

STEAMING AHEAD

ANNUAL GENERAL MEETING 2019



Friends of High Park



Celebrating 125 Years

AGENDA

1. Welcome & Confirmation of quorum
2. Meeting called to order & approval of Agenda
 - a.) Introductions
3. Approval of Minutes from Annual General Meeting, March 25, 2018
4. Vision, Mission, Values
5. Financial Statements, Auditor's reports
6. Appointment of Auditor for 2019
7. Election of 2019 Board of Directors
 - a.) Introduction of Board of Directors
8. Reports
9. Llama Building
10. Q&A
11. Adjournment

FHPZ: VISION, MISSION

VISION

To ensure there is always a free community zoo in High Park for families to enjoy.

MISSION

To enhance High Park Zoo for the benefit of all visitors by leading activities that engage the community, while promoting education, awareness and fundraising for the Zoo.

FHPZ: VALUES

Accountable – we will be responsible, transparent and accountable to all of our stakeholders

Professional – we will at all times conduct ourselves in a manner that is both professional and respectful

Collaborate – we will work collectively with each other and others in order to achieve our goals

Community Oriented – we will engage in initiatives and activities that support High Park Zoo and the community

FINANCIAL

- Financial Statements 2018
- Auditor's Report:
Sloan Partners LLP

AUDITOR 2019

- Appointment of Auditor for 2019:
Board to select

MEMBER VOTING

Proposed Board of Directors: 2 Year Term

John Formosa (re-election)
Simone Stock (re-election)
Chris Diceman (re-election)
Esme Markle (re-election)
Luana DiCandia (re-election)
Catherine Murray (re-election)
Sarah Doucette (re-election)
Ana Sainz (New)
Councilor Gord Perks - ex-officio

Existing Board Members: 1 Year Term Remaining

Mat Scolozzi
Tarang Khare
Gayle Christie

ENHANCE & SUSTAIN

OPERATING FUND

Programming:

Grant Applications

- Capital
- Docent - Tours

SHORT TERM

CAPITAL FUND

Enhancement:

Benches. Master Plan, Llama Pen, Corporate Donors, Gate Competition

MEDIUM TERM

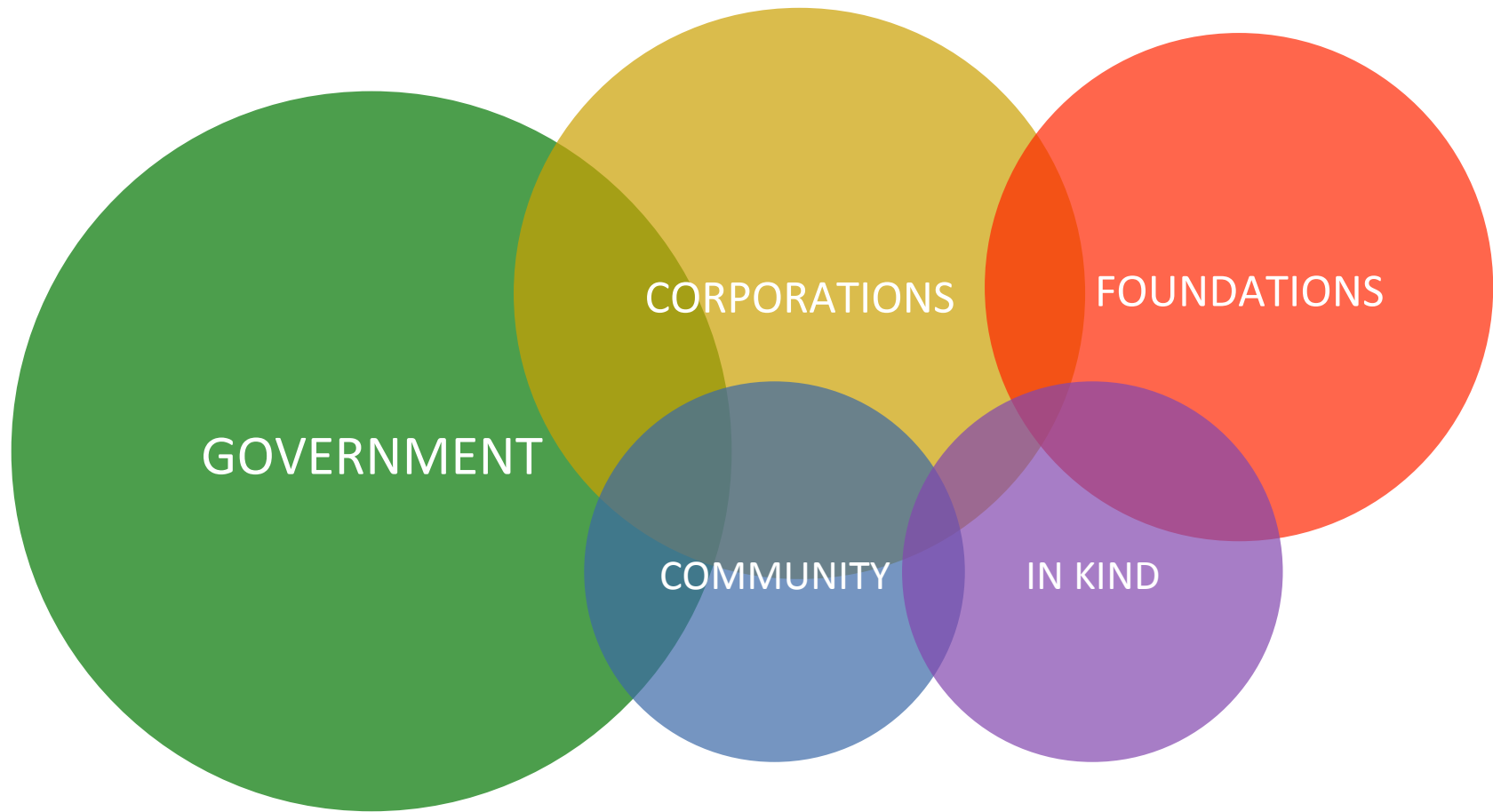
ENDOWMENT FUND

Sustainability:

