



**ECONOMIC DEVELOPMENT AND PARKS COMMITTEE
AGENDA
MEETING No. 6**

Date of Meeting: November 8, 1999 **Enquiry:** Betty Henderson
Time: 9:30 a.m. **Administrator**
Location: Committee Room 1 **392-8088**
City Hall betty_henderson@city.toronto.on.ca
100 Queen Street West

**DECLARATIONS OF INTEREST PURSUANT TO
THE MUNICIPAL CONFLICT OF INTEREST ACT**

CONFIRMATION OF MINUTES

DEPUTATIONS/PRESENTATIONS:

- 10:00 a.m. Green Tourism Association**
(Ref: Item No. 1)
- 10:05 a.m. Tourist Destination Signage**
(Ref: Item No. 2)
- 10:10 a.m. Festivals and Special Events Program – Winter 1999**
(Ref: Item No. 3)
- 10:15 a.m. Economic Development Sector Initiatives Program (EDSIP)
Former Economic Development Partnership Program (EDPP)**
(Ref: Item No. 4)

COMMUNICATIONS/REPORTS:

1. GREEN TOURISM ASSOCIATION

(PRESENTATION ITEM)

Source: Ms. Anna Gibson, Acting Director, Green Tourism Association
(August 16, 1999)

Requesting permission to make a presentation to the Economic Development and Parks Committee on urban green tourism sector development in Toronto, and updating the Committee on their new product, the green map of Toronto, and future plans.

2. TOURIST DESTINATION SIGNAGE

(PRESENTATION ITEM)

Source: Mr. Jerry Sprackman,
The Docks Waterfront Entertainment Complex
(September 15, 1999)

Requesting permission to address the Economic Development and Parks Committee in regards to the Tourist Destination Signage.

3. FESTIVALS AND SPECIAL EVENTS PROGRAM –WINTER 1999
(Ward 27 - York Humber)

(DEPUTATION ITEM)

Source: Commissioner Economic Development, Culture and Tourism
(October 19, 1999)

Recommending that:

- (1) a Festivals and Special Events Program grant of \$2,000.00 allocated to the Weston Business Improvement Area for their 1999 Weston Santa Claus Parade; and
- (2) the appropriate City officials be authorized and directed to take the necessary actions to give effect thereto.

4. ECONOMIC DEVELOPMENT SECTOR INITIATIVES PROGRAM (EDSIP) FORMER ECONOMIC DEVELOPMENT PARTNERSHIP PROGRAM (EDPP)
(All Wards)

Source: Commissioner Economic Development, Culture and Tourism
(October 27, 1999)

Recommending that:

- (1) a new Economic Development Sector Initiatives Program (EDSIP) take effect in the year 2000, in accordance with the criteria set out in Attachment No. 1;
- (2) effective January 1, 2000, the Economic Development Partnership Program (EDPP) be discontinued and that current recipients, as shown in Attachment No. 2, be subject to the following:
 - (a) the initiatives totalling \$136,000.00 that have reached the maximum five year eligibility and no longer qualify under the former EDP program or the new EDSIP program continue to be supported, through the Consolidated Grants Budget:
 - (i) Toronto International Film Festival - \$50,000.00;
 - (ii) Cinematheque - \$25,000.00;
 - (iii) Toronto Worldwide Short Film Festival - \$20,000.00;
 - (iv) Toronto Association of Business Improvement Areas (TABIA) - \$25,000.00; and
 - (v) Toronto Theatre Alliance - \$16,000.00;
 - (b) developmental projects in the 3rd, 4th and 5th year in 2000, be subject to a 50 percent reduction in their allocation eligibility, and be phased out thereafter; and
 - (c) developmental projects in the 2nd year in 2000, maintain the 1999 eligibility allocation level in 2000 and be subject to a 50 percent reduction in 2001;
- (3) the Economic Development and Parks Committee support an additional allocation of \$136,000.00 in the Consolidated Grants Budget for initiatives that merit sustainable funding sources through a new category for Economic Sponsorship Initiatives with EDSIP maintaining its 1999 program level of \$337,000.00 for the year 2000;
- (4) that consideration be given to add funding of \$100,000 to the EDSIP program for service leveling and harmonization during the consolidated grants budget review;

- (5) that this report be forwarded to the Policy and Finance Committee and the financial implications contained herein be referred to the Budget Advisory Committee for consideration as part of the 2000 Operating Budget process; and
- (6) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

