

Attachment 1

CT4.10

TO Live 2020 Budget

June 10, 2019

Topics

1. Operations Overview

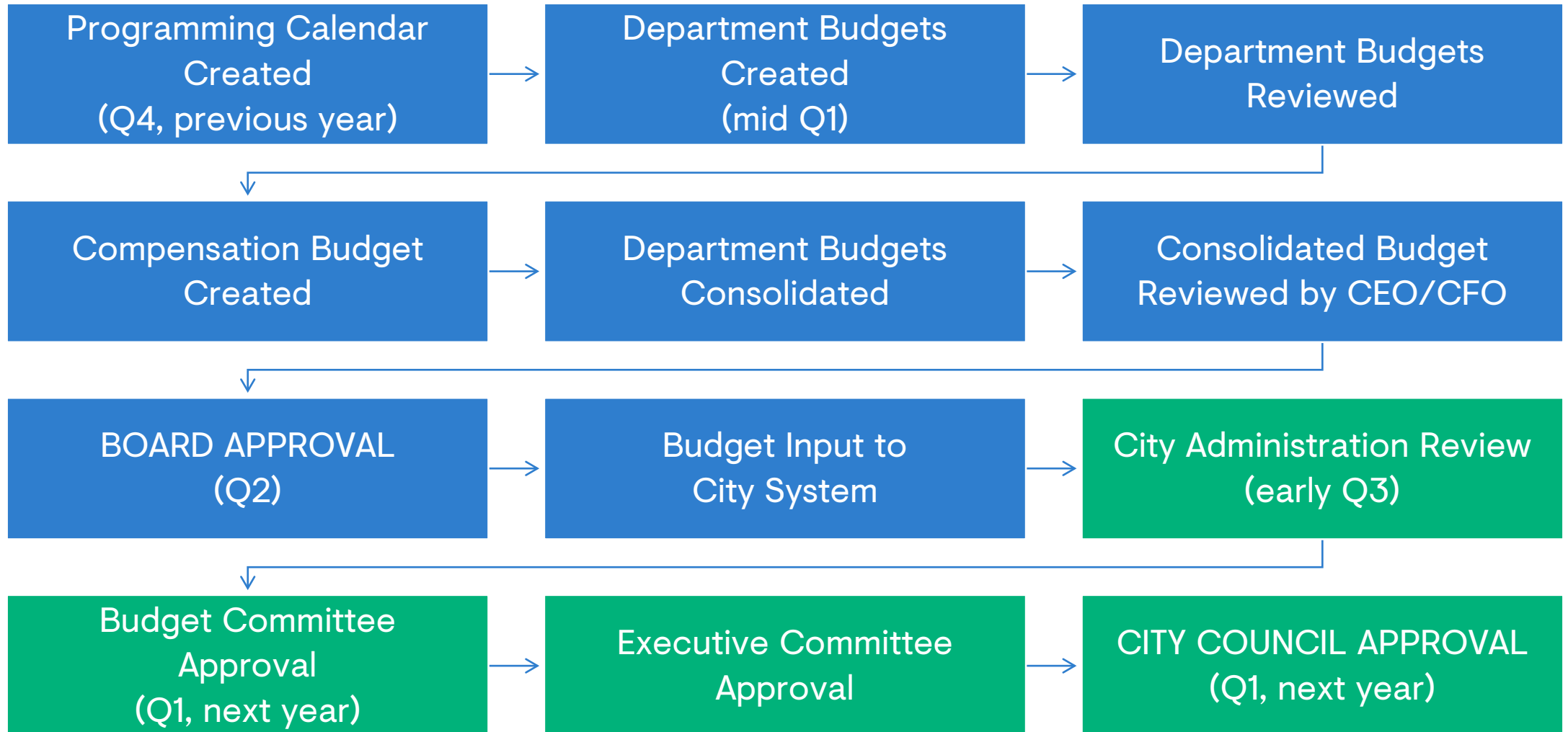
3 Venues. 7 Stages. Countless Experiences.
Together we are **TO Live.**

TO
LIVE



Operations Overview

Budget Process Overview



Vision and Mission Statement

VISION

To be Canada's foremost multi-arts centre — pushing the boundaries of creativity and diversity through artistic excellence, education and public engagement.

