

REPORT FOR ACTION

The Bentway and Exhibition Place Partnership - Year of Public Art

Date: June 2, 2021

To: The Board of Governors of Exhibition Place

From: Don Boyle, Chief Executive Officer

Wards: All

SUMMARY

On November 18, 2020, Mayor John Tory proclaimed 2021 as the Year of Public Art, a year-long celebration of art and community.

In celebration of the Mayor's proclamation, Exhibition Place and the Bentway Conservancy ("Bentway") have entered into a partnership agreement to deliver a collaborative art exhibition, that will take place this Fall in the storage cubicles under the Gardner Expressway on the east side of Exhibition Place lands.

At the upcoming meeting of June 16, 2021, staff from Exhibition Place and the Bentway will provide a power point presentation for the benefit of the Board Members. The presentation will provide details on how the exhibit will welcome the public into the cubicles, for the first time, for an unforgettable civic experience. This unique signature project will highlight the potential use of this space, the connective possibilities between the Bentway and Exhibition Place, and the power of public art to inspire.

Utilizing the Bentway's marketing expertise, the project aims to enhance the branding identity of Exhibition Place as a destination site.

RECOMMENDATIONS

The Chief Executive Officer recommends that:

1. The Board receive this report for information.

FINANCIAL IMPACT

To engage in this partnership, Exhibition Place will offer both in kind support and in nominal dollars. Exhibition Place contribution is approximately \$57,000. This includes the foregone rental of the cubicles and electrical, fencing, labour, and housekeeping costs.

The financial contribution from the Bentway is approximately \$427,000. Of the \$427,000, \$350,000 is raised by the Bentway and supports the exhibit staffing, artist fees, production cost, and labour.

This partnership will also include approximately \$50,000 in joint marketing initiatives, with Exhibition Place a brand partner.

DECISION HISTORY

The Exhibition Place 2017 to 2021 Strategic Plan has a series of mission statements:

- Grow our reputation as a major destination and develop existing and new events by capitalizing on the powerful diversity within the City of Toronto and the Province of Ontario.
- Elevate the image of the public asset, its parklands, heritage buildings, and public art.
- Manage and program Exhibition Place in a manner respectful of the local community.
- Promote service excellence in all customer interactions throughout Exhibition Place.

This partnership satisfies the mission statements.

COMMENTS

On November 18, 2020, Mayor John Tory proclaimed 2021 as the Year of Public Art, a year-long celebration of art and community. Working in partnership with artists, arts organizations and communities during the Year of Public Art, the City will engage residents and visitors in a citywide recognition of public art, and celebrate the incredible body of work created by local and international artists and supported by arts institutions, developers, and the City.

<https://www.toronto.ca/news/the-city-of-torontos-year-of-public-art-in->

In celebration of the Mayor's proclamation, the Bentway Conservancy, one of the City Program Partners and Exhibition Place have entered a partnership that will combine the efforts of both Agencies to produce a unique art exhibit in the storage cubicles under the Gardner Expressway on Exhibition Place lands. The display will represent a large-scale installation open to all residents and increase the brand awareness of Exhibition Place as a destination location.

Anchored by a new public space under the Gardiner to the east of the Exhibition Place grounds.

The Bentway is a non-profit charitable organization that re-imagines how we build, experience, activate, and value public space. Since opening in 2018, their work has been fueled by vital collaborations with the City of Toronto, various community stakeholders, supporters, and artists. The Bentway seeks to enrich the lives of the people of Toronto through cultural, recreational, and educational experiences that show the distinctness of our city while highlighting the importance of shared space. The Bentway has a strong track record for hosting larger-scale public art presentations, civic discussions, and awe-inspiring experiences.

The alliance will benefit both partners, Exhibition Place will take advantage of the marketing and program expertise of The Bentway, and The Bentway will use this untapped potential of Exhibition Place space.

Moreover, the partnership serves to support all three key theme areas outlined in the 2017-2019 Strategic Plan engagement with neighbouring communities, users, and tenants:

- Connect Exhibition Place with the Surrounding Communities
- Improve Access to and within Exhibition Place
- Be a Good Neighbour

At the upcoming meeting of June 16, 2021, staff from Exhibition Place and the Bentway will provide a power point presentation for the benefit of the Board Members.

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SIGNATURE

Don Boyle
Chief Executive Officer

ATTACHMENTS

The Bentway and Exhibition Place Partnership - Presentation