

2007 Economic Development Sector Investment Program (EDSIP) and Economic Sponsorship Initiatives (ESI)

Date:	April 30, 2007
To:	Community Partnership and Investment Program Appeals Sub-Committee
From:	Donald G. Eastwood, General Manager Economic Development, Culture and Tourism
Wards:	All
Reference Number:	

SUMMARY

This report presents an assessment and recommends that 13 out of the 17 applicants to the 2007 Economic Development Sector Investment Program (EDSIP) receive \$210,470 and that \$10,000 be held for appeals and that the 4 applicants to the Economic Sponsorship Initiatives (ESI) program be allocated \$151,990. These programs are funded through the Community Partnership and Investment Program (CPIP) and provide funding to support non-profit organizations that meet economic development objectives.

EDSIP is an open investment program that provides an opportunity for organizations to apply for funding to support projects on an annual basis. The EDSIP goals are to provide seed money for the initiation and expansion of projects that are expected to yield substantial long-term economic development benefits for the City of Toronto by contributing to the local economy through new economic growth and job creation.

ESI is a closed investment program and provides funding to the following four organizations: Toronto International Film Festival (TIFF), Toronto Alliance for the Performing Arts (TAPA), the Canadian Film Centre and the Toronto Association of Business Improvement Areas (TABIA). To be eligible these organizations must submit financial statements and a report on use of funds each year.

This report provides an overview and assessment of the 2007 applications and makes funding recommendations.

RECOMMENDATIONS

The General Manager of Economic Development, Culture and Tourism recommends that:

1. 13 applicants receive support under the Economic Development Sector Investment Program (EDSIP) and that 4 applicants are ineligible;
2. Economic Sponsorship Initiative (ESI) funding support the following organizations: Canadian Film Centre, Toronto Alliance for the Performing Arts (TAPA), the Toronto Association of Business Improvement Areas (TABIA) and the Toronto International Film Festival;
3. this report be forwarded to the June 7, 2007 Economic Development Committee; and,
4. the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

Financial Impact

There are no financial impacts arising from this report.

The Deputy City Manager and Chief Financial Officer has reviewed this report and agrees with the financial impact information.

DECISION HISTORY

This staff report to the Appeals Sub-committee provides an assessment and makes recommendations on the applicants to the EDSIP and ESI programs. The committee will hear appeals on these applications and will determine whether or not they will be re-assessed. The Appeals sub-committee will forward its recommendations to the Economic Development Committee, which then makes recommendations to City Council.

ISSUE BACKGROUND

The adjudication of EDSIP and ESI applications is conducted in two phases. During the first phase, basic eligibility is determined and ineligible applications are not recommended for further consideration. Applicants are identified as ineligible if they submit late applications, are in default with the City of Toronto because of failure to meet the terms and conditions of any previous City of Toronto funding, fail to meet one or more the EDSIP and ESI eligibility criteria, or if the application submitted is so incomplete that eligibility cannot be assessed. Eligible applications proceed to the assessment phase of the process.

The Economic Development Sectors Investment Program has a set of specific eligibility criteria which must be met. The Economic Development, Culture and Tourism Division established the program requirements for guiding the evaluation and administration of EDSIP since the program launched in 1999. A complete listing of eligibility criteria, special conditions, application and report requirements are included as Attachment 1. The program is designed to provide the support for implementing the City's economic development strategy and to ensure it is delivered in a fair and equitable manner.

COMMENTS

Economic Development Sectors Investment Program (EDSIP)

A total of 17 EDSIP applications were received in 2007. An application from the Old Town Promotional Alliance was received on April 12, 2007 and is ineligible as it was submitted after the March 12, 2007 deadline. In accordance with direction given by CPIP an organization submitting a late application due to exceptional or extenuating circumstances is permitted to make a deputation at the CPIP Appeals Sub-Committee which has authority to accept the application.

The total amount requested from the applicants is \$342,492. The total amount available through EDSIP is \$220,470 including \$10,000 for appeals. An overview of the 2007 EDSIP Application and Recommendation Summary is included as Attachment 2. Summary sheets for each of the EDSIP applications, including funding recommendations are included in Attachment 3.