Foundation & Legacy Donor Applications

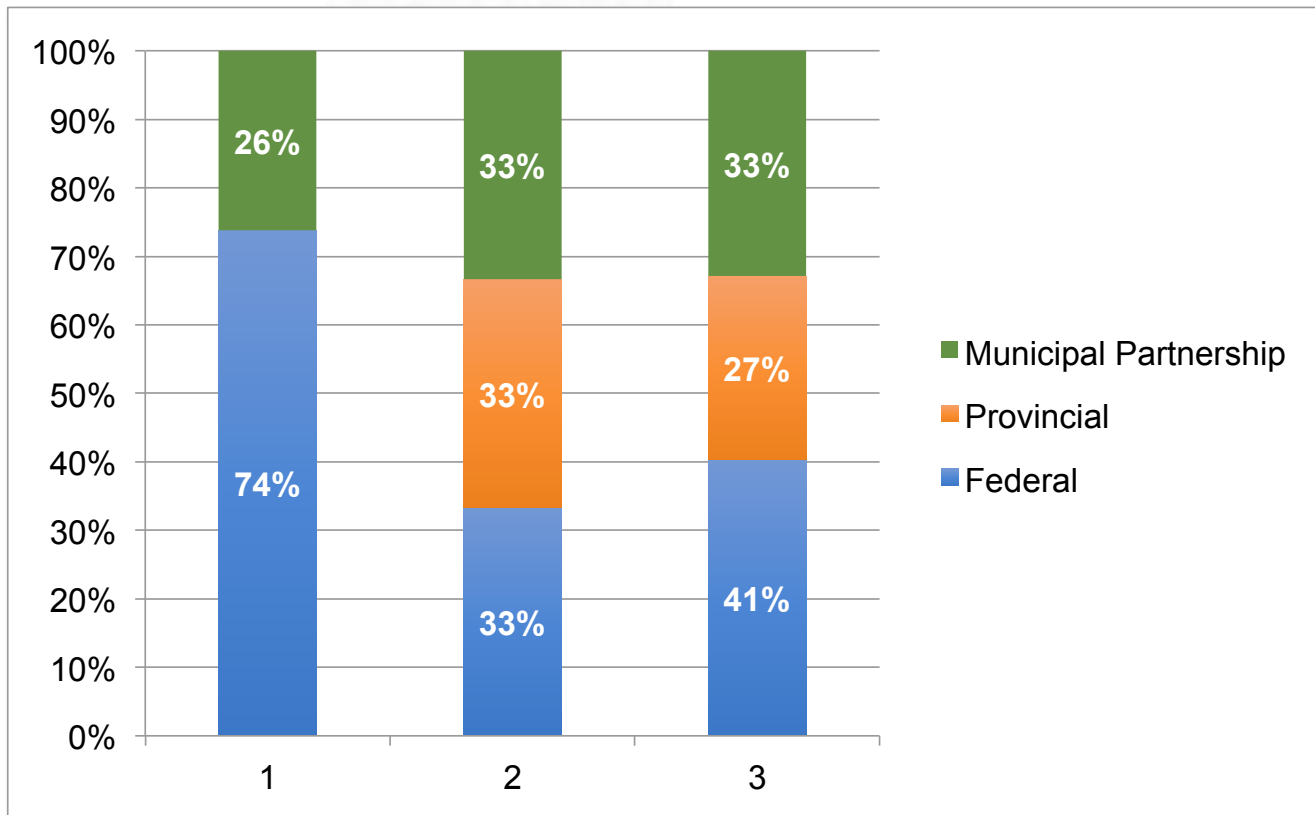
LONG TERM

FUNDRAISING STRATEGY






Inclusive Funding Model

MP: PHASING - FUNDING



SUMMARY

FUNDING SOURCE		Phase 1	Phase 2	Phase 3
	Federal	74%	33%	41%
	Provincial	0%	33%	27%
	Municipal Partnership	26%	33%	33%

MP: PHASING - FUNDING

2019

PHASE 1

- Llama Building
- Deer Pen Road
- Washroom facilities
- Green initiatives/planting
- Storm water management
- Heritage Building Remediation

\$4.2 M

2020-21

PHASE 2

- Animal Exhibit Upgrades
- Accessibility Upgrades
- First Nations Exhibit
- Playground
- Entry Gates/ signage

\$8.3 M

2022-24

PHASE 3

- Exhibit Upgrades 2
- Accessibility Upgrades
- Entry Gates/signage 2
- New Animal Pavilion

\$10.1 M

MP: FUNDING STATUS



FHPZ: Master Plan Summary Capital Plan

Date Project	2015 Benches	2015-2016 MP Intro	2017-2018 Phase 1	2017-2018 LP Building P-0	TBD LP Exhibit	2018-2020 Phase 2	2020-2022 Phase 3	Total
TOTAL BUDGET	15,180	34,710	4,200,000	500,000	Animal Run Ins Landscaping	8,300,000	10,100,000	22,649,890
APPROVED COSTS	15,180	34,710	219,718	36,484				306,092
ACTUAL COSTS - TO DATE	15,180	34,707	176,520	33,412				259,820
APD BUDGET TO ACTUAL	0	3	43,198	3,072		0	0	46,272
DEDICATED FUNDING	0	0	967,715	370,000		0	0	1,337,715
			750,000	300,000				
			210,246	55,000				
			7,469	15,000				
GENERAL FUNDING	15,180	34,707	0	10,000				59,887
FUNDRAISING REQUIRED / (EXCEEDED)	0	(3)	(3,232,285)	(120,000)		(8,300,000)	(10,100,000)	(21,252,288)