**5. DECISION MAKING PROTOCOL FOR PARKS
AND RECREATION MATTERS**
(All Wards)

Source: Commissioner of Economic Development, Culture and Tourism
(August 23, 1999)

The Economic Development and Parks Committee on September 13, 1999, referred the report (August 23, 1999), from the Commissioner of Economic Development, Culture and Tourism, as amended by Economic Development and Parks Committee, to all Community Councils for consideration with a request that any comments be forwarded to the Economic Development and Parks Committee for consideration at its November 8, 1999 meeting, viz:

- (1) amending Recommendation No. (2) to read:
 - “(2) upon consideration of this report and any comments from the Community Councils, the Economic Development and Parks Committee endorse a protocol for dealing with parks and recreation matters and authorize its use by the Commissioner of Economic Development, Culture and Tourism (or designate) in determining the appropriate Committee routing process for parks and recreation matters;
- (2) amending Recommendation No. (3) to read:
 - “(3) authority be granted, at the appropriate time, to introduce any necessary Bills in Council.”; and
- (3) deleting the word “citizen” in the report and inserting in lieu thereof the following: “nomination to City-wide special committees and task forces of residents and/or municipal property taxpayers in the City of Toronto who are at least 18 years of age, except on bodies dealing with children and youth issues.”

5a. Source: City Clerk
(October 14, 1999)

Advising that the Scarborough Community Council, at its meeting held on October 12, 1999, received the report (August 23, 1999) from the Commissioner of Economic Development, Culture and Tourism and made no comment thereon.

- 5b.** Source: City Clerk
(October 14, 1999)

Advising that the East York Community Council, at its meeting held on October 12, 1999, concurred with the recommendations embodied in the report (August 23, 1999) from the Commissioner of Economic Development, Culture and Tourism respecting a protocol for processing parks and recreation matters through Committees of Council, as amended by the Economic Development and Parks Committee at its meeting held on September 13, 1999.

- 5c.** Source: City Clerk
(October 14, 1999)

Advising that the Etobicoke Community Council, at its meeting held on October 13, 1999, endorsed the action of the Economic Development and Parks Committee embodied in the communication (September 16, 1999) from the City Clerk.

- 5d.** Source: City Clerk
(October 19, 1999)

Advising that the Toronto Community Council, at its meeting held on October 12, 1999, submitted this matter to the Economic Development and Parks Committee without recommendation.

- 5e.** Source: City Clerk
(October 19, 1999)

Advising that the North York Community Council, at its meeting held on October 12, 1999, recommended to the Economic Development and Parks Committee that the recommendations embodied in the report (August 23, 1999) from the Commissioner of Economic Development, Culture and Tourism, as amended by the Economic Development and Parks Committee at its meeting held on September 13, 1999, be endorsed.

- 5f.** Source: City Clerk
(October 26, 1999)

Advising that the York Community Council, at its meeting held on October 12, 1999, submitted this matter to the Economic Development and Parks Committee without recommendation.

**6. CITY SUPPORT FOR COMMUNITY FESTIVALS
SPECIAL EVENTS AND MAJOR EVENTS
(All Wards)**

Source: Commissioner Economic Development, Culture and Tourism
(October 20, 1999)

Recommending that:

- (1) the Community Festivals and Special Events Grants Program for the Year 2000 for small and medium-scale events, attached as Attachment No. 1 to this report, be approved;
- (2) the Commissioner of Economic Development, Culture and Tourism be authorized to consult with organizations potentially eligible for support from the proposed program, and to report directly to the November 23, 24, 25, 1999 meeting of Council if the feedback received suggests that the proposed program guidelines should be amended;
- (3) the Commissioner Economic Development, Culture and Tourism be directed to develop a delivery process for the Grants Program so that it can be fully implemented in 2000;
- (4) the Commissioner Economic Development, Culture and Tourism be directed to form an interdepartmental team to collaboratively review the in-kind support provided to festivals and special events by all City departments, agencies, boards and commissions, and report back on the progress of the review early in 2000;
- (5) the guidelines for Minor Recreation Grants be amended to delete the eligibility of festivals and special events;
- (6) this report be forwarded to the Policy and Finance and Budget Advisory Committees for consideration;
- (7) the reallocation of \$100,100.00 from the Consolidated Grants Budget to other program areas, as identified in this report, and the levelling up provision for \$160,000.00 in the Consolidated Grants Budget, be subjected to the Budget Advisory Committee consideration as part of the 2000 Operating Budget process; and
- (8) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

7. DIRECTOR OF GOLF – REQUEST FOR PROPOSALS P-57-99.RFP
(Various Wards)

Source: Commissioner of Economic Development, Culture and Tourism and
Chief Financial Officer and Treasurer
(October 22, 1999)

It is recommended that:

- (1) the proposal submitted by Golf Plus Marketing Inc., being the highest overall evaluated score in response to the Request for Proposal (P-57-99.RFP), be accepted at a cost not to exceed \$1,541,014.00, inclusive of GST, over the five year term of the contract; and
- (2) City Staff be authorized to negotiate and enter into an agreement with Golf Plus Marketing in a form satisfactory to the Commissioner of Economic Development, Culture and Tourism and the City Solicitor.