Staff reviewed each proposal in detail and made recommendations in compliance with the program objectives and eligibility criteria. Consistency with the City's Grant Policy is mandatory. Eligibility criteria includes evidence that the project has City-wide economic development benefits; the applicant has demonstrated adherence to reporting requirements in the past; and the applicant has a successful track record of implementing past projects.

Applications are reviewed by the EDSIP Program Co-ordinator and an EDSIP/ESI Review Committee consisting of one Manager and one Director from the Business Development and Retention section of Economic Development, Culture and Tourism in addition to assistance from the Division's Sector Specialists. Staff consulted with the Community Partnership and Investment Program Committee (CPIP) throughout the budgeting and review process.

All applicants will be informed of the eligibility of their application and recommended funding allocation prior to the meeting of the CPIP Appeals Sub-Committee meeting to enable applicants an opportunity to make an appeal. An amount of \$10,000 from the EDSIP budget will be set aside for appeals made to the CPIP Appeals Sub-Committee.

In 2007, it is recommended that \$210,470 be allocated to 13 projects which will leverage approximately \$2,749,223 in funds from other sources, excluding the value of in-kind

contributions. EDSIP funding represents 25 percent or less of the total project budget in all cases.

Nine applications are from organizations that have previously received EDSIP funding. Eight are new applicants. In addition to the one late application, three applications are ineligible because they did not meet the EDSIP goals and objectives criteria. These three organizations are: the Heritage Skills Development Centre, the Miziwe Biik Development Corporation and the Ontario Aerospace Council.

Table 1 below shows the distribution of applications by sector and the percentage of total funding per sector. Table 2 shows a breakdown of the total number of EDSIP applications.

Table 1

EDSIP Application by Sector 2007	Applications Received	Applications Recommended	Percentage of Total Funding*
Fashion	1	1	4%
Film & Television	3	3	24%
Financial Services	1	1	10%
Small Business	4	3	16%
Food	1	1	10%
ICT	2	2	19%
Biotech & Medical	1	1	7%
Design	1	1	10%
Aerospace	1	0	0
Tourism	2	0	0
Total	17	13	100%

*Excludes \$10,000 (five percent) allocated for EDSIP Appeals

Table 2

Total Applications	17
New Applications	8
Total Applications Recommended	13
New Applicants Recommended	7
Previously Funded Applications Recommended	6
Total Funds Requested	\$342,492
Total EDSIP Funds	\$210,470
EDSIP Reserve	\$10,000

In 2007, EDSIP is supporting projects that are weighted towards entrepreneurial development. For example, the projects within the Film & Television sector will generate exchanges between local filmmakers and producers through industry networking workshops conducted by Hot Docs, iCAn Pitch and Women In Film and Television. The

Information and Communication Technology (ICT) sector will be supported through the efforts of ICT Toronto and the Computer Animation Studios of Ontario (CASO). CASO will mobilize the Digital City Network agreement between San Francisco and Toronto by focusing on growing the animation and digital visual effects industry by encouraging greater integration and investment in digital media companies in Toronto. The Toronto Business Food Incubator (TFBI) will continue to reach out to new entrepreneurs interested in establishing new food products.

The projects recommended in 2007 contribute to the implementation of economic development strategic directions. The projects will have a positive direct economic impact through supporting local business development activities across the city.

Economic Sectors Initiatives (ESI) Program

ESI was created to provide stable annual sponsorship funding to organizations whose mandate is closely linked to the Economic Development Culture and Tourism Division's ongoing initiatives. The four ESI recipients are: the Toronto International Film Festival (TIFF), the Toronto Alliance for the Performing Arts (TAPA), the Toronto Association of the Business Improvement Areas (TABIA) and the Canadian Film Centre. An overview and summary is included as Attachment 4 and the ESI Summary Sheets are included as Attachment 5.

In 2007, the four ESI recipient organizations submitted their applications on time and provided their financial statements and reports. In 2007, the total amount of funding allocated to ESI is \$151,990. This represents an increase of \$15,000 to the program over last year's allocation of \$136,990.

