

## Yonge-Dundas Square

*The mission of the Yonge-Dundas Square Board of Management is to responsibly manage Yonge-Dundas Square and enhance the vitality of downtown; to launch, promote and operate Yonge-Dundas Square as a unique public space borne from the passion of its community, including the energy of commercial participation, so as to develop a positive perception by way of its activities, security and cleanliness.*

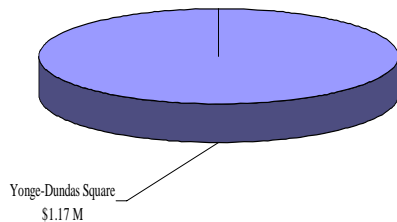
Yonge-Dundas Square  
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### 2007 Key Strategic Directions and Priorities

- Increase self-produced programming with support from private sector sponsorships.
- Use self-produced programming as a tool to position Yonge-Dundas Square as a premier outdoor urban venue for both commercial and community events.
- Increase earned revenue to support ongoing animation of the Square with signature events that support the City's Economic Development, Culture and Tourism objectives.

### **2007 Recommended Operating Budget by Service**

**Total = \$ 1.17M (Gross)**



### 2006 Key Accomplishments

- Increased attendance to 402,600 visitors
- In-house production of 108 multicultural concert presentations, lunchtime jazz performances, outdoor film screenings and busker entertainment
- Hosted major Toronto festivals and events including Celebrate Toronto Street Festival, 2006 International AIDS Conference and Vigil, Best Buy GTA Flagship Store Launch and NXNE Music Festival
- Established new print and broadcast media partnerships resulting in a substantial increase in media coverage and promotion
- Introduced complimentary WIFI on site
- Secured new revenue sources, including sightseeing services kiosk
- Expanded the Artisan Market establishing a highly successful Friday evening market place

**2008 / 2009 Outlook**

Yonge-Dundas Square Board of Management will continue to focus on increasing earned revenues to fund its programs that support the objectives of the City's Economic Development, Culture and Tourism Division.

The Yonge-Dundas Square Program through its unique governance model will support the Mayor's mandate by continuing its work to improve the business climate in the City's downtown core through its activities, security and cleanliness.

**Background****Program Objectives for 2007**

Yonge-Dundas Square Board of Management will continue its work to effectively manage the one-acre Square as one of Toronto's premiere public spaces.

Also designated as a high profile event venue, the Square will host again host an array of community festivals, performing arts events, receptions and product launches.

Yonge-Dundas Square will also continue its efforts to appeal to a wide range of people, residents and visitors alike, by showcasing local and national artists and businesses.

**Service Description:**

Yonge-Dundas Square services include activities that:

- Continue the development of Yonge-Dundas Square as a unique focal point in the downtown core, promoting economic development tourism and cultural activity by hosting events
- Animate the Square with culturally diverse programming that reflects Toronto's multicultural makeup, attracting both residents and visitors; building a vibrant authentic sense of community
- Revitalize the neighbourhood by increasing earned revenue to support Yonge-Dundas Square programming events

**Service Levels provided:**

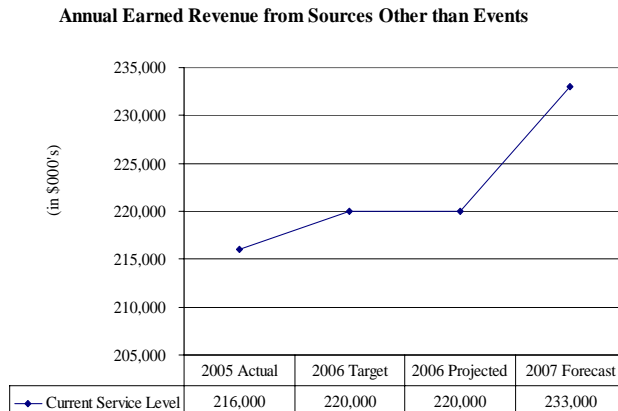
- The Board will continue running an exceptional events program, enabling Yonge-Dundas Square to maximize its contribution to the revitalization of the Downtown Yonge area
- Continue with multicultural programming that attracts a broad demographic while continuing to increase public use; promoting private sector usage and to continue to refine safety objectives
- Continue to develop new streams of revenue to offset the costs of animating the Square with programs that promote the vision of Yonge-Dundas Square as a community focal point and resource

***Emerging Challenges and Opportunities:***

- Continue to build the base of private sector (sponsor) support for Yonge-Dundas Square produced events
- Continue to strike a balance between commercial and community uses
- Work with new partners to maximize outreach efforts to general public

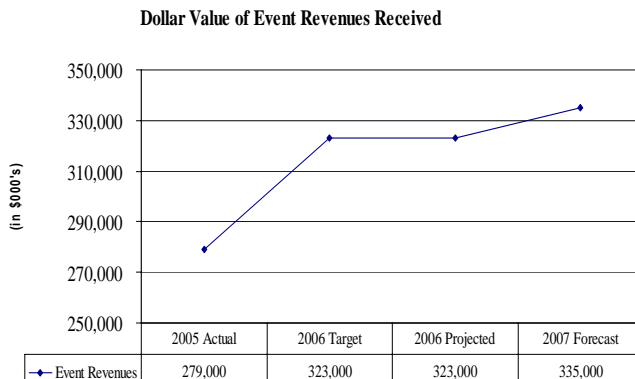
## Key Performance Measures:

- **Efficiency Measures**



Annual earned revenue from sources other than events continues to grow, with an emphasis to increase sponsorship of inhouse produced events in 2007. In 2006, YDS achieved increased sponsorships of inhouse programming and secured new revenue sources such as the sightseeing services kiosk. Other revenue sources include sponsorships, signage agreements, sightseeing services kiosk space rental, and food and beverage.

- **Service Levels**



Event revenues received continues to grow with increased demand from the community and private sector, increased volume of events on the Square and expanded programming such as adding a shoulder season to the Artisan Market. Event revenues comprise of event permit fees, Artisan Market fees and event support revenues.