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## ECONOMIC DEVELOPMENT AND PARKS COMMITTEE

### AGENDA

**Date of Meetings:** Thursday, October 10, 2002      **Enquiry:** Betty Henderson  
**Time:** 9:30 a.m.      **Administrator**  
**Location:** Committee Room 2      **416-392-8088**  
City Hall      **bhender1@toronto.ca**  
100 Queen Street West

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

#### CONFIRMATION OF MINUTES

#### DEPUTATIONS/PRESENTATIONS

- 10:00 a.m.      Mr. Ralph Strachan, Chairman of the Board Tourism Toronto  
Mr. Barry Smith, President and CEO, Metro Toronto Convention Centre  
(Various Wards) (Re: Item No. 1)
- 10:15 a.m.      Representatives, Canadian Banking Association  
Meeting Place: Toronto as a Leading Financial Centre – Report to  
the Toronto Financial Services Alliance (TFSA) Leaders' Forum  
(All Wards) (Re: Item No. 2)
- 10:30a.m.      Representatives, Kiwanis Club of Ontario  
Casa Loma – Capital Maintenance Requirements  
Failure to Superbuild Grant Application  
(Re: Item No. 3) (Ward 21 St. Paul's)
- 10:45 a.m.      Mr. Dennis Lee, Poet Laureate  
(All Wards) (Re: Item No. 4)
- 11:00 a.m.      Mr. Jeff Gillan, Vice-Chair, St. Clair West Revitalization  
“Our Future Together – A Community Based  
Revitalization Strategy for St. Clair West”  
(Ward 17 Davenport) (Re: Item 5)

## COMMUNICATIONS/REPORTS

### 1. TORONTO TOURISM SECTOR 2002 PERFORMANCE UPDATE

(Various Wards)

*(Deferred from September 12, 2002 meeting)*

*(DEPUTATION ITEM)*

Source: Commissioner of Economic Development, Culture and Tourism  
(September 9, 2002)

Advising City Council of key 2002 mid-season performance indicators and business issues specific to Toronto's tourism sector; and recommending that:

- (1) the Economic Development, Culture and Tourism Department work with representatives from the tourism private sector to identify strategies to revitalize Toronto's tourism economy; and
- (2) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

### 1(a). TOURISM SECTOR – SUPPLEMENTARY REPORT

*Report to follow.*

### 2. MEETING PLACE: TORONTO AS A LEADING FINANCIAL CENTRE - REPORT TO THE TORONTO FINANCIAL SERVICES ALLIANCE (TFSA) LEADERS' FORUM

(All Wards)

*(DEPUTATION ITEM)*

*(Attachment No. 2 - Toronto Financial Services Alliance's Report - to be distributed under separate cover when available)*

Source: Commissioner of Economic Development, Culture and Tourism  
(September 24, 2002)

Presenting City Council with the Toronto Financial Services Alliance's (TFSA) report to its Leaders' Forum on its activities, key recommendations and proposed work plan for the next year; and recommending that:

- (1) City Council endorse the recommendations contained in the Toronto Financial Services Alliance's (TFSA) September 2002 Report, (see Attachment No. 2);
- (2) City Council request the Provincial and Federal governments to work closely with the TFSA with respect to implementing the Toronto Financial Services Alliance's (TFSA) report recommendations;

- (3) City Council thank the members of the Toronto Financial Services Alliance's (TFSA) Advisory Committee and Working Groups for the tremendous amount of time and effort that they have dedicated toward developing and advancing the mission of the Toronto Financial Services Alliance (TFSA); and
- (4) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

**3. CASA LOMA – CAPITAL MAINTENANCE REQUIREMENTS  
AND FAILURE OF SUPERBUILD GRANT APPLICATION**  
(Ward 21 St. Paul's)

*(DEPUTATION ITEM)*

Source: Commissioner of Economic Development, Culture and Tourism  
(September 25, 2002)

Updating the Economic Development and Parks Committee on the critical capital maintenance requirements for Casa Loma; reporting on the failure of the SuperBuild grant application; and recommending that:

- (1) Council recognize City-owned Casa Loma as a very important heritage, cultural and tourism resource and make its restoration a high priority;
- (2) Council take the necessary action to inform the Provincial Government's decision makers of the City's dismay that the SuperBuild grant application for Casa Loma, the City's sole request under the SuperBuild Sports, Culture and Tourism Partnerships, has failed and ask the Province to consider alternate sources of provincial financial support; and
- (3) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

**4. POET LAUREATE UPDATE**  
(All Wards)

*(DEPUTATION ITEM)*

Source: Commissioner of Economic Development, Culture and Tourism  
(September 23, 2002)

Providing the Economic Development and Parks Committee with a status report mid-way through the term of the Poet Laureate; reporting on the progress of the Legacy Project; and recommending that the report be received for information.

**5. “OUR FUTURE TOGETHER – A COMMUNITY BASED REVITALIZATION STRATEGY FOR ST. CLAIR WEST”**  
(Ward 17 Davenport)

Source: Commissioner of Economic Development, Culture and Tourism  
(September 25, 2002)

Presenting the findings of the revitalization strategy, entitled “Our Future Together – A Community Based Revitalization Strategy for St. Clair West”; outlining the steps leading to the development and recommendations of the strategy; and recommending that:

- (1) City and senior government staff, as referred to in the St. Clair West Strategy, meet with the Chair of the St. Clair West Revitalization Committee (SWRC) to review the recommendations in the report, entitled “Our Future Together – A Community Based Revitalization Strategy for St. Clair West”, (Attachment No. 1) and its work plan priorities;
- (2) copies of the report, entitled “Our Future Together – A Community Based Revitalization Strategy for St. Clair West”, (Attachment No. 1) be forwarded to the Human Resources Development Canada LLMP Program, the Chairs of the St. Clair Avenue West BIA, Corso Italia BIA, and St. Clair Gardens BIA, and to City departments, agencies and committees as identified in Appendix C of the Strategy; and
- (3) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

**6. ENHANCEMENT OF THE CITY OF TORONTO’S ART COLLECTION**  
(All Wards)

Source: Commissioner of Economic Development, Culture and Tourism  
and the Chief Financial Officer and Treasurer  
(September 30, 2002)

Reporting, as requested by Council at its June 18, 19 and 20, 2002 meeting, on a strategy for the ongoing enhancement of the City’s Art Collection and to establish a City of Toronto Art Collection Reserve Fund; and recommending that:

- (1) Council establish an obligatory reserve called the “Art Collection Reserve Fund” for the purpose of providing funding for the acquisition of art for the City of Toronto art collection;
- (2) the Art Acquisition Reserve Fund (Etobicoke) and Art Acquisition Reserve Fund (North York) be closed and the balance of both reserve funds be transferred to the Art Collection Reserve Fund;

- (3) Municipal Code Chapter 227 (Reserves and Reserve Funds) be amended by adding the “Art Acquisition Reserve Fund” to Schedule ‘B3’- donated funds and by deleting “Art Acquisition Reserve Fund (Etobicoke)” from Schedule ‘C’ discretionary and “Art Acquisition Reserve Fund (North York)” from Schedule ‘B’ discretionary;
- (4) the City actively seek donations and contributions from individuals, funding bodies and the private sector for the reserve fund;
- (5) the report be forwarded to the Policy and Finance Committee for consideration; and
- (6) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto, and that leave be granted for the introduction of any necessary bills in Council to give effect thereto.

**7. TORONTO ARTS COUNCIL – CITY OF TORONTO  
ARTS AND CULTURE GRANTS JANUARY TO JUNE 2002  
(All Wards)**

Source: Commissioner of Economic Development, Culture and Tourism  
(September 23, 2002)

Commenting on revenues and expenditures reported to the Economic Development and Parks Committee by the Toronto Arts Council on the City of Toronto Arts and Culture grants awarded from January to June 2002; and recommending that this report and the report submitted by the Toronto Arts Council be received for information.