For the past several years the recipients have requested additional resources to maintain their current level of operations. It is recommended that the Toronto International Film Festival receive an additional \$10,000 and the Toronto Alliance for the Performing Arts receive an additional \$5,000. These organizations will use these funds to expand their current program offerings to reach out further to at-risk youth within the 13 Priority Neighbourhoods.

The EDSIP and ESI applicants recommended in this report have complied with the City's policies and are eligible to receive funding.

CONTACT

Rob Berry, Manager, Sector and Strategic Partnerships

Business Development and Retention

Tel: 416-392-3387

Fax: 416-392-3374

E-mail: rberry@toronto.ca

SIGNATURE

Donald G. Eastwood, General Manager
Economic Development, Culture and Tourism

ATTACHMENTS

Attachment No. 1 – EDSIP Program Highlights, Eligibility Criteria and Requirements

Attachment No. 2 – EDSIP Application and Recommendation Summary

Attachment No. 3 – EDSIP Application Summary Sheets

Attachment No. 4 – ESI Application and Recommendation Summary

Attachment No. 5 – ESI Application Summary Sheets

Economic Development Sectors Investment Program (EDSIP)

PROGRAM HIGHLIGHTS

Goal:

To provide seed money for initiation or expansion of projects which are expected to yield substantial long-term economic development benefits for the City of Toronto by contributing to the local economy through new economic growth and job creation. The program is intended to support the Strategic Sectors of the City, which are currently defined as: Design; Fashion/Apparel; Film and Television; Financial Services; Food and Beverage Processing/Packaging; Information & Communication Technology (ICT), Medical, Biotechnology and Pharmaceuticals; Tourism; Printing and Publishing; Plastics; Automotive; Environmental; and Furniture.

Application Deadline: Monday March 12, 2007 by 4:00 p.m.

ELIGIBILITY CRITERIA

1. Only incorporated non-profit organizations are eligible.
2. Projects must be located within the boundaries of the City of Toronto.
3. Applicants must demonstrate that other sources of support for the project have been thoroughly investigated.
4. Projects, which are funded by any other City of Toronto program, will only be eligible for that component of the project which is not eligible under any other city program. Initiatives receiving core funding from the City are not eligible. Major events are eligible only for the tourism development component of the project budget.
5. The grant shall not exceed 25% of the budget allocated to the component of the project for which support is being sought.
6. Notwithstanding #5 above, the maximum support to a project shall not exceed \$20,000 in a calendar year.
7. Projects are eligible for support for a maximum of three years. The maximum support in the third year shall not exceed 50% of the previous year.
8. Only one project per organization will be eligible at a time.
9. Priority in funding will be given to projects:
 - (a) which lead to sustainable long-term benefits consistent with the City of Toronto's economic development strategy;
 - (b) which can demonstrate self-sustainability within three years;

- (c) where the requested support will make a substantial contribution to the viability or feasibility of the project; and
- (d) which involve substantial partnerships with the private sector.

SPECIAL CONDITIONS

Prior to disbursement of approved funds by the City, the applicant must agree to:

1. Adopt City Council's non-discrimination policies;
2. Be subject to the City Grants Policy; and
3. Provide satisfactory recognition of the City of Toronto's support for the project.

APPLICATION REQUIREMENTS

1. A complete application form.
2. A covering letter.
3. Information about the organization requesting support, including:
 - (a) Description of the organization's objectives, activities, history, and operations;
 - (b) Audited financial statements;
 - (c) Current year budget;
 - (d) Board of Directors;
 - (e) Articles of Incorporation; and
 - (f) A signed non-discrimination policy.
4. Information about the project, including:
 - (a) Project proposal;
 - (b) Current year business plan;
 - (c) Project budget;
 - (d) Complete budget forms;
 - (e) Description of how the requested support from the program will impact the project;
 - (f) Description of how the project will contribute to the size of the local economy, generation of future economic growth, and job creation in the City of Toronto; and
 - (g) How self-sufficiency will be attained and support from the program phased out.