MISSION

To activate creative spaces by inspiring local and international artists, and connecting audiences — to be the nexus for new ideas, elevate artistic potential, and be the catalyst for creative expression that is reflective of Toronto's diversity.

Core Values

Inclusive

- We welcome, support, foster and embrace creativity and artistry from all walks of society and culture.

Diverse

- We provide spaces for creativity and help the many voices of Toronto's rich cultures be heard. We actively seek out and work with partners from an array of communities—artistic to corporate, locally and globally—to expand our vision and mission.

Innovative

- We are unafraid to experiment, to be bold and push the boundaries of creativity and diversity. We are passionate about people, ideas and technologies that elevate the artistic creativity of Toronto.

TO Live Program Map

To activate creative spaces by inspiring local and international artists, and connecting audiences – to be the nexus for new ideas, elevate artistic potential, and be the catalyst for creative expression that is reflective of Toronto’s diversity

Entertain and Educate	Engage Partnerships	Extraordinary Experiences	Embody City of Toronto
Goal: To engage audiences through investments in presentation and commissioning of new works, and educational and engagement initiatives.	Goal: To raise the watermark for Toronto’s artistic and business communities, creating innovative, revenue generating and entrepreneurial endeavours.	Goal: To operate world-class creative spaces that are inviting and accessible to all, and be the leader in employee, artist, stakeholder, and customer loyalty and engagement.	Goal: To be welcoming place for all Torontonians and actively participate in planning and contributing to vital communities.
TO Live is committed to programming and services spanning our two main creative hubs: uptown and downtown, showcasing multiple artistic disciplines including dance, concerts, theatre, music, film screenings, film with orchestra, and festivals. We will strengthen the broader arts community by providing facilities for promoters, renters, resident companies and our neighbouring communities through strategic and enhanced partnerships with local and national artists and arts groups.	Partnerships will be the key to unlocking the future of Toronto Live’s success. We will work with creative industries, our neighbouring communities, the corporate sector, city builders, philanthropists and all levels of government to bring to audiences memorable artistic experiences. We are fiscally responsible, creative entrepreneurs, improving and building on all revenue streams to solidify our place as Canada’s premiere multi-arts institution for the people of Toronto.	The anchors to our business are the collection of creative spaces we offer to an array of artists, patrons, stakeholders and the community. It is our goal at TO Live to provide fun and safe spaces for creating and experiencing the arts. This excellence will spread across all facets of the organization, encompassing the entire user journey from beginning to end, creating long-term affinity and the feeling of inclusivity.	TO Live will be the nexus for new ideas, elevate artistic potential and be the catalyst for creative expression that is reflective of Toronto’s diversity. Truly vital creative hubs must go beyond the property lines of TO Live buildings and engage in a meaningful way with surrounding neighbourhoods.