FHPZ	15,180	100%	34,707	100%	210,246	5%	65,000	13%	FHPZ LP Funds	0
Toronto, City	0	0%	0	0%	750,000	18%	300,000	60%		
Federal	0	0%	0	0%	0	0%	0	0%		
Provincial	0	0%	0	0%	0	0%	15,000	3%		
Corporates	0	0%	0	0%	7,469	0%	0	0%		

FUNDING	15,180	100%	34,707	100%	967,715	23%	380,000	76%		
BUDGET	15,180		34,707		4,200,000		500,000			
	0		0		(3,232,285)		(120,000)			

FUNDING STATUS	FUNDED	FUNDED	UNFUNDED	UNFUNDED
PROJECT STATUS	COMPLETED	COMPLETED	IN PROGRESS	IN PROGRESS

Funding Legend	FHPZ
Federal	TPTF
Provincial	Toronto, City
Corporates	



THANK YOU

Current Partners



THE
GRENADIER
GROUP



Toronto Parks and Trees
FOUNDATION



Lynett Funeral Home



FLAT ROCK
CELLARS

dtah

Tim Hortons

E R A



DM
DICEMARK
CAPITAL



EPDI

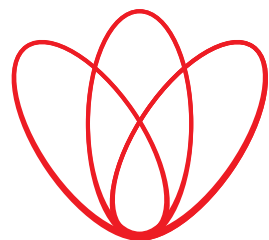


GeoPro Consulting Limited
Geotechnical-Hydrogeology-Environmental-Materials-Inspection

Griggs
Family
Foundation



High Park
Nature Centre



GREAT LIFE GROUP™
since 1926

MOSES
ZNAIMER



PleasantShield™



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Apartments



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propeller
coffee co.



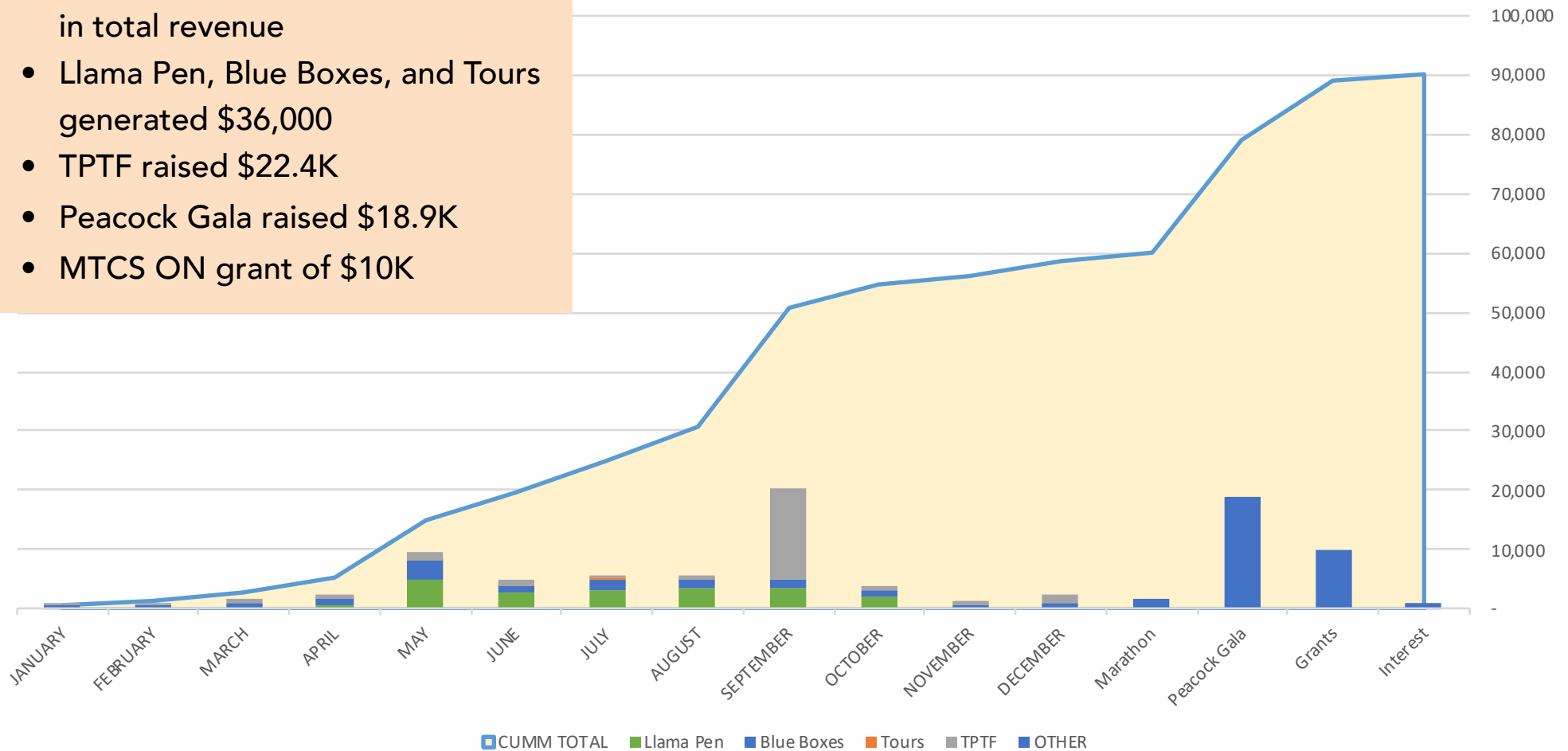
FINANCIAL HIGHLIGHTS

- Generated over \$90K of revenue
- Peacock Gala raised \$18.9K
- Received a grant of \$10K
- Invested \$22.5K in capital improvements
- Ended the year with \$550K in total assets