REPORT ON USE OF FUNDS

In addition to the above requirements, all organizations receiving EDSIP funding must submit a final report within three months of the end of the project. If the project has not been completed by year-end, an interim report is due by **Friday February 22, 2008**. Such reports shall contain an evaluation of the previous year's project, and shall include:

- (a) Audited financial statements;
- (b) Complete budget forms for the project;
- (c) A discussion of the activities undertaken and an evaluation of the project both in terms of the extent to which it met the objectives of the organization and the extent to which it met the economic development objectives of the City, as planned in your application;
- (d) A statement of how the project benefited the applicable strategic sector;
- (e) Data on new employment generated by the initiative;
- (f) New sponsorship funds leveraged;
- (g) New programming launched or potential for new programming derived from the initiative;
- (h) Additional revenues generated;
- (i) Estimated spin off effect;
- (j) Potential long term benefits; and
- (k) Other measurable indicators in support of the application.

Failure to submit this report may result in the City's refusal for further support to continue the project and may jeopardize other applications by the same organization.

For questions regarding EDSIP or to request an application form, please contact us:

by phone: 416-392-3387
by fax: 416-392-3374
by email: edsip@toronto.ca
by mail: *EDSIP/EPI Program Coordinator*

55 John Street, Station 1084
8th Floor, Metro Hall
Toronto, ON M5V 3C6

Economic Development Sector Investment Program (EDSIP) 2007 Application and Recommendation Summary

	EDSIP Applicants/EDSIP Projects	Funding Year	2006 Grant	2007 Request	2007 Recommended	Total Project Budget	Funds Leveraged from Other Sources
1	BioDiscovery Toronto	3	\$30,000	\$15,000	\$15,000	\$1,425,876	\$1,293,876
2	Computer Animation Studios of Ontario (CASONet)	1	\$0.00	\$20,000	\$20,000	\$178,000	\$158,000
3	Creative Trust for Arts & Culture	2	\$20,000	\$10,000	\$10,000	\$191,200	\$179,200
4	Design Exchange	1	\$0.00	\$20,000	\$20,000	\$93,000	\$73,000
5	Heritage Skills Development Centre	2	\$10,000	\$37,500	\$0.00	\$0	
6	Hot Docs	1	\$10,000	\$30,000	\$20,000	\$160,000	\$90,000
7	Information & Communication Technology Toronto (ICT Toronto)	1	\$0.00	\$20,000	\$20,000	\$125,000	\$80,000
8	Learning Enrichment Foundation	1	\$0.00	\$15,992	\$15,992	\$80,000	\$60,000
9	Liberty Village Business Improvement Area	1	\$0.00	\$25,000	\$20,000	\$431,651	\$336,651
10	Miziwe Biik Development Corporation	1	\$0.00	\$20,000	\$0.00	\$0.00	
11	Old Town Toronto Promotional Alliance	2	\$9,470	\$10,000	\$0.00	\$0.00	
12	Ontario Aerospace Council	1	\$15,000	\$20,000	\$0.00	\$0.00	
13	Somali Business Development Centre	2	\$9,000	\$30,000	\$10,478	\$125,000	\$63,450
14	Toronto Fashion Incubator	1	\$0.00	\$9,000	\$9,000	\$36,710	\$15,000
15	Toronto Financial Services Alliance (TFSA)	1	\$0.00	\$20,000	\$20,000	\$120,000	\$80,000
16	Toronto Food Business Incubator (TFBI)	2	\$20,000	\$20,000	\$20,000	\$122,986	\$82,986
17	Women in Film and Television	1	\$20,000	\$20,000	\$10,000	\$296,560	\$237,060
	Total			\$342,492	\$210,470	\$3,385,983	\$2,749,223
	EDSIP Appeals/Reserve				\$10,000		
	Total 2007 EDSIP Budget				\$220,470		

**2007 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM
APPLICATION SUMMARY SHEET**

Agency #1

Agency Name: BioDiscovery Toronto

Address: MaRS, 101 College St., Suite HL-20, Toronto, ON M5G 1L7

Ward: 27 (main address) Service Area: City-wide

Project Name: BioDiscovery Toronto

Funding Year: 3rd Year

Project Description: Provision of a fully functional central 'hub-interface' at MaRS, in the heart of Toronto's Discovery District, between the academic research community and the bio-pharma and biotechnology industries. The result will be to maximize the commercialization of academic research from Toronto hospitals and universities by linking research, industry and capital.