**7(a).** Source: Mr. Kim Tomczak, President, Toronto Arts Council  
(August 2002)

Forwarding a report on the City of Toronto Arts and Culture grants covering the first six months in 2002 (January 1 to June 30), describing the economic impact of the City’s financial investment in the arts community and the array of work, creativity and community animation that resulted.

**8. SUPPORT FOR PERFORMING AND EXHIBITING ARTS ORGANIZATIONS AND MUSEUMS**  
(All Wards)

Source: Commissioner of Economic Development, Culture and Tourism  
(September 23, 2002)

Reporting, as requested by Council at its meeting held on June 18, 19 and 20, 2002, on the various performing and exhibiting arts organizations and museums in the City of Toronto, with particular regard to their size, economic and educational impact and degree of support from the City of Toronto; and recommending that the report be received for information.

**9. NAME CHANGE FOR THE DOWNTOWN YONGE STREET BUSINESS IMPROVEMENT AREA**  
(Ward 27 Toronto Centre-Rosedale)

Source: Commissioner of Economic Development, Culture and Tourism  
(September 23, 2002)

Seeking authorization for the Downtown Yonge Street Business Improvement Area to change its name to the Downtown Yonge Business Improvement Area; and recommending that:

- (1) the Downtown Yonge Street Business Improvement Area, as defined by the boundaries described in Attachment No. 1, be renamed the Downtown Yonge Business Improvement Area; and
- (2) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto, including an appropriate amendment to the City of Toronto Municipal Code and the introduction of the necessary bills.

**10. INTENTION TO DESIGNATE THE EMERY VILLAGE BUSINESS IMPROVEMENT AREA**  
(Ward 7 York West)

Source: Commissioner of Economic Development, Culture and Tourism  
(September 24, 2002)

Recommending that:

- (1) the area described by Attachment No.1, be designated as a Business Improvement Area (BIA), under Section 220 of the Municipal Act;

- (2) the City Clerk be authorized and directed to send out a notice of Council's intention to pass a by-law designating the area, in accordance with Section 220 of the Municipal Act;
- (3) the Commissioner of Works and Emergency Services be requested to prepare a survey of the area as described by Attachment No. 1, and to submit this survey to the City Solicitor;
- (4) subject to the City Clerk reporting favourably on the results of the intention to pass a by-law designating the area (poll), and upon receipt of the survey prepared by the Commissioner of Works and Emergency Services, the City Solicitor be directed to prepare a by-law designating the area as a Business Improvement Area as described by Attachment No. 1, in accordance with Section 220 of the Municipal Act;
- (5) the creation of a Farmer's Market in the Emery Village area, as recommended in Report No. 9 of the North York Community Council and adopted by Council at its December 4, 5 and 6, 2001, meeting, be referred to the Board of Management of the Emery Village Business Improvement for its consideration once the Board is established; and
- (6) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

**11. UPDATE ON THE INTERGOVERNMENTAL COMMITTEE FOR ECONOMIC AND LABOUR FORCE DEVELOPMENT IN TORONTO (ICE COMMITTEE)**  
(All Wards)

Source: Commissioner of Economic Development, Culture and Tourism  
(September 25, 2002)

Providing an update on the activities of the Intergovernmental Committee for Economic and Labour Force Development in Toronto (ICE Committee); and recommending that:

- (1) the report entitled, "The ICE Committee, 1997 to 2002: A Five Year Review", be received for information;
- (2) City Council acknowledge and thank the ICE Committee for the valuable work it has undertaken in the areas of economic and labour force development in Toronto;
- (3) City Council request both the provincial and federal governments to continue to support the ICE Committee; and
- (4) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

**12. TARGETED BUSINESS OUTREACH PROGRAM (TBOP)**  
(All Wards)

Source: Commissioner of Economic Development, Culture and Tourism  
(September 26, 2002)

