



REPORT FOR ACTION WITH CONFIDENTIAL ATTACHMENT

Marketing Overview - Broadway Shows & Mandela Exhibition Highlights

Date: January 15, 2020

To: The Board of Directors of TO Live

From: President and Chief Executive Officer

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

The purpose of this report is to provide a marketing overview of the Broadway shows and the Mandela Exhibition for the fourth quarter of 2019.

RECOMMENDATIONS

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

1. Receive this report for information.
2. Direct that Confidential Attachment 1 remain confidential in its entirety because 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

There is no financial impact other than what is listed in the report.

DECISION HISTORY

None.

COMMENTS

TO Live presented four major pieces of programming in the fourth quarter of 2019; three Broadway-type shows and a major exhibition about Nelson Mandela. Attachment 1 to this report features a marketing overview that offers an insight around the challenging landscape of selling tickets in Toronto, as well as media plans for each of the four productions (see Confidential Attachment 1).

CONTACT

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SIGNATURE

Clyde Wagner
President & Chief Executive Officer

ATTACHMENTS

Attachment 1 - Marketing Overview - 2019 Q4
Confidential Attachment 1 - Media Plans