

Community Partnership Policy Update

Date: January 21, 2025

To: The Board of Governors of Exhibition Place

From: Don Boyle, Chief Executive Officer

Wards: All Wards

SUMMARY

This report recommends Board approval to implement Exhibition Place's Community Partnership Policy on a permanent basis detailed in Appendix A.

The report will highlight the policy's key successes, including notable partnerships, attendance, community impact, and in-kind support.

By formalizing the Community Partnership Policy, Exhibition Place can enhance the partnership and community experience and support its goal of promoting site animation 365 days a year.

RECOMMENDATIONS

The Chief Executive Officer recommends that:

1. The Board approve the Community Partnership Policy attached as Appendix A on a permanent basis effective February 4, 2025.

FINANCIAL IMPACT

There are no financial implications to this report. The value of in-kind support is provided for in the annual operating budget under community activation.

DECISION HISTORY

The Exhibition Place 2022-2026 Strategic Plan has a goal to Promote Site Animation 365 days a Year.

At its meeting on June 8, 2023, the Board approved Terms of Reference (TOR) for Community Engagement Focus Groups to support the delivery of site animation initiatives 365 days a year.

<https://secure.toronto.ca/council/agenda-item.do?item=2023.EP4.3>

At its meeting on September 15, 2023, the Board approved the Community Partnership Policy for a trial period until December 2024. Further, the Chief Executive Officer was directed to report back on the trial's results.

<https://secure.toronto.ca/council/agenda-item.do?item=2023.EP5.14>

COMMENTS

Exhibition Place strives to ensure that all our policies are updated regularly and aligned with legislative requirements where required.

Through the Community Partnership Policy, Exhibition Place was able to host seven unique partnerships, attracting close to 700 attendees. These collaborations with local organizations expand site activation by providing diverse activities.

One notable example was the partnership between Exhibition Place, the Ontario Honda Dealers Association, and The Children's Breakfast Club. In July 2024, over 200 children and volunteer participants had the unique opportunity to bike the Honda Indy's iconic racetrack, raising \$30,000 to support The Children's Breakfast Club's programs.

The policy has also promoted new ways for the community to enjoy the many public and green spaces. For instance, in partnership with the West Toronto Photography Group, 15 photography workshops were held from April 19 to 26, 2024, attracting 118 local photographers to capture the beauty of the cherry blossom trees on the grounds.

The following is a list of the Community Partnerships supported by Exhibition Place in 2024:

Partner Organization	Event	Date in 2024	Attendance
West Toronto Photography Group	Cherry Blossom Photo Walk	April 19 April 20 April 24 April 25 April 26	118
Children's Breakfast Club and TD Bank	Thomas Foster Children's Picnic	June 15	300

Partner Organization	Event	Date in 2024	Attendance
Children's Breakfast Club and Ontario Honda Dealers Association	Honda Indy Children's Bike Ride Fundraiser for the Children's Breakfast Clubs	July 20	200 plus volunteers
The Bentway and Sheridan College	Exploring Exhibition Place within the context of City Planning and Development Workshop and Tour	September 5	25
Exhibition Place & Heritage Toronto	Digital Story Tours of Exhibition Place Heritage and History	September 21 October 10	50
West Toronto Photography Group	Music Building Photo Workshop	December 7	13
The Bentway	Art Exhibit - 'Resurfacing' by Jessica Thalmann	September 11 to December 9, 2024	Viewed by several thousand transit users

Exhibition Place Staff provided various in-kind services that were negotiated with each partner. These included staff time for event logistics coordination, unionized labour, shared funding, support letters, and event space access. Additionally, our marketing team provided support through social media promotion, website features, and press releases based on the event audience.

In debriefing the application process with community partners, they expressed that the application and approval process was simple to navigate; however, at a community focus group discussion, staff received feedback that emerging community organizations should have a staff contact phone number on the policy in case they run into challenges completing the application. The policy and the Exhibition Place website will add a staff contact number.

The revised Community Partnership Policy is attached as Appendix A.

CONTACT

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SIGNATURE

Don Boyle
Chief Executive Officer

ATTACHMENTS

Appendix A - Revised Community Partnership Policy