

TO Live

President & CEO's General Status Update

Date: February 3, 2025

To: Board of Directors of TO Live

From: President and Chief Executive Officer

SUMMARY

The purpose of this report is to provide the Board with a general status update which includes a report on 2024 fourth quarter activities for TO Live's three venues (Meridian Hall, Meridian Arts Centre and St. Lawrence Centre).

Management is also providing a report prepared by Monumental which outlines TO Live's strategic alignment with the City's Culture Plan and overall citywide strategies, as well as an Impact report prepared by TO Live for its naming partner Meridian.

RECOMMENDATIONS

The President and Chief Executive Officer recommends that the Board of Directors of TO Live receive this report for information.

FINANCIAL IMPACT

There is no financial impact.

DECISION HISTORY

This is a new initiative.

COMMENTS

This report provides a general status update on the activities of TO Live's three venues, as well as a report on activities for the fourth quarter of 2024 (see Attachment 1).

Management is also providing the Board with the following:

- A report prepared by Monumental, which outlines TO Live's strategic alignment with the City's Culture Plan and overall citywide strategies (see Attachment 2); and
- An Impact report (Q3-4) prepared by TO Live and provided to our naming partner Meridian on a semi-annual basis. This report highlights the advantages and assets of a partnership with TO Live (see Attachment 3).

CONTACT

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SIGNATURE

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ATTACHMENTS

Attachment 1 - Executive Management Report to the Board - 2024 Q4
Attachment 2 - Monumental Report: TO Live Strategic Alignment
Attachment 3 - TO Live Impact Report (Q3-4) - Meridian