2018 FHPZ REVENUE

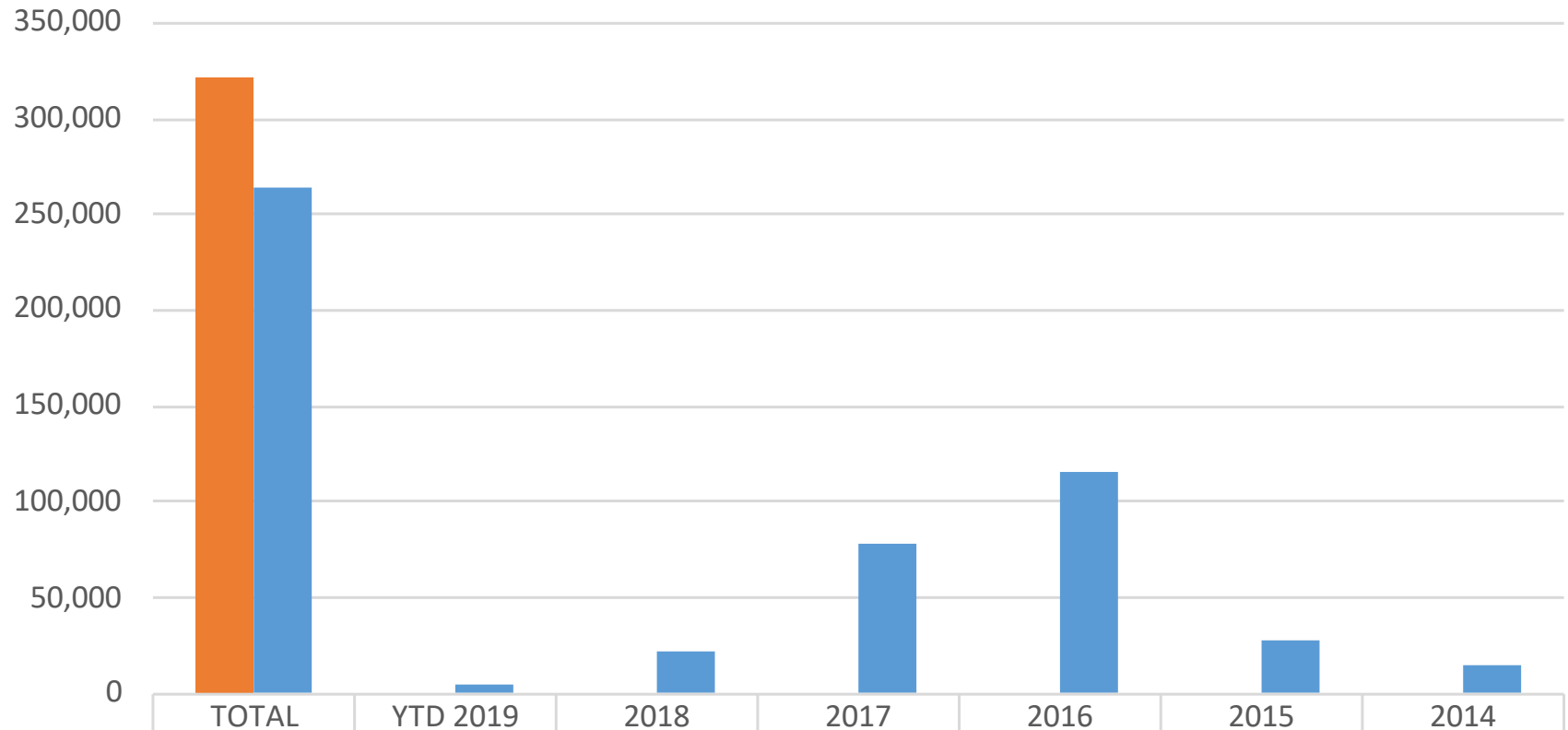
- FHPZ generated nearly over \$90K in total revenue
- Llama Pen, Blue Boxes, and Tours generated \$36,000
- TPTF raised \$22.4K
- Peacock Gala raised \$18.9K
- MTCS ON grant of \$10K

