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FUNDING UPDATE PUBLIC ATTACHMENT #2

• TO Live

Update on the Fundraising for the St. Lawrence Centre Redevelopment Project

TO Live is committed to securing the revenues needed to complete the St Lawrence Centre Redevelopment project. (NEW STLC) from three sources;

- Government (Federal, Provincial, Municipal)
- Corporate and Philanthropic investments
- Fundraising Campaign (Capital Fundraising campaign)

Government Relations

TO Live engaged **Crestview Strategy consultants** to assist in providing information to the Provincial and Federal Governments regarding the NEW St Lawrence Centre.

Building upon the International Design Competition and City Council's support, Crestview and TO Live emphasized the project's viability and longevity, highlighting its profound significance for Toronto's cultural corridor while aligning with federal and provincial mandates. The overarching goal was to secure interest from both levels of government, marking a pivotal phase in advancing the NEW STLC Project. TO Live, with the support of Crestview Strategy, participated in pre-budget consultations, mobilized champions, and had conversations with key MPs and MPPs.

Federal Government

TO Live positioned the NEW STLC as a major infrastructure project, emphasizing the project as an iconic investment for the Liberal 416 Caucus. Also, anticipating a forthcoming election, we engaged in outreach to relevant Conservative Members of Parliament, specifically targeting Shadow Ministers responsible for related portfolios. This approach aimed to establish meaningful relationships with key decision-makers within the party, safeguarding the advancements achieved to date.

Provincial Government

The NEW STLC was positioned as the gateway to Ontario's cultural corridor in our engagement with the provincial government. Situated strategically along the Ontario Line, it will anchor an expansive corridor from Cork Town to Ontario Place. We identified the project as a redefined cultural corridor to become a tourism and economic development engine, elevating Toronto as a cultural destination enhancing. The NEW STLC was positioned as a vital Toronto infrastructure investment.

From Crestview Strategy Consultants

“In our meetings with federal and provincial elected officials, staff, and civil servants, we have consistently observed a positive reception of the NEW STLC Project. This enthusiasm has been particularly evident among Toronto-based elected representatives, who clearly recognize the project's potential to deliver significant economic and cultural benefits to the city.

The importance of positioning the NEW STLC Project as an integral component of Toronto's broader vision for cultural and economic development cannot be overstated. Moving forward, it is crucial that TO Live works closely with Mayor Olivia Chow to ensure the project is prominently featured as part of Toronto's New Deal. This alignment with the Mayor's vision for the city's growth will significantly enhance the ability to advocate effectively at both federal and provincial levels, potentially unlocking the support and resources necessary to bring this transformative project to fruition.”

Provincial and Federal meetings 2022-24

NAME	TITLE	MEETING DATE	ATTENDEES
FEDERAL			
Sean Fraser	•Minister of Housing and Infrastructure •MP, Central Nova	September 21, 2023 November 2, 2023	Joshua Mbandi, Regional Affairs Advisor – Ontario (GTHA) & Matthew Paisley, Senior Policy Advisor to the Minister
Pascal St-Onge	•Minister of Canadian Heritage •MP, Brome - Missisquoi	November 1-2, 2023 November 24, 2022	Jude Welch, Chief of Staff to the Minister Patrick Pereira, Regional Advisor for Ontario
Julie Dabrusin	•MP, Toronto – Danforth •Head of Arts Caucus, 416 Liberal MPs	November 2, 2023	MP
Soraya Martinez Ferrada	•Minister of Tourism •Minister responsible for the Economic Development Agency of Canada for the Regions of Quebec •MP, Hochelaga	November 1, 2023	Kimberley Luce, Director of Operations to the Minister
Marci Ien	•Minister for Women and Gender Equality and Youth •MP, Toronto Centre	January 13, 2023	Minister Ien & Nurelle Mehta, Constituency Manager
Filomena Tassi	•Minister responsible for the Federal Economic Development Agency for Southern Ontario •MP, Hamilton West – Ancaster - Dundas	November 1, 2023	Elie Kallab, Policy/Stakeholder Relations Advisor to the Minister
Ali Ehsassi	•MP, Willowdale	November 14, 2023	MP
James Maloney	•Parliamentary Secretary to the Minister of Justice and Attorney General of Canada •MP, Etobicoke - Lakeshore	November 2, 2022	MP

Ahmed Hussen	•Minister of International Development	January 31, 2023	MP
Judy Sgro	•MP, Humber River – Black Creek	November 1, 2023	MP
Robert Oliphant	•Parliamentary Secretary to the Minister of Foreign Affairs •MP, Don Valley West	November 2, 2023	MP
Roundtable Discussion	•MP Julie Dabrusin •MP Marci Ien •Taleeb Noormohamed, Parliamentary Secretary to the Minister of Heritage	February 9, 2024	MPs
PROVINCIAL			
Neil Lumsden	•Minister of Tourism, Culture and Sport •MPP for Hamilton East— Stoney Creek	April 15, 2024	Crystal Mason, Director of Policy
Kinga Surma	•Minister of Infrastructure •MPP, Etobicoke - Centre	February 27, 2023	MPP
Michael Ford	•Minister of Citizenship and Multiculturalism •MPP, York South - Weston	March 7, 2024	Mark Pelayo, Director of Stakeholder Relations
Sarah Harrison	•Deputy Minister, Ministry of Tourism, Culture and Sport	February 23, 2023	Katherine Kelly Gatten, Assistant Deputy Minister
Robin Martin	•Parliamentary Assistant to the Minister of Health •MPP, Eglinton - Lawrence	May 1, 2022	MPP
Raymond Cho	•Minister for Seniors and Accessibility •MPP, Scarborough North	November 1, 2022	Matthew Varsava, Director of Policy
Laura Smith	•Parliamentary Assistant to the Minister of Tourism, Culture and Sport •MPP, Thornhill	May 1, 2023	MPP

Corporate and Philanthropic Fundraising

The NEW STLC and District is a significant opportunity for a Corporate or Philanthropic Partner and unique in the Country for it's location and level of recognition.

An example of a comparable project and Naming Opportunity

In Calgary, the Arts Commons Transformation project is reimagining a modern civic arts campus. This project is a comprehensive investment in an entire city block and an enhancement of Calgary's cultural identity. Much like TO Live's Cultural District redevelopment, the Arts Commons is a transformational civic infrastructure undertaking with a focus on culture and community. It is a collaboration between government,

corporate, and private sectors. Following a landmark \$75M philanthropic gift (the largest of its kind in Canada), the building will be renamed the Werklund Centre.

Below are some quotes from interviews conducted during the Summer 2024 from various philanthropists, cultural and business leaders and artists.

“This project is absolutely imperative and long overdue - both the St.Lawrence building initiative and the dreams it suggests beyond the building. The neighbourhood is throbbing to activate a cultural revitalization”

“Arts and Culture are fundamentally what makes us human. In a world experiencing so much distress how do we make our city more human, promote our sense of self and belonging?”

“We need to serve the staggering diversity of this city by making an inclusive community space that embraces the Toronto spirit”

“You need to make the case that culture is critical for restoring challenged mental health which is epidemic in young people especially. That is a fundable moment for people who are on the fence about giving to the arts”