



FAIRLAWN

Connect with what matters in life.

March 11 Forum

28k sq ft, one block off Yonge n of Lawrence



Background

- Created a community centre and after 19 yrs, it closed Jan 2015
- Revenue drop over \$20k
- North Toronto residential, low rise intensification, lot of seniors
- Most Outreach work is in Regent Park

What do we want to do ?

- Replace Community Centre with an anchor tenant
- Shift to 7 day per week, year round usage
- Expand usage and rentals

How we are doing it

- Roundtable
- Client survey
- Relationships with existing and potential users
- Cold calls
- Communications - community awareness
- Rental friendly process

Lessons Learned

- Current and future tenant relationships are critical
- Never stop, cold calling
- Boys and Girls Club fit to mission