

# Revitalizing the Lower Don:

Engagement, Education, Enhancement

Presentation to Parks and Environment Committee

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# Evergreen



- Not-for-profit, national charity inspiring action to green cities
- 23 year legacy - began in Riverdale Park 1991
- Evergreen Brick Works: environmental community centre and international showcase
- City/TRCA/Evergreen partnership



# Objectives



1. Enhance a natural and cultural corridor for *all* Torontonians, connected to watershed-wide regeneration efforts
2. Improve accessibility physically and through broad-based community engagement and programming
3. Create a world class natural attraction celebrating Toronto's unique ravines
4. Stimulate local economic investment and the tourist economy
5. Build momentum for Pan/Parapan Am Games & Canada's 150<sup>th</sup> anniversary

# Partnership Proposal



## Support City Priorities:

- Lower Don Master Plan (2013); Waterfront Culture and Heritage Infrastructure Plan (2001)

## The Approach:

- Raise third party funding from individual donors
- All dollars raised support the Lower Don regeneration:
  - capital improvements, temporary art installations, special events, heritage interpretation, educational programming, community engagement and public awareness
- “The Ribbon” Campaign – launch summer 2014
- Phase 1: \$5 M target from individual donors
- Donor recognition in keeping with City’s donation policies and approved by City



# Why Partner with Evergreen?



- Evergreen's charitable mission and history

"Evergreen has demonstrated an acute understanding of how to integrate the natural environment into a public space and how to inspire a vibrant and active city."

-Judy Matthews

- Strength in engaging and convening diverse publics and sectors – across the Greater Toronto Area and nationally

"Evergreen has well demonstrated its expertise in providing innovative and inclusive programming that engages diverse populations and private investment".

- Dave Harvey, Director, Toronto Park People

- Fundraising experience, strong donor relationships

"I am 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." - David Young







# Why Partner with Evergreen?



- Long standing, strong relationship with the City, TRCA and community partners

“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”.

- Cynthia Wilkey, Chair, West Donlands Committee

- Success of Evergreen Brick Works: Leed platinum designation; 400,000 visits and \$10M into local economy annually; a significant gateway to the Lower Don

“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.” - Duncan Jackman

Chairman, President and CEO E-L Financial Corporation Limited Sullivan



# Select Partners

- |   |                                      |
|---|--------------------------------------|
| Town of Richmond Hill                     | Kitchen-Waterloo School Board        |
| City of Mississauga                       | Mainstay Housing                     |
| Town of Markham                           | Miziwe Bi'ik                         |
| City of Vancouver                         | Second Harvest                       |
| City of Hamilton                          | The Natural Step                     |
| Toronto District & Catholic School Boards | Toronto Civic Action                 |
| Calgary School Board                      | International School Ground Alliance |
| Ottawa District School Board              |                                      |