**8. APPOINTMENTS TO THE BOARDS OF MANAGEMENT
FOR BUSINESS IMPROVEMENT AREAS AND AMENDMENTS
TO THE (FORMER TORONTO) MUNICIPAL CODE CHAPTER 20,
BUSINESS IMPROVEMENT AREAS**
(Various Wards)

Source: Commissioner Economic Development, Culture and Tourism
(October 19, 1999)

Recommending that:

- (1) amendments be made to Schedule “A”, Individual Boards of Management of the (former Toronto) Municipal Code Chapter 20, Business Improvement Areas, as set out in Attachment No. 1; these changes are specific to Number of Members and Members Needed for Quorum and are highlighted by “Changes From and To”;
- (2) Council appoint the nominees listed in Attachment No. 2 of this report to the Boards of Management for Corso Italia, Junction Gardens and York-Eglinton Business Improvement Areas;
- (3) the term of office is to expire on November 30, 2000, or as soon thereafter as successors are appointed; each of the named nominees meets the requirements of Section 220 of the Municipal Act, as amended;
- (4) leave be granted for the introduction of the necessary bill in Council to give effect thereto; and

- (5) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

**9. DESIGNATION OF NORTH AVENUE ROAD
BUSINESS IMPROVEMENT AREA (BIA)**
(Ward 9 - North York Centre South)

Source: Commissioner Economic Development, Culture and Tourism
(October 27, 1999)

Recommending that:

- (1) a Business Improvement Area be designated on Avenue Road from Lawrence Avenue West to Joicey Boulevard as per Attachment No. 1 in accordance with the Business Associations' request attached as Attachment No. 2;
- (2) the City Clerk's Department be authorized and directed to send out notices of Council's intention to pass a by-law designating Avenue Road from Lawrence Avenue West to Joicey Boulevard as a Business Improvement Area, in accordance with Section 220 of the Municipal Act, R.S.O. 1990, c.M.45 as amended;
- (3) the Commissioner of Works and Emergency Services be requested to prepare a legal description of the area shown on Attachment No. 1 and to submit this description to the City Solicitor;
- (4) the City Solicitor be directed to prepare a by-law designating a Business Improvement Area on Avenue Road from Lawrence Avenue West to Joicey Boulevard as per Attachment No. 1, in accordance with Section 220 of the Municipal Act; and
- (5) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

**10. KINGSWAY BIA - PROVISION OF GRANTS
TO OFFSET YEAR-END AUDITS**
(Ward 3 - Kingsway-Humber)

Source: Councillor Mario Giansante, Kingsway-Humber
(October 20, 1999)

Requesting the Economic Development and Parks Committee, and Council, to adopt the same policy for providing grants to BIAs to offset the costs associated with year-end audits for all BIAs in the new amalgamated City of Toronto.

**11. "OUR MILLENNIUM - TORONTO"
VOLUNTEER RECOGNITION CONTEST
(All Wards)**

Source: City Clerk
(October 7, 1999)

Advising that the Millennium Task Force, at its meeting held on October 5, 1999, recommended to the Economic Development and Parks Committee, and Council, the adoption of the report (September 24, 1999) from the Commissioner of Economic Development, Culture and Tourism, wherein it recommended that:

- (1) the City approve the establishment of a Toronto-based volunteer recognition contest linked to and in support of the local chapter of the Community Foundations of Canada national "Our Millennium" project, namely "Our Millennium - Toronto";
- (2) the City approve the allocation of \$5,000.00 from available Toronto Millennium Grant monies to fund this volunteer recognition program; and
- (3) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

**12. MUSEUM GRANTS – CAMPBELL HOUSE
AND TORONTO'S FIRST POST OFFICE
(Ward 24 -Downtown)**

Source: Commissioner Economic Development, Culture and Tourism
(October 18, 1999)

