



230 FIGHTBACK

May 28th , 2026.

**Jon Love, Keynote Speaker – Power of Private Capital Conference
Omni King Edward Hotel – 37 King Street East
REPORT BACK.**

After a near encounter with Jon Love on the street, members of 230 Fightback and Parkdale Housing Justice Network walked the block and a half to the Omni King Edward Hotel, where Jon Love was giving the Keynote address at the Power Of Private Capital Conference. Jon Love, the Founder and Executive Chair of KingSett Capital, the current title holder of 214-230 Sherbourne St., was going to share his “hard lessons and counterintuitive insights behind decades of raising capital, building investor trust, and scaling a private real estate empire: from early retail capital through family offices to institutional mandates, and the governance disciplines that made each transition possible”.

From a community perspective the Power of Private Capital is its ability to decontextualize land from a violent reality of neglect, depreciation, and disregard, and replace it with a detached utopian vision of middle-class lifestyles. A process which perpetuates displacement and dispossession, and sustains cycles of speculation, abstraction and gentrification. A process which KingSett and Jon Love continue to support.

Members of 230 Fightback and PHJN were calling on Jon Love and KingSett Capital to return to the negotiating table for the municipal procurement of the lands of 214-230 Sherbourne St for the much-needed social investment of supportive housing and services in Toronto’s Downtown East; as well as aid in the revitalization of surrounding TCHC buildings, currently being left to physically and socially rot.

Members were able to hand out a large number of leaflets explaining this issue and calling on Mayor Chow to act immediately with KingSett on this issue. There was minimal congenial interaction with hotel staff as well as a surprise visit from TPS which amounted to nothing more than asking to be aware of guests coming and going. After an hour of leafleting, bullhorn statements, and the deployment of two banners, members packed up and left without incident.

The next Action is 230 Fightback’s FIFA Community Watch Party on June 13th , starting at 1pm at Allan Gardens, then marching to 214-230 Sherbourne St around 2pm where members intend to use the enclosed land for a community purpose!