Providing an overview of the goals, objectives and strategic priorities for the Targeted Business Outreach Program (TBOP) as a priority initiative to achieve the department's business retention goals; and recommending that:

- (1) Council endorse the goals and objectives for the department's Targeted Business Outreach Program; and
- (2) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

**13. YONGE DUNDAS SQUARE**  
**BOARD OF MANAGEMENT STATUS REPORT**

*Report to follow.*

**14. GOOSE CONTROL PROGRAM**  
(All Wards)

Source: Commissioner of Economic Development, Culture and Tourism  
(September 27, 2002)

Responding to City Council's request of May 21, 22 and 23, 2002 to submit a report outlining options to control the problems associated with geese in City parks; and recommending that:

- (1) operating funds for the expanded Goose Management Strategy in the amount of \$195,000.00 be considered as part of the Parks and Recreation Division 2003 Operating Budget;
- (2) the Commissioner of Economic Development, Culture and Tourism be directed to implement the comprehensive Goose Management Strategy set out in this report conditional upon the approval of funds in the 2003 Operating Budget and report back in the fall of 2003, prior to the 2004 Operating Budget process, on the results of the strategy and the requirements for any future funding; and
- (3) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

**15. ACTION PLAN 2002 AND YOUTH ACTION PLAN  
BUDGET RECOMMENDATIONS REPORT**  
(Various Wards)

Source: Commissioner of Economic Development, Culture and Tourism  
(September 23, 2002)

Reporting, as requested by Council at its December 4, 5 and 6, 2001 meeting, on any co-ordinated partnerships and arrangements made with community agencies in delivering the Youth Action Plan 2002; and recommending that this report be received for information.

**16. REPORT CARD 2002 – 2003 ACTION PLAN**

Source: City Clerk  
(September 26, 2002)

Forwarding a request from The Children and Youth Action Committee that the Economic Development and Parks Committee adopt the recommendations contained in the communication (September 25, 2002) from Councillor Pam McConnell, Chair, Policy Sub-Committee, Children and Youth Action Committee, respecting the Report Card 2002 and the 2003 Action Plan.

**17. TECHNICAL ADJUSTMENT FOR ADDITIONAL  
FUNDING L'AMOREAUX TENNIS BUBBLE**  
(Ward 39 Scarborough-Agincourt)

Source: Commissioner of Economic Development, Culture and Tourism  
(September 27, 2002)

Seeking authority to adjust the amount in the sub-project account (CPR116-14) to recognize additional funding raised by the tennis community specifically for this project; and recommending that:

- (1) the sub-project for L'Amoreaux Tennis Bubble (CPR116-14) be increased by \$0.250 million gross and zero net, bringing the total of the project to \$0.650 million gross and Zero net, with the additional funding coming from the Scarborough Tennis Reserve XR3009;
- (2) this report be forwarded to Policy and Finance Committee for consideration; and
- (3) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

**18. WOODBINE PARK SPECIAL EVENTS – STATUS REPORT**

(Ward 32 Beaches-East York)

Source: Commissioner of Economic Development, Culture and Tourism  
(September 26, 2002)

Reporting, as requested by Council at its meeting on April 16, 17 and 18, 2002, on the plan to move special events and festival activities from Kew Gardens Park to Woodbine Park; and recommending that:

- (1) all major events will be moved to Woodbine Park for 2003 and smaller scale events will continue to operate in Kew Gardens Park;
- (2) the Commissioner of Economic Development, Culture and Tourism in consultation with the local Councillor, the event organizer(s) and the various community stakeholders will work towards clearly defining the scope and size of special events that will take place in Kew Gardens Park for 2003 and onward; and
- (3) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

**19. MANAGEMENT AND CONTROL OF CAPITAL PROJECT COSTS**

(City Wide)

Source: Commissioner of Economic Development, Culture and Tourism  
(September 24, 2002)

Reporting to the Economic Development and Parks Committee on approaches to manage and control capital project costs compared to estimates; and recommending that this report be forwarded to the Budget Advisory Committee for information.