Recommending that:

- (1) Campbell House be awarded a grant of \$35,000.00 to be applied to its 1999 operating budget;
- (2) Toronto's First Post Office be awarded a grant of \$27,000.00 to be applied to its 1999 operating year; and
- (3) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

13. TORONTO HERITAGE FUND GRANT – 174 ST. GEORGE STREET
(Ward 23 -Midtown)

Source: Managing Director, Toronto Historical Board
(October 25, 1999)

Recommending that:

- (1) the Toronto Heritage Fund Grant application for 174 St. George Street of up to \$10,000.00 be approved, in principle;
- (3) the grant be conditional upon the owner entering into a Restoration Agreement prepared by the City Legal Department in consultation with the Acting Managing Director of Heritage Toronto; and
- (4) the owner ensure that Heritage Toronto's support for this project is suitably recognized.

14. TORONTO HERITAGE FUND GRANT – 26 DRAPER STREET
(Ward 24 - Downtown)

Source: Managing Director, Toronto Historical Board
(October 25, 1999)

Recommending that:

- (1) the Toronto Heritage Fund Grant application for 26 Draper Street of up to \$1,250.00 be approved, in principle;
- (2) the grant be conditional upon the owner entering into a Restoration Agreement prepared by the City Legal Department in consultation with the Acting Managing Director of Heritage Toronto; and
- (3) the owner ensure that Heritage Toronto's support for this project is suitably recognized.

15. TORONTO HERITAGE FUND GRANT – 28 DRAPER STREET
(Ward 24 - Downtown)

Source: Managing Director, Toronto Historical Board
(October 25, 1999)

Recommending that:

- (1) the Toronto Heritage Fund Grant application for 28 Draper Street of up to \$1,250.00 be approved, in principle;

- (2) the grant be conditional upon the owner entering into a Restoration Agreement prepared by the City Legal Department in consultation with the Acting Managing Director of Heritage Toronto; and
- (3) the owner ensure that Heritage Toronto's support for this project is suitably recognized.

16. TORONTO HERITAGE FUND GRANT – 7 HART HOUSE CIRCLE
(Ward 24 - Downtown)

Source: Managing Director, Toronto Historical Board
(October 25, 1999)

Recommending that:

- (1) the Toronto Heritage Fund Grant application for 7 Hart House Circle of up to \$9,500.00 be approved, in principle;
- (2) the grant be conditional upon the owner entering into a Restoration Agreement prepared by the City Legal Department in consultation with the Acting Managing Director of Heritage Toronto; and
- (3) the owner ensure that Heritage Toronto's support for this project is suitably recognized.

17. TORONTO HERITAGE FUND GRANT – 469 BROADVIEW AVENUE
(Ward 25 – Don River)

Source: Managing Director, Toronto Historical Board
(October 25, 1999)

Recommending that:

- (1) the Toronto Heritage Fund Grant application for 469 Broadview Avenue of up to \$2,500.00 for restoration work in principle;
- (2) the grant be conditional on the owner entering into a Restoration Grant Agreement prepared by the City Solicitor in consultation with the Managing Director of the Toronto Historical Board.; and
- (3) the owner ensure the Heritage Toronto's support for this project is suitably recognized.

18. TORONTO HERITAGE FUND GRANT – 62 LAING STREET
(Ward 26 – East Toronto)

Source: Managing Director, Toronto Historical Board
(October 25, 1999)

Recommending that:

- (1) the Toronto Heritage Fund Grant application for 62 Laing Street Avenue of up to \$5,000.00 be approved, in principle; and
- (2) the owner ensure the Heritage Toronto's support for this project is suitably recognized.

19. CANADIAN NATIONAL EXHIBITION ASSOCIATION (CNEA)
APPOINTMENTS TO THE BOARD OF GOVERNORS

Source: Ms. Dianne Young, Interim General Manager, Exhibition Place
(October 19, 1999)

Respecting the Canadian National Exhibition Association appointments to The Board of Governors of Exhibition Place.

20. WITHROW BALL HOCKEY ASSOCIATION

Source: The Blackhawks of Ridout and Maybee,
Trademark & Patent Agents, Toronto, Ontario
(September 20, 1999)

Communication from the Blackhawks of Ridout and Maybee, Trademark & Patent Agents, Toronto, Ontario, addressed to The Honourable Jane Stewart, Minister of Human Resources Development Canada, congratulating both the Minister and the City of Toronto for supporting the Withrow Ball Hockey Association.

ANY OTHER MATTERS