FHPZ REVENUE 2018



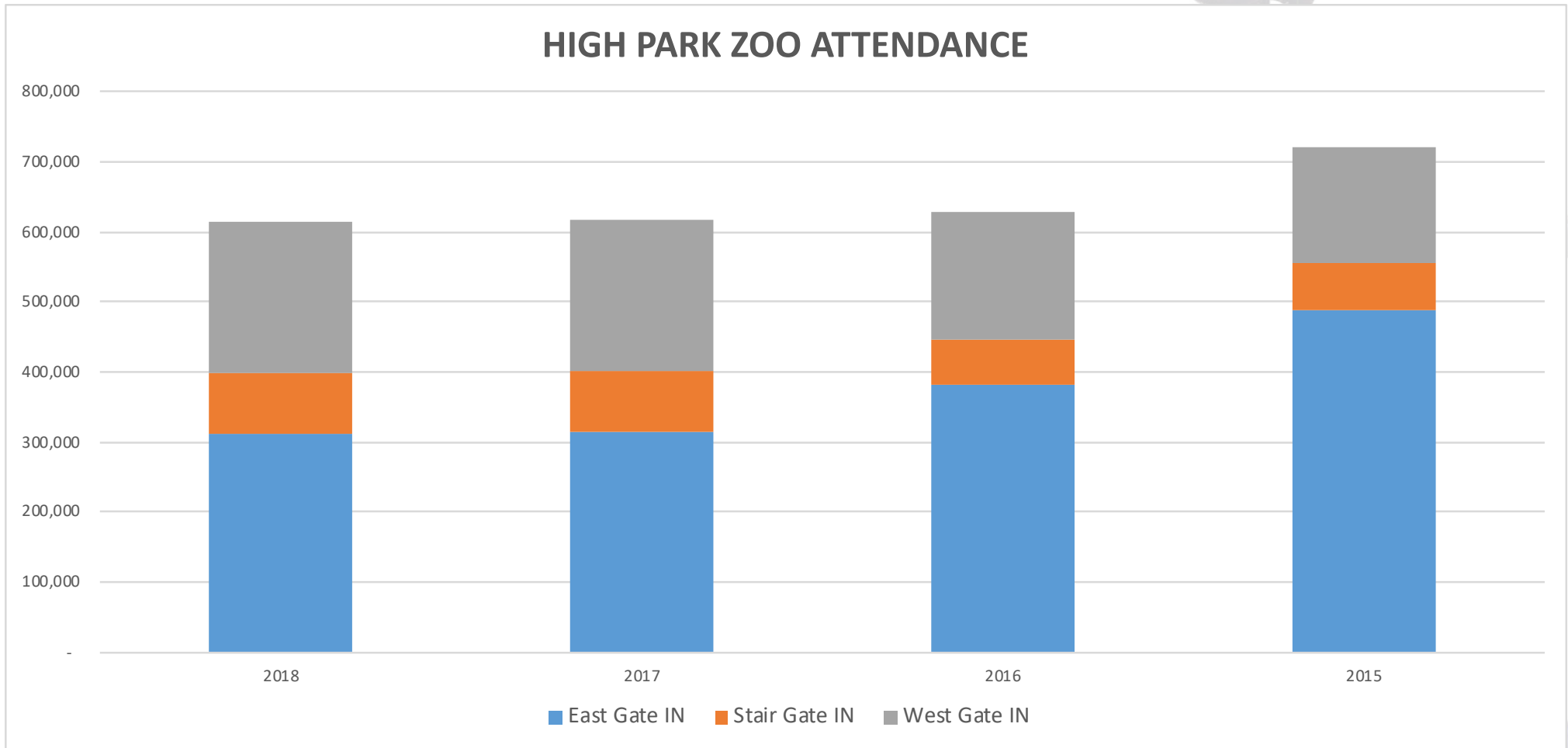
CAPITAL EXPENSES

FHPZ CAPEX Spending



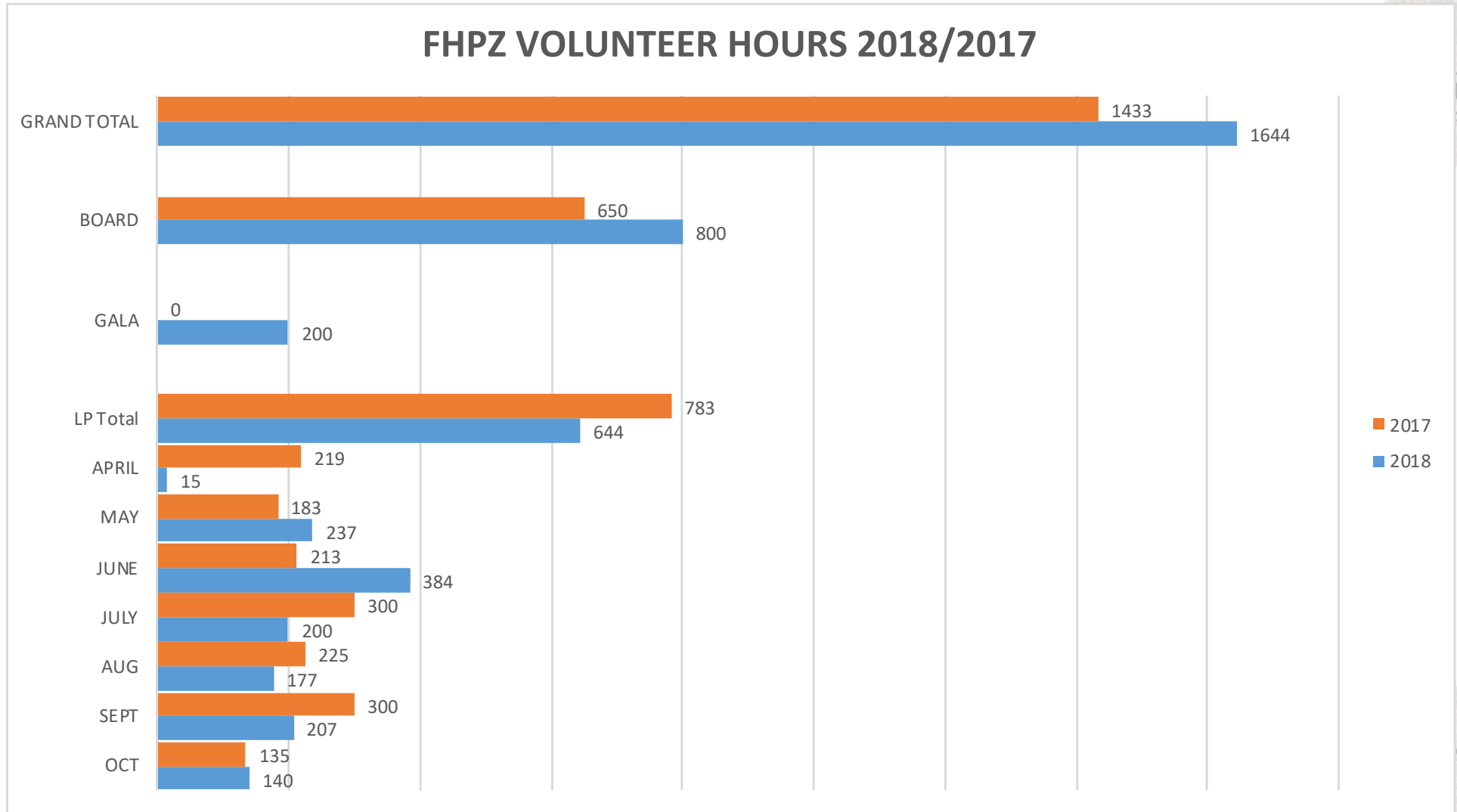
- Phase 1 Soft Costs \$17k
- Llama Pen Building \$5.5k

HIGH PARK ZOO ATTENDANCE



- Attendance have been steady over 600k
- In 2015, over 720k - Pan Am Games

2018 FHPZ VOLUNTEER HOURS



SCOTIA WATERFRONT MARATHON

- Over \$2800 Raised
- It was an amazing, stupendously incredible day!
- Champions: Vanessa Martin, Bridget Burns, Elizabeth Berger
- Volunteers: Friends of High Park Zoo
- Entertainers: Gotta Dance Dancers, DJ Insurgent Stock
- Stage Decoration: Beautiful plants from the High Park greenhouse.

