

TORONTO WATERFRONT REVITALIZATION CORPORATION
Stakeholder Relations Committee Mandate

The role of the Stakeholder Relations Committee (the “**Committee**”) is to assist the Board of Directors (the “**Board**”) of the Toronto Waterfront Revitalization Corporation (the “**Corporation**”) in fulfilling its oversight responsibilities with respect to communications and brand and reputation, and in broadening its understanding of potential partnerships and deepening its connections to the community, private sector and not-for-profits that align with the mission and goals of Waterfront Toronto, all as set out below.

This Mandate of the Stakeholder Relations Committee includes the Board Committee Directive, which establishes its authority, composition and procedures.

(a) **Communications**

The Committee will:

- (i) Review and evaluate for recommendation to the Board the development of an integrated strategic communications plan for the Corporation; and
- (ii) Oversee the implementation and execution of the integrated strategic communications plan, including review of strategic communications documents and messaging.

(b) **Reputational Objectives**

The Committee will provide strategic guidance and a venue for collaboration with management in order to achieve reputational objectives including:

- (i) The positioning and promoting of the Corporation’s work consistent with communications strategic directions; and
- (ii) Identifying and reaching target audiences including:
 - governments;
 - potential private sector investors and partners;
 - key influencers and thought leaders;
 - prospective businesses (retailers, tourism, creative and knowledge-based sectors, services sectors);
 - development industry;
 - infrastructure stakeholders;
 - residents of the City of Toronto; and
 - provincial, national and international audiences.

- (iv) Promoting national and international recognition of the Corporation's work (i.e. awards).

(c) **Partnerships**

As part of Waterfront Toronto's core mandate to engage the private and not-for-profit sectors interested in the designated waterfront area and to create new jobs, diverse and dynamic new mixed-use communities, cultural institutions, parks and public realm, Waterfront Toronto requires an expansion of its partnerships, to the extent permitted by The Toronto Waterfront Revitalization Corporation Act, beyond its traditional government stakeholders and waterfront constituency. To do this Waterfront Toronto must bring together the most innovative approaches to sustainable development, excellence in urban design, real estate development and advanced technology infrastructure which will showcase the best of Canada.

The Committee will:

- a) Provide strategic guidance and a venue for collaboration with management to support the identification of partnerships with the building industry, pension funds, small business, the technology/innovation sector, financial institutions, labour, academia, philanthropic organizations, and not-for-profits, among others.
- b) Provide advice and support to partnership outreach, including identifying key pilot project opportunities, and the creation engagement strategies for external partners.
- c) Examine and review innovative funding mechanisms, including joint public/private partnership models for sustained funding and programming, and operation and maintenance of parks and public realm in the designated waterfront area, including the potential for a conservancy model.