Total Project Budget	Other City Funding	Other Government Funding
\$1,425,876	\$0	\$1,243,876
Corporate Sector Contributions	Revenue Generated By Activity	Value of In-Kind Contributions
\$50,000		\$117,000
2006 Project Grant	2007 Amount Requested	2007 Amount Recommended
\$30,000	\$15,000	\$15,000

Economic Development Benefits:

(a) BioDiscovery Toronto will yield substantial long-term economic development benefits for the City of Toronto by contributing to the local economy through new economic growth and job creation in the Medical, Biotechnology and Pharmaceutical sectors.

(b) Through its outreach activities; its focus on commercialization of academic research; its one-window for industry into Toronto's biotechnology research cluster; and its links to the financial community, BioDiscovery Toronto will: build sustainable, long-term benefits consistent with the City of Toronto's economic development strategy for biotechnology.

Recommendation: Approve \$15,000

**2007 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM
APPLICATION SUMMARY SHEET**

Agency # 2

Agency Name: Computer Animation Studios of Ontario (CASO)Address: 208 Evans Ave. Suite 119, Toronto, ON M8Z 1J7Ward: 6 (main address) Service Area: City-wideProject Name: CASONetFunding Year: 1

Project Description: CASONet will mobilize the Digital City Network Memorandum of Understanding between Toronto and San Francisco. Activation will focus on growing the animation and digital visual effects industry by encouraging greater integration and investment in digital media.

Total Project Budget	Other City Funding	Other Government Funding
\$178,000	\$0	\$68,000
Corporate Sector Contributions	Revenue Generated By Activity	Value of In-Kind Contributions
\$90,000		
2006 Project Grant	2007 Amount Requested	2007 Amount Recommended
\$0	\$20,000	\$20,000

Economic Development Benefits:

(a) CASONet will lead to sustainable long-term benefits consistent with the City of Toronto's economic development strategy. CASONet will encourage Toronto computer animators to pool their collective capacity by making it practical to distribute out the content creation process amongst multiple studios. It will also help to identify and support the development of business to business relationships, co-productions and joint ventures and investment opportunities.

Recommendation: Approve \$20,000

2007 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM APPLICATION SUMMARY SHEET

Agency # 3

Agency Name: Creative Trust for Arts & CultureAddress: 215 Spadina Ave. Suite 129 Toronto, ON M5T 2C7Ward: 20 (main address) Service Area: City-wideProject Name: Outreach InitiativeFunding Year: 2nd Year

Project Description: The Outreach Initiative will expand the reach of activities to include small and culturally diverse organizations from a wider area of Toronto. The program will assist approx 30 performing arts companies improve their management capabilities. The ultimate objective is a stronger, more vibrant performing arts community whose music, dance and theatre companies create, produce and present their work in a healthy and sustainable environment.

Total Project Budget	Other City Funding	Other Government Funding
\$191,200	\$0	\$36,200
Corporate Sector Contributions	Revenue Generated By Activity	Value of In-Kind Contributions
\$140,000	\$3,000	\$2,000
2006 Project Grant	2007 Amount Requested	2007 Amount Recommended
\$20,000	\$10,000	\$10,000

Economic Development Benefits:

(a) This program will help arts organizations develop stronger and more capable administrations. Sharing of resources and information across disciplines to increase audience support and thereby generate additional revenues and hire more actors, technicians, creative and administrative staff.

b) Healthier companies will attract private sector donations & audiences; sector will attract increased media attention & visitor attendance; a stronger cultural community strengthens attractiveness of city to business and visitors.

Recommendation: Approve \$10,000

**2007 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM
APPLICATION SUMMARY SHEET**

Agency # 4

Agency Name: Design ExchangeAddress: 234 Bay St., P.O. Box 18, TD Centre, Toronto, ON M5K 1B2Ward: 28 (main address) Service Area: City-wideProject Name: Universal Design Professional Development SeriesFunding Year: 1st Year

Project Description: An annual series of interdisciplinary workshops designed to introduce the industry and other professionals to Universal Design and how they can create universally accessible products and services.