This Year: Sunday, October 20th, 2019

SCOTIA WATERFRONT MARATHON



SUCCESSFUL APPLICATIONS

Tourism Development Fund

(Ontario Ministry of Tourism, Culture and Sport)

This program funds non-capital expenditures for projects which encourage tourism in Ontario. In 2017, the Friends submitted an application for eligible design and permit fees for Master Plan Phase 0 - The Llama Cabin. In February 2018, the Ministry announced that we were awarded a grant of \$15,000. In March 2019, the Final Report was submitted to the Ministry, and the final \$5,000 of funding was received. The next application will be in 2019 for Master Plan Phase 1, Deer Pen Road Improvements.

Western Beaches High Park Fund

The Friends were successful in obtaining \$3,000 of funding which was used to cover printing costs for the 125th Anniversary Peacock Gala in September 2018.

PENDING APPLICATIONS

New Building Canada Fund

(Provincial & Federal Infrastructure)

This is a Federal-Provincial community infrastructure funding program. Both capital and non-capital costs are eligible, up to a maximum of 50% of project costs. The Friends will apply under Community, Culture and Recreation Infrastructure Stream for Master Plan Phase 1, Deer Pen Road Improvements. This stream of funding is expected to become open for applications in Q3 2019.

Western Beaches High Park Fund

On March 31, 2019, the Friends applied for \$6,000 in funding for programming activities and promotional materials.



UNSECCESFUL APPLICATIONS

Ontario Trillium Fund

An application was submitted in September 2018 to the Ontario Trillium Fund - Capital, Green People Stream for Master Plan Phase 1, Deer Pen Road Improvements, specifically, improving drainage and introducing native plant species. Unfortunately, the program requirements were not met.

Cultural Spaces Fund

(Federal Ministry of Heritage)

This program supports improvements and renovations for arts and heritage facilities. The Friends preparing an application for submission in 2018 to fund improvements to the heritage log cabins at the Zoo, but were informed the program requirements were not met.

PEACOCK GALA



- Raised \$19,000
- Held at the Sunnyside Pavillion on September 20th, 2018
- Stunning performance by Shakura S'Aida
- A surprise visit from Robert John Fleming, the Mayor of Toronto from 1893, & John Howard
- Amazing silent auction, great food, and a beautiful venue





Peacock Gala

Held on September 20th, 2018
At Sunnyside Pavilion in Toronto



THANK YOU TO OUR GUESTS & SPONSORS!

We had a wonderful evening under the stars in celebrating the 125th anniversary of High Park Zoo. Thank you to our guests, volunteers and sponsors for making this a night and milestone to remember and in helping raise funds for capital improvements at Toronto's High Park Zoo - the oldest zoo in Canada.

www.highparkzoo.ca

GOLD EVENT SPONSORS



SILVER EVENT SPONSORS



EVENT FUNDING SPONSOR



CONTRIBUTING SPONSORS



COMMUNICATIONS

Media Request

Peacock Gala was featured in several local websites:

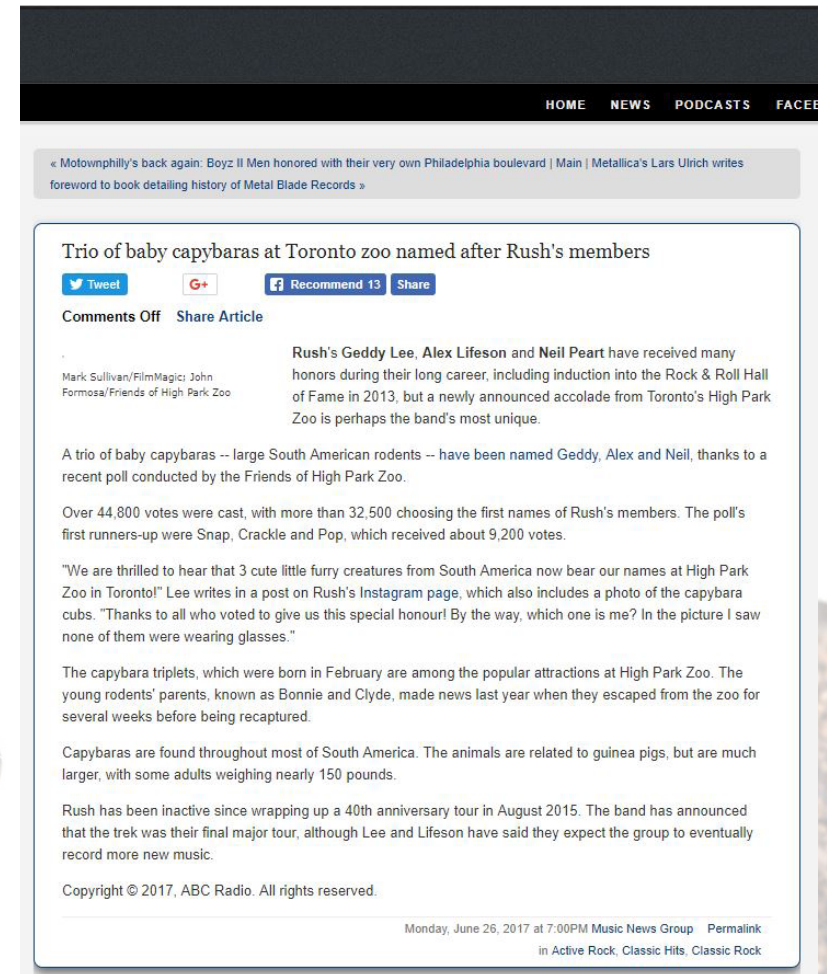
<http://www.communitycaptured.ca/high-park-zoo-125th-anniversary-peacock-gala/>

