May 16, 2014

RE: Parks and Environment Committee Meeting 27 on May 20, 2014 – Evergreen Letters of Support regarding agenda item: Authorization to Enter an Agreement with Evergreen regarding Third-Party Fundraising for Lower Don Trail (Wards 27, 28, 29, 30)

Please find enclosed the following Letters of Support to append to the Parks & Environment Committee Meeting 27 scheduled for May 20, 2014.

Andy Chisholm
Duncan Jackman
Michelle Koerner
Judy Matthews
Park People, Dave Harvey
Ken Tanenbaum
West Don Lands Committee, Cynthia Wilkey
David and Robin Young

If you have any questions, please do not hesitate to contact me.

Sincerely,

Seana Irvine
Chief Operating Officer, Evergreen
Tel: 416 596 1495 ext. 237
January 28, 2014

Re: Lower Don Trail Revitalization, P&E Committee Meeting

Members of the Parks and Environment Committee;

The Lower Don Trail revitalization project is a tremendous opportunity to capitalize on Toronto’s ravine system as a rich cultural and geographic asset that will have tremendous social, cultural and economic benefits for the city; setting Toronto apart on the global stage.

This trail system represents a vital artery connecting a network of diverse Toronto neighborhoods to each other and to our vast ravine system. New access points, trail enhancements, public art and community programming will draw residents and tourists alike to enjoy nature, art and recreation in the heart of downtown Toronto.

Evergreen is perfectly poised - in both location and experience - to work with the City to realize the potential of this exciting project. The Brick Works is a testament to Evergreen’s laudable track record of successful urban reuse, remediation and regeneration, earning them the reputation of an honest broker, uniquely skilled at bringing together diverse stakeholders to make Toronto a better place to live, work and play.

My commitment to lead Evergreen’s campaign cabinet to raise private sector funds for this project is a testament to my belief in its value to the City of Toronto.

The stage is set to transform this extraordinary asset into a civic legacy for generations to come. I urge you to lend your support.

Sincerely,

Andy Chisholm
January 29th, 2014

Parks and Environment Committee
100 Queen Street West
10th Floor, West Tower, City Hall
Toronto, Ontario
M5H 2N2

Members of the Parks and Environment Committee:

Re: Lower Don Trail Revitalization P&E Committee Meeting

Toronto is home to the largest network of ravines of any city in the world. Our ravines carve through the city, defining its landscape. Yet they are under-used and under-appreciated.

The Master Plan to revitalize the Lower Don is a tremendous opportunity to breathe life into this central ravine corridor, creating a magnificent greenway and innovative art trail. As the High Line has done for New York, the Lower Don Trail can become a world-class attraction for Torontonians and tourists for generations to come.

Experienced in place making, public engagement, programming and fundraising, Evergreen brings a diverse network and unique set of skills that will help this project reach its full potential.

With the upcoming Pan/Parapan Am Games and Toronto’s sesquicentennial anniversary, now is the time to shine a light on our ravines. I urge the Parks & Environment Committee to support this initiative, as it is the most important project happening in Toronto right now.

Yours truly,

Duncan Jackman
Chairman, President & Chief Executive Officer
Parks and Environment Committee  
10th Floor, West Tower, City Hall  
100 Queen Street West  
Toronto, Ontario  
M5H 2N2

May 16, 2014

Re: Lower Don Trail Revitalization, P&E Committee Meeting

Members of the Parks and Environment Committee;

The Lower Don Master Plan is a compelling project that weaves the topics of urban infrastructure, public space, and art together with the natural environment. It is a unique and exciting opportunity with the potential to transform the City of Toronto.

Occasions to experience public art in the City are few, especially ones that engage diverse neighborhoods. The revitalization of the Lower Don into a multi-use, recreational public space will mark Toronto as a city responding to the dynamic needs of its communities with a strong vision for the future.

My family's investment in the Evergreen Brick Works project as well as my personal participation on the Lower Don Trail Advisory Committee is testament to my confidence that Evergreen is an especially well-matched organization to advance this project.

Among their strengths are community building, public outreach, and leadership in the field of urban sustainability. Their reputation as leader and convener in discussions of urban reuse will be a great asset as this project comes to life.

Sincerely,

Michelle Koerner
January 24, 2014

Re: Lower Don Trail Revitalization P&E Committee Meeting

Members of the Parks and Environment Committee;

Green spaces and public places define cities. Yet the ravines that define Toronto remain an untapped treasure.

Lacking in access and interest, the Lower Don trail awaits transformation. The Lower Don Master Plan is an inspiring and transformative project for Toronto; one that will enhance the vibrancy of this city, protect existing natural habitats and restore this under-appreciated ravine corridor.

By revitalizing the Don Valley Brick Works, Evergreen has demonstrated an acute understanding of how to integrate the natural environment into public space and how to inspire a vibrant and active city. The Lower Don project is a natural extension of Evergreen’s efforts and values. For these reasons, I believe that Evergreen will be an invaluable partner to the City’s Parks Forestry and Recreation department in bringing this plan to life.

I would like to indicate my support for the Lower Don Trail Master Plan and urge the city to adopt this exciting project to transform Toronto’s relationship with its watersheds, waterfront and green space.

Sincerely,

Judy M. Matthews
May 15, 2014

Parks and Environment Committee
100 Queen Street West
10th Floor, West Tower, City Hall
Toronto, Ontario
M5H 2N2

Re: Authorization to Enter an Agreement with Evergreen regarding Third-Party Fundraising for Lower Don Trail, P&E Committee Meeting 27 on May 20, 2014

Members of the Parks and Environment Committee:

Toronto is the city within a park and nowhere is this more apparent than in the network of ravines that define Toronto’s landscape. Increased investment from both the public and private sector can help our ravines reach their true potential as animated green connections.