Total Project Budget	Other City Funding	Other Government Funding
\$93,000	\$7,000	\$65,500
Corporate Sector Contributions	Revenue Generated By Activity	Value of In-Kind Contributions
\$0	\$500	\$0
2006 Project Grant	2007 Amount Requested	2007 Amount Recommended
\$0	\$20,000	\$20,000

Economic Development Benefits:

The program will provide a series of interdisciplinary workshops featuring skilled facilitators, keynote speakers, hands-on activities to enable professionals to learn principles, concepts and practical applicability of universal design. The first workshop will introduce the application of universal design principles in Toronto's Priority Neighbourhoods. The focus on emerging client sectors such as the aging population will develop new skills for designers, long-term economic growth and job creation in the design and manufacturing industries.

Recommendation: Approve \$20,000

**2007 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM
APPLICATION SUMMARY SHEET**

Agency # 5

Agency Name: Heritage Skills Development Centre (HSDC)Address: 400 McCowan Road, Ground Floor, Toronto, ON M1J 1J5Ward: 38 (main address) Service Area: LocalProject Name: Scarborough Heritage Marketplace ProjectFunding Year: 2nd Year

Project Description: Scarborough Heritage Marketplace is a 3 year (2006-2009), bi-weekly Saturday Marketplace that aims at providing a venue for community-based entrepreneurs on low-income to sell their goods and services, as well as to have hands-on practical marketing experience, leading to economic self-sufficiency and capacity building.

Total Project Budget	Other City Funding	Other Government Funding
\$93,000	\$0	\$9,000
Corporate Sector Contributions	Revenue Generated By Activity	Value of In-Kind Contributions
\$2,500	\$6,500	\$46,500
2006 Project Grant	2007 Amount Requested	2007 Amount Recommended
\$10,000	\$37,500	\$0

Economic Development Benefits:

Comments:

Hold on new funding requests to this organization until further notice.Staff are conducting a review of HSDC financial information documentationRecommendation: Not Recommended.

**2007 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM
APPLICATION SUMMARY SHEET**

Agency # 6

Agency Name: Hot DocsAddress: 110 Spadina Ave., Suite 333 Toronto, ON M5V 2K4Ward: 20 (main address) Service Area: City-wideProject Name: Digital Market InitiativeFunding Year: 1st Year

Project Description: Hot Docs will offer enhanced customization of offerings for documentary professionals aimed at facilitating market-relevant skills and opportunities to secure sales opportunities. Hot Docs will develop a groundbreaking internet based system that allows the world's leading film and television buyers to screen filmmakers' completed projects in an interactive environment, providing an effective, efficient and cost-saving platform that will facilitate expanded international sales and distribution.

Total Project Budget	Other City Funding	Other Government Funding
\$160,000	\$6,000	\$34,000
Corporate Sector Contributions	Revenue Generated By Activity	Value of In-Kind Contributions
\$25,000	\$25,000	\$50,000
2006 Project Grant	2007 Amount Requested	2007 Amount Recommended
\$10,000	\$30,000	\$20,000

Economic Development Benefits:

(a) This initiative will help more than 1500 independent filmmakers garner \$3.5 M in potential direct sales. The Digital Market Initiative will also enable new media experts and interactive technology professionals to be teamed with students studying online media, internet and podcasting technologies. The development of this new technology will provide local filmmakers to take advantage of international business partnerships and generate new sales for their films.

Recommendation: Approve \$20,000

2007 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM APPLICATION SUMMARY SHEET

Agency #7

Agency Name: ICT TorontoAddress: c/o 55 John Street, 8th Floor, Toronto, ON M5V 3C6Ward: 20 (main address) Service Area: City-wideProject Name: Marketing and Promotion StrategyFunding Year: 1st Year

Project Description: To implement a marketing and promotional strategy that will raise awareness and encourage greater international investment in the Information and Communication Technology (ICT) sector in Toronto. A new website will be created that will feature industry resources including intelligence reports and sector specific investment information.

