



STAFF REPORT ACTION REQUIRED

Sponsorship Renewal from The Toronto-Dominion Bank for the Franklin Children's Garden in Toronto Island Park

Date:	February 5, 2015
To:	Parks and Environment Committee
From:	General Manager, Parks, Forestry and Recreation
Ward:	Ward 28 – Toronto Centre-Rosedale
Reference Number:	P:\2015\Cluster A\PFR\PE02-022515-AFS#20702

SUMMARY

The purpose of this report is to seek approval from City Council to accept a sponsorship contribution of \$400,000 from The Toronto-Dominion Bank over a four year period, 2015-2018, to support refurbishment of garden elements and the development of educational materials and programming for the Franklin Children's Garden in Toronto Island Park. As part of accepting this sponsorship, The Toronto-Dominion Bank would be granted a renewal of the naming rights for the TD Storybook Place within the Franklin Children's Garden for the same four year period, 2015-2018.

This entire project will be fully funded by the sponsorship from The Toronto-Dominion Bank.

RECOMMENDATIONS

The General Manager of Parks, Forestry and Recreation Division recommends that:

1. City Council delegate authority to the General Manager, Parks, Forestry and Recreation to accept a sponsorship contribution from The Toronto-Dominion Bank in the amount of \$400,000 over the four year period, 2015-2018 in compliance with the City of Toronto Sponsorship Policy, and to allocate the sponsorship funding for the purpose of enhancing garden elements and developing educational materials and programming for the Franklin Children's Garden in Toronto Island Park.

2. City Council renew the naming rights to the TD Storybook Place in the Franklin Children's Garden for the period governed by this sponsorship, 2015-2018 contingent upon the sponsorship being approved and received.
3. City Council authorize the General Manager of Parks, Forestry and Recreation to negotiate and enter into an Agreement with The Toronto-Dominion Bank that defines the terms and conditions of use for the sponsor funding at The Franklin Children's Garden, all in a form and content satisfactory to the General Manager of Parks, Forestry and Recreation and the City Solicitor.
4. City Council increase the 2015 Council Approved Operating Budget for Parks, Forestry and Recreation by \$0.100 million gross and \$0 net contingent upon the sponsorship being approved and received; and that the 2016 to 2018 Operating Budgets for Parks, Forestry and Recreation include \$0.100 million gross and \$0 net in each year to reflect this sponsorship.

Implementation Points

The sponsorship contribution from The Toronto-Dominion Bank for the projects at The Franklin Children's Garden will be spread over a four year period as follows:

2015 - \$100,000
2016 - \$100,000
2017 - \$100,000
2018 - \$100,000
Total: \$400,000

With respect to the renewal of naming rights for TD Storybook Place, The Toronto-Dominion Bank was provided with the first right of refusal as part of the original 2005 agreement between the City and The Toronto-Dominion Bank upon the expiry of that agreement. The naming rights arrangement was renewed for the three year period 2012-2014. The City and The Toronto-Dominion Bank wish to renew this arrangement for the four-year period governed by this sponsorship, 2015-2018. As the naming rights arrangement pre-dates the implementation of the City's Individual and Corporate Naming Rights Policy, this naming rights renewal for TD Storybook Place is not subject to the terms of the policy.

Financial Impact

The total value of the sponsorship in 2015 is \$100,000. Subsequent annual sponsorship contributions over the term are set at \$100,000 in 2016, \$100,000 in 2017 and \$100,000 in 2018.

All deliverables and work related to this sponsorship are to be fully funded by the sponsorship from The Toronto-Dominion Bank and will not exceed the total amount of The Toronto-Dominion Bank sponsorship contribution.

Pending the approval of the sponsorship, the 2015 Council Approved Operating Budget for Parks, Forestry and Recreation will increase by \$0.100 million gross and \$0 net. Future year Operating Budgets for Parks, Forestry and Recreation will also be adjusted accordingly to reflect this sponsorship. There will be no net financial impact that would result from the acceptance of this sponsorship.

The Deputy City Manager and Chief Financial Officer has reviewed this report and agrees with the financial impact information.

