

Other Items Considered by the Committee

(City Council on November 23, 24 and 25, 1999, received this Clause, for information.)

(a) Green Tourism Association.

The Economic Development and Parks Committee reports having received the following communication, background information and presentation:

- (i) (August 16, 1999) from Ms. Anna Gibson, Acting Director, Green Tourism Association, 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.
- (ii) (undated) from the Green Tourism Association, providing background information on Green Tourism Association.

Ms. Anna Gibson, Acting Director, Green Tourism Association, made a presentation to the Economic Development and Parks Committee in connection with the foregoing matter.

The Chair, on behalf of the Committee, thanked Ms. Gibson for the presentation.

(b) Tourist Destination Signage.

The Economic Development and Parks Committee reports having:

- (1) **referred the matter of signage to the Commissioner of Economic Development, Culture and Tourism with a request that he report back to the Committee, in consultation with Transportation staff and TEDCO, on signage throughout the City of Toronto, the said report to include signage on the 401/Don Valley Parkway indicating direction to the Portlands and various attractions at that location;**
- (2) **requested Mr. Sprackman, The Docks Waterfront Entertainment Complex, to provide staff with a list of suggested locations for signage providing direction to the Portlands area;**
- (3) **received the following communication:**

(September 15, 1999) from Mr. Jerry Sprackman, The Docks Waterfront Entertainment Complex, requesting permission to address the Economic Development and Parks Committee in regards to the Tourist Destination Signage.

Mr. Jerry Sprackman, The Docks Waterfront Entertainment Complex, appeared before the Economic Development and Parks Committee in connection with the foregoing matter.

**(c) Economic Development Sector Initiatives
Program (EDSIP) Former Economic
Development Partnership Program (EDPP).**

The Economic Development and Parks Committee reports having:

- (1) recommended to the Policy and Finance Committee, and Council, the adoption of the following report, subject to amending Recommendation No. (2)(b) by deleting the words “and be phased out thereafter” and inserting in lieu thereof “and will not be eligible for funds from this program thereafter”, so that such Recommendation now reads:**

“(2)(b) Developmental projects in the third, fourth and fifth year in 2000, be subject to a fifty percent reduction in their allocation eligibility and will not be eligible for funding from this program thereafter;”; and

- (2) requested the Commissioner of Economic Development, Culture and Tourism to report to the Chair on any other options for sustained funding for the BIA Associations and report directly to Council, if necessary, in that regard:**

(October 27, 1999) from the Commissioner of Economic Development, Culture and Tourism, 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 EDPP or the new EDSIP 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 third, fourth and fifth 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 second 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 adding funding of \$100,000.00 to the EDSIP for service levelling 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.
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Ms. Brenda Librecz, Managing Director, Economic Development Division gave an overview presentation on the Economic Development Sector Initiatives Program (EDSIP) and answered Members questions in that regard.

Mr. Alex Ling, Chair, Toronto Association of Business Improvement Areas, appeared before the Economic Development and Parks Committee in connection with the foregoing matter.

**(d) City Support for Community Festivals
Special Events and Major Events (All Wards).**

The Economic Development and Parks Committee reports having recommended to the Policy and Finance Committee, and Council, the adoption of the following report, subject to amending Recommendation No. (4) by adding the words “and further, that community groups, BIAs, etc., be consulted and invited to make submissions” so that such Recommendation now reads:

- “(4) the Commissioner of 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; and further that community groups, BIAs, etc., be consulted and invited to make submissions;”:

(October 20, 1999) from the Commissioner of Economic Development, Culture and Tourism, 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 of 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 of 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.

The following Members of Council appeared before the Committee in connection with the foregoing matter:

- Councillor Joe Mihevic, York Eglinton; and
- Councillor Frances Nunziata, York Humber.

(e) Kingsway BIA – Provision of Grants to Offset

Year-End Audits (Ward 3 – Kingsway-Humber).

The Economic Development and Parks Committee reports having:

- (1) referred the following communication to the Commissioner of Economic Development, Culture and Tourism for a comprehensive report to the Committee on the audit function relating to BIAs, the said report to include a reasonable cost with respect to the said audit function;**
- (2) requested the Commissioner of Economic Development, Culture and Tourism to co-ordinate a process, in consultation with the Chief Financial Officer and Treasurer and other Departments that might be affected, so that this cycle does not continue; and**
- (3) requested the Commissioner of Economic Development, Culture and Tourism to ensure that refunds be issued to the thirteen BIAs entitled to such refunds for their 1998 audit:**

(October 20, 1999) from Councillor Mario Giansante, Kingsway-Humber, 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, and forwarding a communication (October 8, 1999) from Mr. Barry Phillips, President, Kingsway BIA.

- (f) Withrow Ball Hockey Association.**

The Economic Development and Parks Committee reports having received the following communication:

(September 20, 1999) from the Blackhawks of Ridout and Maybee, Trademark and 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.

- (g) Memorial Program for Tree Planting
and Installation of Parks and Public Furniture.**

The Economic Development and Parks Committee reports having referred the following communication to the Commissioner of Economic Development, Culture and Tourism for a report to the Committee on the subject matter:

(October 27, 1999) from Councillor Joe Mihevc, requesting the Commissioner of Economic Development, Culture and Tourism to report on a memorial program for tree planting and installation of parks and public furniture.

Respectfully submitted,

BRIAN ASHTON
Chair

Toronto, November 8, 1999