



July 21, 2015

From: Mayor Tory and Councillor Cressy

To: TTC Board Members

RE: Request for King Street Closure for the Toronto International Film Festival

We are pleased to write to the TTC Board in support of this year's Toronto International Film Festival (TIFF) and their request to close King Street for a portion of this year's festival to create the pedestrian-friendly hub known as "Festival Street".

TIFF has become widely recognized as the most important film festival in North America and is a draw for thousands of visitors to our city. TIFF has grown, from its inception in 1976, to display more than 370 films from over 70 countries in 2014. As an integral arts and cultural event in the city of Toronto, over half a million people attended the Festival in 2014, a number that has only continued to grow in recent years. The creation of the pedestrian-friendly hub known as "Festival Street" was a new addition to last year's Festival, and incorporated additional access and arts-focused programming which continued to expand the attendance and success of the Festival.

Neighbouring restaurants and businesses also see a significant increase in visitors during TIFF, which supports and facilitates our small business community in the heart of downtown Toronto. TIFF also spurs thousands of volunteers and employees and captures the attention of the world during the 10-day event each September.

In 2014, Festival Street programming began at 10 a.m. on TIFF's opening day, and stretched from

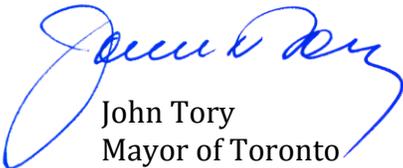
This year, TIFF is requesting a closure of King Street, from University Avenue to Peter Street from Thursday September 10th to Sunday September 13th (the first four days of the Festival), which would require the re-routing of the 504 King Streetcar, in order to support Festival Street programming once again. We have worked closely with TIFF, the TTC, Transportation Services and Economic Development and Culture over the past couple of months to discuss the closure, and to ensure that an extensive communication and mitigation plan is put in place to inform residents of the closure and re-routing of the 504 Streetcar and to minimize the impact on residents, road and transit users.

This communication plan will include, in addition to the TTC's regular communication and dissemination of closure-related information, the distribution of TTC materials by TIFF volunteers and staff to a much wider area along King Street. TIFF has agreed to cover the cost of and to distribute TTC materials in Wards 20, 19, 18 and 14, as these residents will be most impacted by the closure and streetcar re-routing. We are working closely with Councillors Layton, Bailao and Perks to determine the appropriate distribution area, and are continuing to work with TIFF on the logistics for disseminating these materials. Councillor Cressy's office will continue to liaise directly with the TTC and TIFF over the coming weeks to arrange the distribution and communication which will begin in the third week of August, and to begin communication online in mid-August.

We have also been working closely with Transportation Services to discuss a variety of mitigation measures that will address the impact of the street closure. Staff are reviewing details, but have advised that paid-duty officers at multiple intersections as well as additional traffic management mechanisms will be required to best mitigate the impact of the closure for all road users. Councillor Cressy's office will continue to work with Transportation Services and TIFF to confirm these details will be confirmed in the coming weeks.

The Toronto International Film Festival has become one of our city's most important arts and cultural festivals, and showcases our city's and our country's artists alongside artists and filmmakers from around the world. We are proud to support the continued success of the Festival, and to support our small and local businesses that thrive during TIFF each year.

Sincerely,



John Tory
Mayor of Toronto



Joe Cressy
City Councillor
Ward 20, Trinity-Spadina