



## REPORT FOR ACTION

# Naming Rights Agreement with The Toronto-Dominion Bank and High Park Initiatives for the High Park Forest School

**Date:** March 16, 2018

**To:** Parks and Environment Committee

**From:** General Manager, Parks, Forestry and Recreation

**Wards:** Ward 13 – Parkdale-High Park

## SUMMARY

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This report seeks authority to accept a naming rights contribution for the main teaching and programming space inside the High Park Forest School where the High Park Nature Centre is located. This naming rights contribution is the result of a joint fundraising campaign between the City and High Park Initiatives, which was approved by City Council at its meeting held October 2, 3 and 4, 2017.

## RECOMMENDATIONS

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

1. City Council authorize the General Manager of Parks, Forestry and Recreation to accept a naming rights offer to name the main teaching and programming space inside the High Park Forest School the "TD Grand Hall" for a term of five years, commencing upon the re-opening of the renovated High Park Visitor and Nature Centre (anticipated to be in 2021), or as otherwise agreed to by the General Manager, Parks, Forestry and Recreation and The Toronto-Dominion Bank, and in compliance with the City of Toronto Individual and Corporate Naming Rights Policy.
2. City Council authorize the General Manager of Parks, Forestry and Recreation to negotiate and enter into a naming rights agreement with High Park Initiatives and The Toronto-Dominion Bank for the \$0.750 million naming rights contribution, on terms and conditions satisfactory to the General Manager, Parks, Forestry and Recreation and in a form satisfactory to the City Solicitor.

## FINANCIAL IMPACT

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Parks, Forestry and Recreation will receive a naming rights contribution of \$0.750 million over four years from the High Park Initiatives provided by The Toronto-Dominion Bank. This first contribution to the fundraising campaign will be placed in a deferred revenue account.

The renovation of the High Park Forest School has an estimated total project cost of \$6.0 million and is currently not included in the Council Approved Parks, Forestry and Recreation 2018-2027 Capital Budget and Plan.

The Parks, Forestry and Recreation 10-year Capital Plan includes \$0.620 million for state of good repair rehabilitation work and a further \$0.200 million in funding for the Forest School from Section 37 funds. The funding will be re-directed to this capital project.

The High Park Forest School capital fundraising campaign has a target of \$6 million over an estimated five-year campaign. The actual contributions will be contingent upon High Park Initiative's ability to raise the funds in partnership with the City. Once the required funding to complete this renovation project is identified, the project will be included for Council consideration as part of the annual Capital Budget process.

This project is also expected to meet the City's criteria for a major capital project. Once approved, the project will advance through a "stage gate" capital planning process, providing Council with specific decision points about advancing the project as scope, timelines and costs are clarified. For projects that are partially or fully funded by external partners, budget approval will be conditional on securing the budgeted partnership funding. Until the external funding source is secured, implementation cannot commence.

There are no additional annual operating costs associated with the planned improvements as the High Park Forest School building is an existing asset, and as such, is part of Parks Forestry and Recreation's base operating, maintenance and inspections budgets.

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

## **DECISION HISTORY**

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City Council, at its meeting of November 29, 30 and December 1, 2011, adopted Sponsorships and Naming Rights: Partnership Policies to Promote and Recognize Contributions to the City:

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2011.EX12.2>

At its meeting on October 2, 3 and 4, 2017, City Council, through PE21.3, approved Authorization to Amend Licence Agreement with High Park Initiatives to include Third-Party Fundraising for High Park Forest School Renovations:

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2017.PE21.3>

## COMMENTS

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In order to facilitate philanthropic and private sector funding for the High Park Visitor and Nature Centre project, Council authorized an amendment to the Licence Agreement with High Park Initiatives (HPI) to establish a fundraising campaign.

That fundraising campaign is now under way. This report seeks authority to accept a naming rights offer to name the main teaching and programming space inside the High Park Forest School the "TD Grand Hall" for a term of five years. In addition, this report seeks authority to enter into a naming rights agreement with HPI and TD with respect to the naming rights contribution.

The "TD Grand Hall" would be the new name for the main teaching and programming space inside the building which is not currently named and is under exclusive license to High Park Initiatives for their programming and other uses. Signage for the new space would be entirely inside the building and on collateral material, for example, the HPI website.

The Toronto-Dominion Bank (TD) will also provide an additional \$0.250 million over a four-year period directly to High Park Initiatives to help fund its school visit program. This includes funding for the High Park Nature Centre's "adopt-a-class" programs that bring children and youth from schools and groups in Toronto's underserved, high priority neighbourhoods to High Park to participate in curriculum-linked outdoor programs at no cost to students. While not involving the City, this additional sponsorship, and the programming it enables, contributes to the City's equity and inclusion goals. TD's overall contribution to the renovation and the High Park Nature Centre is thus a generous \$1 million.

### **Background on the High Park Visitor and Nature Centre Project**

The original High Park Forest School was established by the Toronto School Board and Department of Public Health in 1914. The idea was that fresh air, away from the city core, was essential for children, especially those exposed to tuberculosis. The program was expanded to become a summer outdoor nature and activity school for underprivileged and undernourished children. The current building was constructed in 1932, but the school board programs ceased in the 1960s.

While habitable, the Forest School building is old (1932), does not meet Accessibility for Ontarians with Disabilities Act (AODA) requirements, and has outdated washrooms and other aging infrastructure.

Operated by the non-profit organization High Park Initiatives, the High Park Nature Centre began in 1999. It offers a mix of free and paid programming for all ages, including walks, summer and March Break camps, school trips and special programs. It attracts participants and school groups from across the city and is self-sustaining through program fees, grants and donations. In 2016 it served more than 12,000 participants, a 30% increase from 2014-2015.

In spring 2015, the High Park Nature Centre moved from the 700 sq. ft. Parkside Drive building it had occupied for 10 years into High Park's 9,000 sq. ft. Forest School building. The move relieved the City of a budget pressure at the Forest School with the ending of the previous tenant's lease, while providing better space for the Nature Centre's programs, which had outgrown the Parkside Drive facility.

The move by the High Park Nature Centre to the Forest School led to a vision for renovating the Forest School to become the High Park Visitor and Nature Centre. The plan would respect the building's historical purpose, its heritage, and its harmonious relationship with the park, while retaining its existing footprint.

In December 2016, a feasibility study for a renovation was completed by ATA Architects Inc. The study, High Park Visitor and Nature Centre: Cultural Heritage Evaluation Report & Feasibility Study, was funded by Ward 13 Section 37 funding through the Council-approved 2015 Parks, Forestry and Recreation Capital Budget.

The fundraising campaign will necessarily continue before any work takes place on the renovation project. Capital projects or sub-projects (such as design) would only proceed once the required funds have been raised, subject to the budget process.

## **CONTACT**

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## **SIGNATURE**

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Janie Romoff  
General Manager, Parks, Forestry and Recreation