Program Map

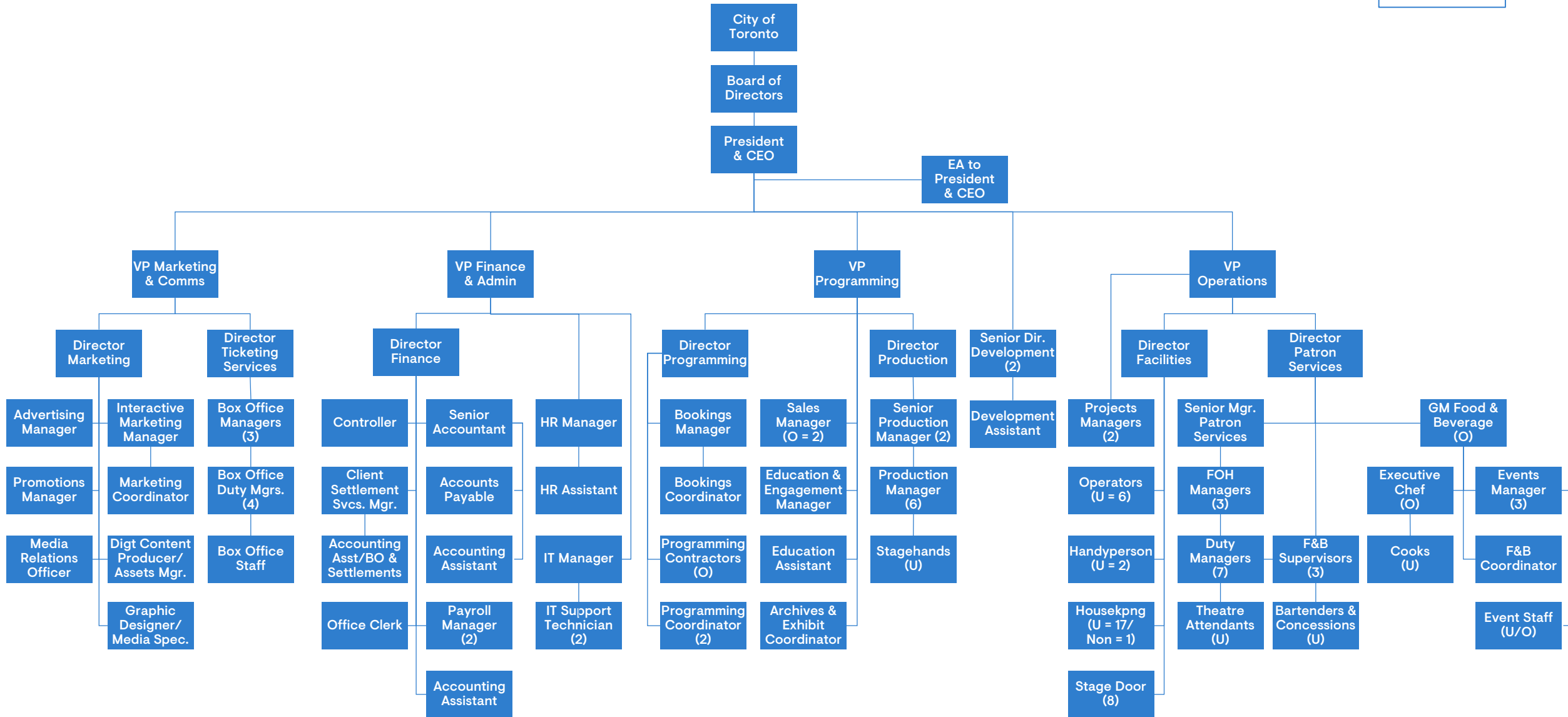
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Service Customers

Entertain and Educate	Engage Partnerships	Extraordinary Experiences	Embody City of Toronto
Individuals	Individuals	Individuals	Individuals
Community Groups	Community Groups	Community Groups	Community Groups
Resident Companies	Resident Companies	Resident Companies	Schools
Theatre Companies	Theatre Companies	Theatre Companies	Artists
Dance Companies	Dance Companies	Dance Companies	
Promoters, Producers	Promoters, Producers	Promoters, Producers	
Not-for-Profit Organizations	Not-for-Profit Organizations	Not-for-Profit Organizations	
Artists/Dancers	Artists/Dancers	Artists/Dancers	
Educational Institutions	Educational Institutions	Educational Institutions	
Students/Teachers	Students/Teachers	Students/Teachers	
Corporations	Corporations	Corporations	
Event Organizers	Event Organizers	Event Organizers	
External Caterers	External Caterers	External Caterers	

Organizational Chart

U = Unions
O = Outsourced





The End