

Seizing Opportunities – Action Through Leadership

Partnership Programs



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City Challenges

- Renewal of key City assets with limited capital resources
(Sony Centre, Ricoh Coliseum, Union Station)
- Provision of new facilities with limited funds
(BMO Field, MasterCard Centre)
- Urban renewal
(Waterfront)



Ingredients for Success

- Creating the right opportunity
(land rights, business opportunity)
- Bringing appropriate partners together
(Private sector, other levels of government)
- Must be compelling to partners
- Strong business case
- Strong political support
- Multi-disciplinary teams / professional advice
(finance, planning, legal, divisional owners)
- **Patience and perseverance!**



Cultural and Professional Sports Partnerships

BMO Stadium



Cultural and Professional Sports Partnerships

Ricoh Coliseum



Cultural and Professional Sports Partnerships

MasterCard Centre for Hockey Excellence



Cultural and Professional Sports Partnerships

Sony Centre for the Performing Arts



Urban Renewal Partnerships Pinewood Studios



Urban Renewal Partnerships First Waterfront Place



Development/Operation of Municipal Facilities and Infrastructure

Union Station



Union Station: Virtual Tour



Union Station: Virtual Tour



Union Station: Virtual Tour

UNION STATION
FUTURE EVENING PEAK

City of Toronto Office of Partnerships (TOP)

Opened as a one-window access for partnering opportunities with the City of Toronto in 2007.

Roles:

- Serves as matchmaker between potential partners and City needs
 - Seeks strategic partnerships
 - Develops and refines policies for governing donations, sponsorships and naming rights
 - Increases Toronto's partnering skill through training workshops
 - Collects and analyzes partnering data
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- www.toronto.ca/top



Conclusion

- Partnerships are innovative ways of renewing and building City infrastructure in the right circumstance
- Partnerships can work in all budgets and in any size city

Above all ...patience and perseverance!

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Cluster C (Corporate Internal Services)

Providing quality and responsive shared services through strategic and innovative leadership, ensuring the best value for Toronto.