<table>
<thead>
<tr>
<th>Agenda Item</th>
<th>Item 5- Partnership Strategy Process</th>
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<tr>
<td><strong>Purpose</strong></td>
<td>To engage the Committee in a high-level discussion regarding a proposed approach leading to the development and implementation of a partnership/alliance strategy.</td>
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<td><strong>Key Message</strong></td>
<td>Waterfront Toronto has a history of successful partnerships with developers, industry partners, not-for-profits (e.g. MaRS Discovery District) and a variety of public agencies. With the advent of the Quayside/Sidewalk Toronto Project, the Corporation is being approached with an unprecedented volume of opportunities to partner with both for-profit and not-for-profit groups as part of the broader Waterfront Toronto/Sidewalk Labs partnership. The corporation requires appropriate staff resources and support structures to deliver a partnership strategy. The strategy will be subject to the review and approval of the Partnership Committee at Waterfront Toronto Board of Directors.</td>
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| **Areas of note/Key issues** | The partnership strategy will need to include core values, specific protocols and objectives for a variety of engagements, including, but not limited to the following sectors:  
- Academic  
- Cultural  
- Not-for-Profit  
- Philanthropic  
- Private Sector (non-philanthropic) |
| **Expected Outcome** | Committee Approval to proceed with the work as described. |
| **Key Takeaways/Next Steps** | Retain senior partnership professional (Q1 2018). Partnership/Alliance Strategy Development (Q2-Q3 2018) Partnership/Alliance Strategy Approval (Q3 2018) Recruit Partnership Implementation Coordinator (Q3 2018) |
Approach to Development of Partnership Strategy

For Discussion

January 18, 2018
Why Now?

Waterfront Toronto has a history of successful partnership with developers, industry partners, not-for-profits (e.g. MaRS Discovery District) and a variety of public agencies.

With the advent of the Quayside/Sidewalk Toronto Project, the Corporation is being approached with an unprecedented volume of opportunities to partner with both for-profit and not-for-profit groups as part of the broader Waterfront Toronto/Sidewalk Labs partnership.

The corporation requires appropriate staff resources and support structures to deliver a partnership strategy. The strategy will be subject to the review and approval of the Partnership Committee at Waterfront Toronto Board of Directors.
The partnership strategy will need to include:

- core values
- specific protocols
- clear objectives for a variety of engagements, including, but not limited to the following sectors:
  - Academic
  - Cultural
  - Not-for-Profit
  - Philanthropic
  - Private Sector (non-philanthropic)
Example of the evaluation process for a potential post-secondary partnership

WT Staff Meet with faculty to understand the "fit" with curriculum expectations

Engagement Request Received

Presentation and/or Tour
- Create relevant to WT goals and objectives
- Sufficient Staff Resources Available
- Agreement with curricular expectations
- Materials created customized and reviewed by communications
- Presentance/ Program Delivered
- Follow up with faculty member for feedback
- Debrief report/ Lessons learned to communications and SMEs
- Trends to base materials for future use

Engagement Complete

Service
- Delivery required by WT
- Institution for alternative approach from private sector

Engagement Complete

Research
- Research Relevant to WT Objectives
- Sufficient Staff Resources Available

Contribution Required

MOU Creation/ Revision
- Evidence: Received of Compliance with Program Ethics
- Letter of Support/ Commitment
- Research Participation

Research Complete

Debrief

A separate process for commercialization will be detailed based on the Quayside Partnership Model including revenue sharing, IP-ownership, etc.

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Proposed Timeline

Retain senior partnership professional (Q1 2018)
Partnership/Alliance Strategy Development (Q2-Q3 2018)
Partnership/Alliance Strategy Review and Approval (Q3 2018)
Recruit Partnership Implementation Coordinator (Q3 2018)
Questions & Discussion