



REPORT FOR ACTION WITH CONFIDENTIAL ATTACHMENT

Replacement of Signage at the Sony Centre and Toronto Centre for the Arts

Date: February 14, 2019

To: Finance, Audit and Risk Management Committee and the TO Live Board

From: President and CEO

REASON FOR CONFIDENTIAL INFORMATION

The attachment to this report contains commercial information supplied in confidence to the Board of Directors of TO Live, which, if disclosed, could reasonably be expected to prejudice significantly the competitive position or interfere significantly with the contractual or other negotiations of a person, group of persons, or organization.

SUMMARY

This report seeks the Board's approval of the overall replacement signage budget for the Sony Centre for the Performing Arts and the Toronto Centre for the Arts and to enter into a sole-source contract with a design company for this project.

RECOMMENDATIONS

The President and Chief Executive Officer recommends that the Board of Directors of TO Live:

1. approve the overall signage budget of \$1.9 million (funded from the Facility Fee Reserve Fund through the Meridian sponsorship donation) for the replacement signage of the Sony Centre and the Toronto Centre for the Arts (see Confidential Attachment 1), and forward this report to City Council for approval, in order to be included in TO Live's 2019 Capital Budget.
2. approve the engagement of Kramer Design Associates (KDA) as a sole-source contract.

3. direct that the confidential information contained in Confidential Attachment 1 and 2 remain confidential in its entirety, as it contains commercial information, supplied in confidence to the Board of Directors of TO Live, which, if disclosed, could reasonably be expected to prejudice significantly the competitive position or interfere significantly with the contractual or other negotiations of a person, group of persons, or organization.

FINANCIAL IMPACT

The overall signage budget is \$1.9 million, which will be funded from the Facility Fee Reserve Fund through the Meridian sponsorship donation.

DECISION HISTORY

On September 28, 2019, the Board authorized the marketing and corporate partnership mandate as noted in a confidential attachment.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2018.CT30.3>

COMMENTS

On January 21, 2019, Civic Theatres Toronto (now TO Live) announced a long-term \$30.75M strategic partnership with Meridian which included the exclusive naming rights for the Sony Centre for the Performing Arts and the Toronto Centre for the Arts. As a result, the respective venues will become Meridian Hall and Meridian Arts Centre and therefore new signage will be required for each venue. New signage is required by September 14, 2019, when Sony Canada's sponsorship expires.

In order to conclude negotiations with Meridian, it was necessary to contract with a design company to create graphic design concepts for indoor and outdoor venue signage. Keeping within Management's authority, TO Live engaged design firm Kramer Design Associates ("KDA") for this purpose. KDA is a Toronto-based award-winning, internationally renowned design firm specializing in signage programs, street furniture and media architecture. They have significant experience working with City of Toronto Sign Bylaw Staff and Heritage Preservation Services and have successfully provided design services for many prominent projects, including:

- Scotiabank Arena (formerly Air Canada Centre)
- BMO Field - original signage program and current expansion
- Ricoh Coliseum- new digital signage program
- MasterCard Centre
- Sony Centre for the Performing Arts
- Ford Centre for the Performing Arts (Toronto, Vancouver, NYC, Chicago)
- Canon Theatre
- Panasonic Centre
- Direct Energy Centre

A relationship and trust was established with all parties, and as Meridian was more than pleased with their initial concepts, it would be in the best interests of TO Live to continue the engagement with KDA to develop a coordinated signage program for Meridian Hall and Meridian Arts Centre that will serve to enhance the overall image of each property and seamlessly integrate with the overall naming updates related to the Meridian partnership agreement.

In order to maintain momentum and to meet the September 14, 2019 deadline, it is imperative that TO Live move forward quickly by sole-sourcing the design contract rather than engaging in a competitive process. This contract (see Confidential Attachment 2) requires Board approval as it is estimated to be above Management's signing authority.

CONTACT

William Milne
Vice President of Finance & Administration
T: 416-368-6161, ext. 7121
William.Milne@tolive.com

SIGNATURE

Clyde Wagner
President and CEO

ATTACHMENTS

Confidential Attachment 1 - Signage Design Budget
Confidential Attachment 2 - KDA Signage Proposal