 376 publications
• Attendance: 22,000
• Top sponsors: Holt Renfrew, FLARE, Grand Marnier, Shu Uemura, Lexus
• Sponsorship revenue: $215,000
• Provincial grants: $175,000
HERMÈS: FESTIVAL DES MÉTIERS
A RENDEZ-VOUS WITH HERMÈS CRAFTSMEN
OCT 2 – 6, 2013
An engaging exhibition offering a look at the long-standing traditions, values and craftsmanship behind the luxury fashion brand.
• Attendance: 7,000 over a 5-day run

100% TOBEUS: 100 DESIGNERS FOR 100 NEW TOY CARS
NOV 16 – FEB 9, 2014
Curated by Italian architect Matteo Ragni, the exhibition presented 100 cars handmade in Italy from a block of aromatic cedar. Designers included Karim Rashid, Matali Crasset and Marcel Wanders.
• Media Impressions: over 14 million
Sponsors: Italian Cultural Institute, Deer Brian Inc., AZURE
TAPAS: SPANISH DESIGN FOR FOOD
AN EXHIBITION EXPLORING THE FUSION OF DESIGN AND GASTRONOMY IN SPAIN
JUN 12 – AUG 10, 2014

- Sponsors: Acción Cultural Española (AC/E), Embassy of Spain in Ottawa, Spain Arts & Culture, Government of Spain

POLITICS OF FASHION | FASHION OF POLITICS
GUEST CURATED BY JEANNE BEKER
SEP 18 – JAN 25, 2015

Guest curated by Jeanne Beker, this exhibition explores how fashion inspires political debate, ignites political awareness and how politics dictate style.
- Projected attendance: 25,000
- Sponsors: Mantella Corporation, FLARE, The Kit, Toronto Star
PRESS START: ENTER THE NEW AGE OF FABRICATION

GUEST CURATED BY PROTOTYPE DESIGN LAB
MAR – JUN 2015

Guest curated by Prototype Design Lab, this interactive exhibition examines the impact of 3-D printing on daily life with a focus on fashion, architecture, design and health sciences.

PAN AM 2015: SPORTSWEAR EXHIBITION

CURATED BY MARIE O’MAHONY
JUN – DEC 2015

This exhibition explores the rapid evolution of sportswear design, thanks to technological advancements, with a focus on the cultural, social and aesthetic significance.

• Pan Am grant: $100,000
TOURS + WORKSHOPS

Tours and workshops are offered to all ages in a variety of design disciplines. 2014 to date has shown an increase of more than double the attendance.

HIGH PRIORITY NEIGHBOURHOOD PROGRAM

The DX education team offers free design work-shops in community centers located in high priority neighbourhoods. This includes Kaleidoscope Kids, Junction Community Center, North York Community House, Lotherton Village Girls Group and more!

MY FAVOURITE THING

POP-UP VIDEO BOOTH SPRING AND SUMMER 2014

My Favourite Thing is a collaborative project with Association of Chartered Industrial Designers of Ontario (ACIDO), funded by the City of Toronto to promote the importance of design to the City of Toronto’s cultural and economic objectives.
DX TALKS

Some of the leading personalities in local and international design speak at Design Exchange.

FAMILY DAYS

DX offers monthly Family Days for kids to have access to exhibitions and programs.
EMERGING DESIGNER COMPETITION

The Emerging Designer Competition celebrates the multidimensionality of design. The first national competition of its kind, designers of all disciplines who have worked a maximum of five years in the field of design are invited to submit.

- Sponsored by RBC and Caesarstone Canada
- We received 314 registrations from across the country

CONNECT

SUPPORTED BY MINISTRY OF ECONOMIC DEVELOPMENT, TRADE AND EMPLOYMENT

The Connect competition promotes accessible design across all disciplines and is open to all Ontario-based college and university graduate and post-graduate students.

- Project submissions from Ryerson University, OCADU, Fanshawe, Humber and George Brown.
- We have confirmed our partnership with the Government of Ontario for 2014-15 and will launch the fourth year of the competition in September 2014
DESIGN CAMPS

Multidisciplinary design camps are held during March break and summer months for kids ages 6 to 14.

HIGH SCHOOL DESIGN COMPETITION

PRESENTED BY SEARS

The High School Design Competition is open to all high school students right across the country. All design disciplines are represented.
DXINTERSECTION
CO-CHAIRS: VICTORIA WEBSTER AND RANA FLORIDA
NOV 7, 2014

- DXI 2013 was attended by over 800 guests from the art, design, fashion and philanthropic communities.

MONOGRAM
DINNER BY DESIGN
IN SUPPORT OF DESIGN EXCHANGE AND CASEY HOUSE
JAN 19 – 24, 2015

Wine and dine in an exclusive dining room designed by one of 12 top-notch designers in support of two of Canadian charities: Design Exchange and Casey House.
THANK YOU!

On behalf of DX and the Board of Directors, we would like to thank the City of Toronto for its support thusfar in creating a Design Museum for the city; and we look forward to doing our part in building Toronto as a world class city.