



Casa Loma - North Campus
Governance Committee Presentation

GOVERNANCE COMMITTEE PRESENTATION

I, as the proponent of the RFP for the North Campus, would like to report back to this committee on Part 6 of item EX35.2 Casa Loma Request for Proposals.

Item 6 the Casa Loma Corporation did issue a Request for Proposal for the North Campus of Casa Loma.

The RFP was conducted by a third party and followed all City regulations and processes in doing so.

The City has spent a considerable amount of taxpayer dollars in issuing such a proposal. Liberty Entertainment Group was the only Proponent and submission for the RFP.



GOVERNANCE COMMITTEE PRESENTATION

The City and Liberty Entertainment Group have had ongoing negotiations to finalize the RFP.

It would be an unjustified and irresponsible waste of taxpayer dollars to go through this process again.

It will also set a bad precedent for Corporations to engage in RFPs with the City as we have expended over \$100,000 on this process to date. We should not be required to do so again because there have been delays in the process, mainly due to City Staffing Issues and Covid.



GOVERNANCE COMMITTEE PRESENTATION

- 6a) Identify a vision and uses for the North Portion of the Casa Loma
- b) ensure the vision and uses are complimentary to the heritage, tourism and event uses at the Main House and grounds

This has been done over the past 8 years and continues to evolve. I will share the vision with you in this presentation.

- c) preclude the sale of City owned lands.

The sale of the land has been precluded and was never a consideration.



GOVERNANCE COMMITTEE PRESENTATION

d) provide that the review process includes significant community and key stakeholder consultation

Our Lease agreement requires for an annual community and stakeholder consultation. In the first 4 years of our engagement, we were having monthly and then quarterly meetings to keep the community informed and involved with former Councillor Joe Mihevc.

When Councillor Josh Matlow was elected as the sole Councillor for the Casa Loma area, he arranged one community meeting in January of 2019 to discuss issues and concerns regarding Casa Loma. This meeting was held offsite at Spadina House. Only 5 constituents attended the meeting, 3 of which were very complimentary of the progress at Casa Loma to date.

Councillor Matlow has declined over a dozen invitations to visit Casa Loma and view the work that has been achieved at the castle and view the North Campus.



RESTORATION EFFORTS OF THE INTERIOR AND EXTERIOR

- Install stone driveway to the stables.
- Refurbishment of the entire second floor which has never been accessible to anyone
- Installation of a complete fire safety system to protect the city asset and visitors.
- Installed heating and AC for the main component areas so that they can be used year-round.
- Over \$6M has been expended for improvements to the North Campus.



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PERMANENT HERITAGE EXBHIBITS

- The Stables – Left as original with all original stalls refurbished. We could not have horses as they are not permitted.



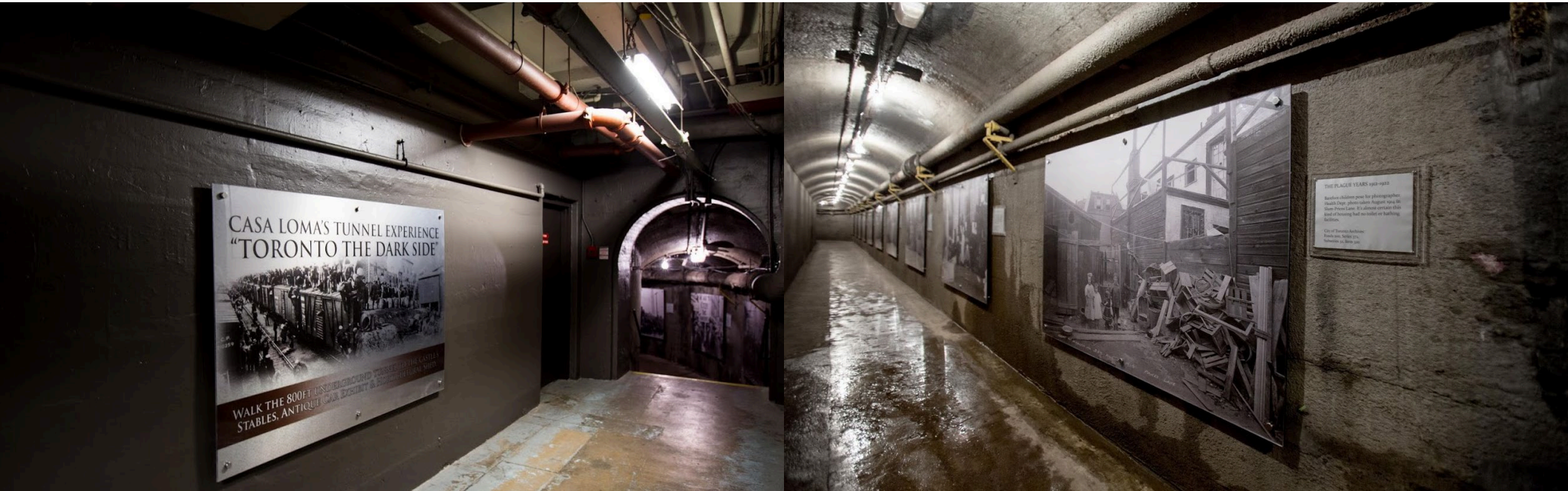
PERMANENT HERITAGE EXHIBITS

- The Garage - History of Castle with cars. Heritage vehicles which reflect the history of the castle have been purchased and are on permanent display.



PERMANENT HERITAGE EXHIBITS

- The Tunnel - History of Toronto the dark side. An extraordinary photo exhibit reflect Toronto's most devastating parts of history has been created for the tunnel. The Great Fire, The Great Depression, The Great Plague. We will be adding Covid to this exhibit.



PERMANENT HERITAGE EXHIBITS

- Celebrity Museum – History of Castle through significant figures that have attended and movies that have been filmed at the castle. X-Men, the Tuxedo, Chicago.



SEASONAL PRODUCTIONS

Developed productions to engage and ensure Torontonians can enjoy the property as well as tourists.

Christmas at the Castle



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Legends of Horror



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Imagine Dragons



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Symphony by Candlelight



EXPERIENTIAL PROGRAMS

Station M. - Guests are immersed into the past where they are a team at Casa Loma trying to solve the creation of Sonar technology to help destroy the U Boats and win WW2.



EXPERIENTIAL PROGRAMS

King of the Bootleggers - A reflection of the Prohibition Era in Toronto and the Speak Easy culture that existed including the closing of the Casa Loma Wine Cellar and dances.



COMMUNITY CONSULTATIONS

Our Michelin Restaurant in the Stables we believed would have enhanced the sophistication level of the North Campus and engaged more Torontonians.

As a result of local Councillor objections and a few local neighbours adjacent to the Stables, we abandoned our permit application.

Don Alfonso 1890 was named the #1 Best Italian Restaurant in the World, outside of Italy and Meal of the Year - 50 Top Italy





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