The revitalization of the Lower Don Trail through the Lower Don Trail Master Plan and Evergreen’s “the Ribbon” campaign will not only help better integrate this wonderful natural resource with the city through enhanced physical connections, but ensure it is a vibrant and animated place through art and community programming.

While an important green space and connection for the many residents that live nearby, a revitalized and animated Lower Don Trail will become a true city-wide and tourist attraction.

Evergreen has well demonstrated its expertise in both providing innovative and inclusive programming that engages diverse populations and attracting private investment at the Evergreen Brick Works site. We are excited at the potential of that work now continuing in the Lower Don Trail in partnership with the City of Toronto.

Sincerely,

[Signature]

Dave Harvey,
Director, Toronto Park People
Parks and Environment Committee
10th Floor, West Tower, City Hall
100 Queen Street West
Toronto, Ontario
M5H 2N2

January 27, 2014

Re: Lower Don Trail Revitalization, P&E Committee Meeting

Parks and Environment Committee Members;

Toronto's ravines are remarkable. Imagine a continuous ribbon of greenspace that, taken together, creates one of the largest urban parks in the world. Now, realize that this is in our backyard today, and we need to nurture it, animate it, and connect Torontonian's with this incredible asset.

The Master Plan to revitalize the Lower Don Trail represents a tremendous opportunity to begin this journey. And with the redevelopment of Toronto's waterfront and the upcoming Pan/Parapan Am Games, this project comes at an especially important and exciting time.

As an Evergreen advisor and volunteer, I can say without hesitation that no organization is better positioned to work with the City on this project. Evergreen owns the topic of nature in the city and has a proven ability to engage key stakeholders in conversations and actions to green our city.

I wholly support the Lower Don Trail revitalization project and encourage the City to invest in what will surely become a civic legacy.

Sincerely,

Kenneth M. Tanenbaum, Vice Chairman
Co-developer of the CIBC Pan Am Athletes' Village/Canary District
May 14, 2014

Geoff Cape, Executive Director
Evergreen
Evergreen Brick Works, Suite 300
550 Bayview Avenue
Toronto, Ontario M4W 3X8
Delivered by email

Dear Mr. Cape,

I am writing to express the strong support of the West Don Lands Committee for the proposed partnership agreement between Evergreen and City of Toronto, Parks, Forestry & Recreation, to conduct a joint fundraising campaign – “The Ribbon Campaign” – to raise funds for the Lower Don Trail.

As you are aware, the West Don Lands Committee is a coalition of resident, business and civil society groups that have been working together for the past 14 years to promote positive redevelopment of the West Don Lands. Our strong connection to the Lower Don River has been a fundamental tenet of the positive development we work towards. Today Corktown Common is a first link in that connection beside the Pan-Parapan Am Athletes’ Village construction site. Already the first of thousands of residents are moving into the West Don Lands.

The Lower Don Trail is a crucial amenity to the sustainable, connected, active community that we are building, but we are very aware that the trail needs help. It is more than 20 years old, and it’s in rough shape – in some places almost collapsing into the river. When it was built, it was part of an upswell of public engagement that included Task Force to Bring Back the Don, cycling and naturalist groups, and Evergreen itself. That upswell needs refreshment.

On February 24 the West Don Lands Committee was privileged to receive a presentation on the Lower Don Trail Master Plan, and subsequent the discussions between Evergreen and the City, from Sarah Heynen, Evergreen, and Garth Armour, PF&R. We agreed in principle at that time to support the forming partnership, subject to review of the final report. I have reviewed that report along with my WDLC colleagues, and we are delighted with the outcome.

What we see that solidifies our endorsement is:

- Evergreen will be directing its dynamic fundraising capacity to the public good in support of the Lower Don Trail Master Plan;
• An achievable goal of $5 million will be raised in Phase I in large part through Evergreen’s capacity;

• The City of Toronto will continue its leadership in protecting and enhancing the public realm through oversight of, and contribution to, the initiative under the terms of the City’s Policy on Donations to the City for Community Benefit;

• Projects approved under the Lower Don Trail Master Plan are prioritized to achieve maximum benefit in the near term;

• There is broad latitude to expand this partnership following up on successes as they are achieved.

We see this initiative as important to our West Don Lands community and the city. As we strive to build a thriving, liveable, sustainable community, the Lower Don Trail is a vital, active link for the West Don Lands to the broader community and the natural realm.

We expect that this partnership will be concluded to the benefit of all parties, and we look forward to continuing to contribute valuable community advice and perspective as the Lower Don Trail Master Plan plays out.

Yours truly,

Cynthia Wilkey
Chair, West Don Lands Committee
Parks and Environment Committee
10th Floor, West Tower, City Hall
100 Queen Street West
Toronto, Ontario
M5H 2N2

February 3, 2014

Re: Lower Don Trail Revitalization P&E Committee Meeting

Parks and Environment Committee;

The Lower Don ravine system is a hidden treasure and represents a
tremendous opportunity for the City of Toronto.

We invested significant support during the early stages of Evergreen
Brick Works as an opportunity to advance the ravine strategy with the
TRCA and Evergreen. Today, the Lower Don Trail Master Plan
represents the next phase.

We are excited to be supporting this project. It will do great things for
Toronto, and could only be possible through partnership with an
organization like Evergreen who will get the private sector on board.

Sincerely,

David Young

Robin Young