DECISION HISTORY

At its meeting on May 30, 31 and June 1, 2001, City Council adopted Economic Development and Parks Committee Report 5, Clause 10 titled, "Franklin Children's Garden – Toronto Islands," authorizing the creation of the Franklin Children's Garden and for staff to proceed with sponsorship solicitation to seek funding for the garden and to enter into appropriate agreements with the successful proponents. The Toronto-Dominion Bank was one of several corporate sponsors of the garden and an agreement was executed with The Toronto-Dominion Bank for program sponsorship. The terms of the original agreement commenced on June 10, 2005, the official opening day of the garden, and expired June 10, 2010.

Decision Document – Economic Development and Parks Committee, R. 5, Cl. 10:
<http://www.toronto.ca/legdocs/2001/agendas/council/cc010530/edp5rpt/cl010.pdf>

At its meeting on September 21 and 22, 2011, City Council adopted Executive Committee Item EX9.10 titled, "Donation from the Toronto-Dominion Bank for the Franklin Children's Garden in Toronto Island Park," authorizing the acceptance and expenditure of a \$250,000 contribution from The Toronto-Dominion Bank over a three year period, 2012-2014, for the purpose of refurbishing garden elements and developing educational materials and programming for the Franklin Children's Garden in Toronto Island Park. Further, the report authorized renewal of the naming rights arrangement for TD Storybook Place and granted authority to enter into appropriate agreements with The Toronto-Dominion Bank that defined the terms and conditions of use for the donated funds.

Decision Document – Executive Committee Item EX9.10:
<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2011.EX9.10>

ISSUE BACKGROUND

The Franklin Children's Garden officially opened on June 10, 2005. Developed in collaboration with the author and illustrator of the Franklin the Turtle books, the publishing company Kids Can Press and financial contributions from The Toronto-Dominion Bank and Unilever, the four-acre park is an interactive barrier-free

environment consisting of inter-connected gardens where children of all ages can learn about the Toronto Island's ecosystem through a playful realization of the natural world.

In 2010, The Franklin Children's Garden was awarded the "*Green Places Commendation*" from "*The International Making Cities Liveable Child-Friendly Communities*," in recognition of the playful children's park integrating public art and nature-play areas encouraging exploration, discovery, and affection for nature. The Franklin Children's Garden receives over 30,000 visitors annually, and is a favourite destination on the Toronto Islands for families and school trips. Parks, Forestry and Recreation operates summer camp programs out of the Franklin Children's Garden with programming that includes storytelling, insect identification, organic gardening, crafts, eco, and nature studies. Special events have included book readings by children's book authors, concerts, and theatrical performances. The wetland in Franklin Children's Garden is now home to indigenous turtles and frogs which also add to the educational experience for children.

In 2014, the Franklin Children's Garden earned accreditation as a certified Butterfly Garden from the North American Butterfly Association and a Certificate of Appreciation from the Monarch Watch organizations for creating a Monarch Migration Waystation.

This renewed sponsorship from The Toronto-Dominion Bank of \$0.400 million between 2015 and 2018 (\$0.100 million annually) will support enhancements to garden elements and educational resources for garden programming which will contribute to increasing the number of visits to the park.

COMMENTS

The Toronto-Dominion Bank has been a key sponsor of the Franklin Children's Garden since its creation. Highlights of initiatives during the most recent sponsorship term include the creation of Franklin's Pollination Station, a garden focused on attracting pollinators and teaching children about the important role pollinators play in our environment. Additionally, the creation of the Franklin Backpack program was a tremendous success, with over 3000 backpacks distributed to children. The educational materials contained in the backpack enable parents and caregivers to explore and experience the various elements of the garden with their children at their leisure and learn as they go.

Proposed improvements to The Franklin Children's Garden made possible through this sponsorship include:

- Continued programming for Franklin Children's Garden, including: summer camps, eco programming with school groups, special events, and continuation of the popular backpack program;
- Introduction of an Interpretive Centre as the educational hub for the garden;
- Installation of shade canopies over the seating area at TD Storybook Place; and

- Enhancements to Snail Trail to conserve natural elements and add inter-active educational features.

This renewed sponsorship commitment from The Toronto-Dominion Bank will help provide new opportunities for families, school groups and day camp participants to explore and appreciate the unique and environmentally significant Toronto Island Park ecosystems. Ensuring that the program is accessible and affordable would mean that new Canadian families, as well as school and community groups, would have an opportunity to discover this urban parkland from an environmental perspective.

CONTACT

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SIGNATURE

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