Beer launch in partnership with High Park Brewery was featured in blogTO:

https://www.blogto.com/eat_drink/2018/11/high-park-zoo-getting-its-own-beer/

...and they listed the Peacock Pilsner launch party as a food event to attend (December 8, 2018):

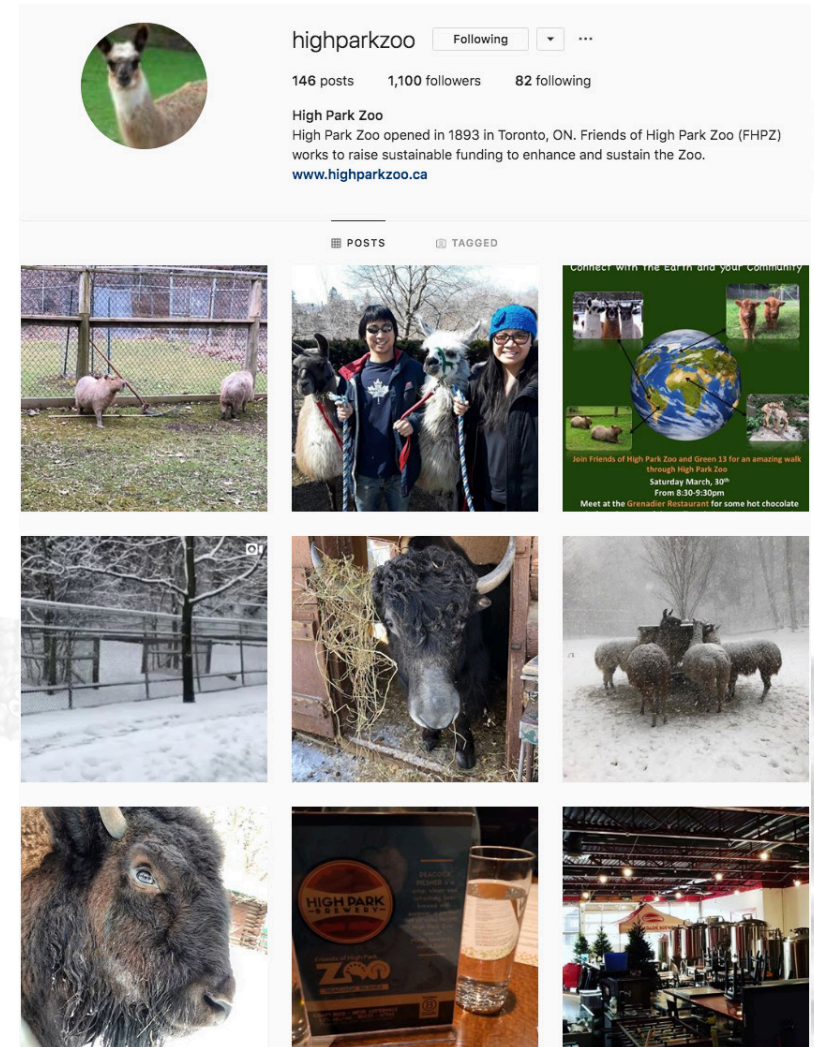
https://www.blogto.com/eat_drink/2018/12/toronto-food-events-high-park-zoo-beer-caribbean-christmas-market/



COMMUNICATIONS

Social Media

- Continued increased presence in 2018
- Many pictures sent in to us by zoo visitors which were then shared with our followers
- Achieved 1000 followers on Instagram on August 1, 2018
- Currently at over 1100 followers on Instagram and Twitter, and 2400 on Facebook



COMMUNICATIONS

Visitor Testimonials

- Leveraged our website and visitors at the llama pen to receive many testimonials from the public
- Public submitted stories, observations, and photos of their favourite memory or animal at High Park Zoo
- Selections were published in the booklet "125 Years" provided to attendees at the Peacock Gala
- Written selections as well as photos will continue to be used in promotional material / social media



*I love volunteering with the llamas!
The zoo staff are amazing and I
love seeing the smiles on visitors'
faces. The llamas love it too!"
- Kristen, 26, Toronto*

highparkzoo.ca/submit-testimonials

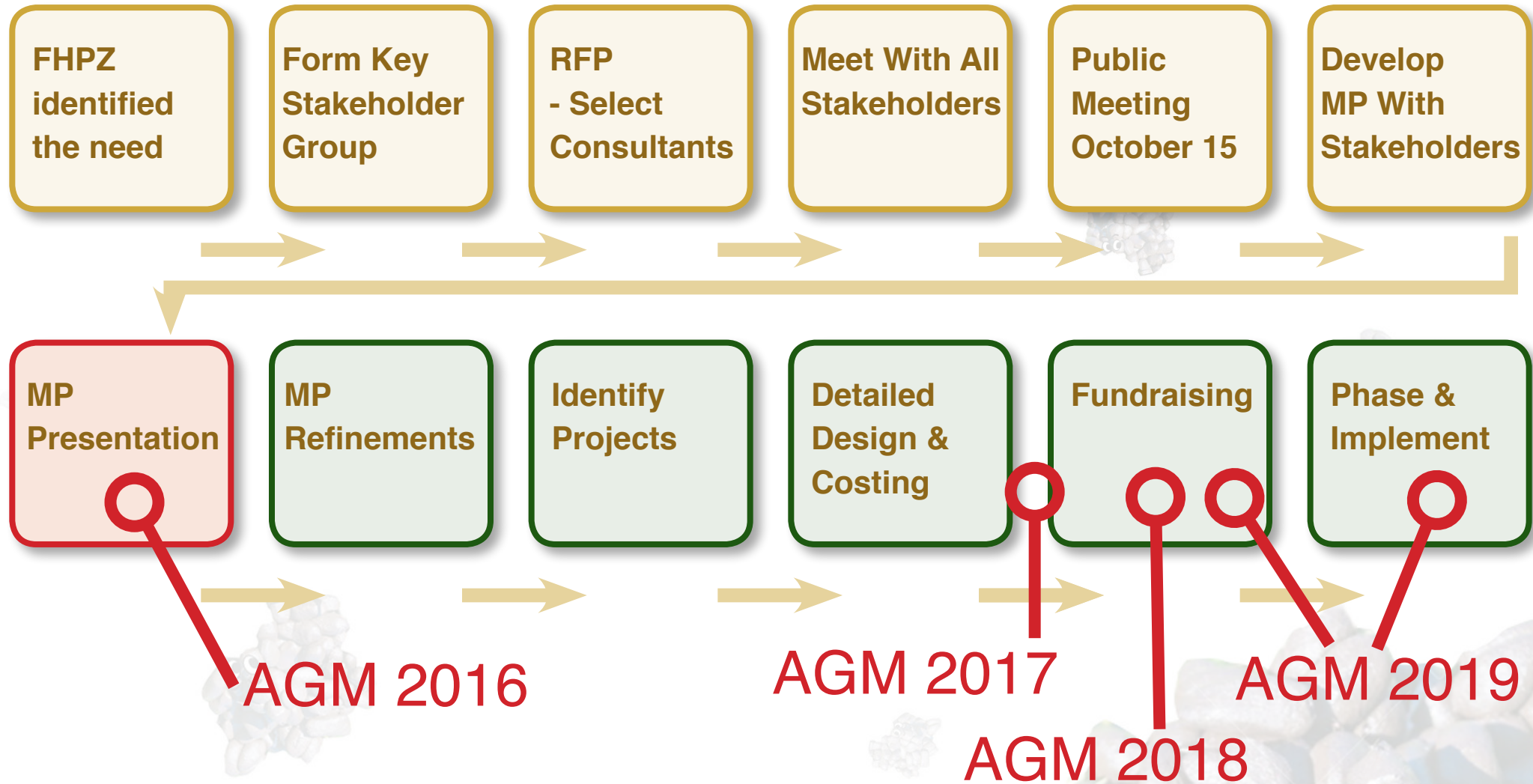
LLAMA BUILDING & RUN INS



MASTER PLAN



MASTER PLAN

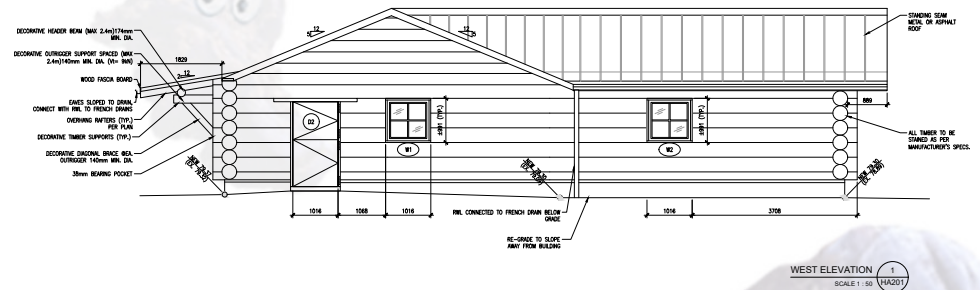
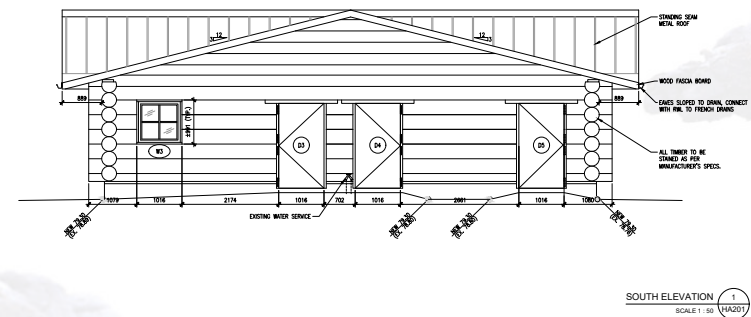


LLAMA BUILDING

Building Funds = \$500,000
\$250,000 from Section 42
\$50,000 from Parks Capital
\$65,000 from FHPZ
\$15,000 from Provincial Ont.

\$120,000 Required

Schedule: Spring 2019



PEACOCK PILSNER LAUNCH

- Collaborated with High Park Brewery to create a peacock pilsner
- Portion of proceeds will go to FHPZ
- Launched on Decemeber 8th, 2018 at High Park Brewery
- Now available in LCBO and select local bars and restaurants
- Live music from Parkside Drive
- Food from Mad Mexican



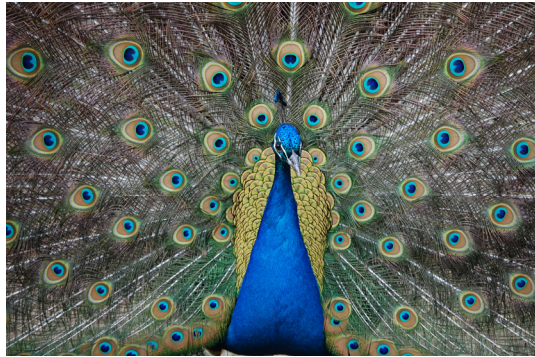
FHPZ - FUNDING CAMPAIGN 2019

- \$125,000 for Master Plan
- Targetting
 - Community
 - Foundations
 - Corporations
- 125 Sponsors at \$1000 each
- Donor recognition at the llama building



Q & A

THANK YOU



DONATE VOLUNTEER VISIT