Total Project Budget	Other City Funding	Other Government Funding
\$125,000	\$0	\$50,000
Corporate Sector Contributions	Revenue Generated By Activity	Value of In-Kind Contributions
\$30,000	\$	\$25,000
2006 Project Grant	2007 Amount Requested	2007 Amount Recommended
\$0	\$20,000	\$20,000

Economic Development Benefits:

The ICT sector represents 150,000 jobs and 3,300 firms. The creation of a new website as a central component of the marketing and promotional strategy will provide the industry with a valuable resource to attract new investment and generate new investment leads. The website will act as the “voice” for the industry and act as an ongoing online information service with a searchable capabilities database. This initiative will help stimulate new growth and employment.

Recommendation: Approve \$20,000

**2007 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM
APPLICATION SUMMARY SHEET**

Agency # 8

Agency Name: Learning Enrichment FoundationAddress: 116 Industry St., Toronto, ON M6M 4L8Ward: 12 (main address) Service Area: City-wideProject Name: Sector Specific Training for Furniture ManufacturingFunding Year: 1st Year

Project Description: The project will engage sector employers in the design and implementation of skills training to meet the needs of the furniture-manufacturing sector in Toronto.

Total Project Budget	Other City Funding	Other Government Funding
\$80,000	\$0	\$50,000
Corporate Sector Contributions	Revenue Generated By Activity	Value of In-Kind Contributions
\$10,000	\$	\$4,000
2006 Project Grant	2007 Amount Requested	2007 Amount Recommended
\$0	\$15,992	\$15,992

Economic Development Benefits:

The target group for the project will be companies involved in furniture manufacturing in the Toronto area. There are at least 370 companies that fall into this category. The project will develop a sector specific training program for the furniture manufacturing sector. The skills training will involve language and job search components that will enable the service to be more effective and tailored to individual needs. The project will establish new relationships between employers in the sector and raise awareness of tools and incentives available through community partners to help business.

Recommendation: Approve \$15,992

**2007 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM
APPLICATION SUMMARY SHEET**

Agency # 9

Agency Name: Liberty Village Business Improvement AreaAddress: 77 Mowat St., Suite 101, Toronto, ON M6K 3E3Ward: 14 (main address) Service Area: City-wideProject Name: iCAN Pitch Event 2007Funding Year: 1st Year

Project Description: The iCAN Pitch event provide an opportunity for film and television writers and producers to pitch new program and film proposals to investors and industry executives in a fast-paced, exciting environment. Modeled after several hugely popular international pitch conferences the iCAN Pitch event is an ideal opportunity for the power brokers in the film and television industry to find a “diamond in the rough”, and to shape the lives and careers of many talented aspiring Canadian and Toronto-based writers.

Total Project Budget	Other City Funding	Other Government Funding
\$431,651	\$0	\$265,809
Corporate Sector Contributions	Revenue Generated By Activity	Value of In-Kind Contributions
\$50,000	\$20,842	\$75,000
2006 Project Grant	2007 Amount Requested	2007 Amount Recommended
\$0	\$25,000	\$20,000

Economic Development Benefits:

The iCAN Pitch event will provide 300 writers an opportunity to pitch their screenplays, documentaries to industry professionals. These delegates will also have the opportunity to attend a series of workshops and networking events. The event will help support the film and television industry in Toronto and will provide new investment and employment opportunities in the film and television industry.

Recommendation: Approve \$20,000

2007 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM APPLICATION SUMMARY SHEET

Agency # 10

Agency Name: Miziwe Biik Aboriginal Employment and Training (MBAET)Address: 167 Gerrard St. E., Toronto, ON M5A 2E4Ward: 27 (main address) Service Area: City-wideProject Name: A business centre with tourism as it's theme promoting Aboriginal entertainment in arts and entertainment.Funding Year: 1st Year

Project Description: The MBAET would like to establish a Small Business Native Community Centre with tourism as its primary focus. Capital funding in the amount of \$1M is being sought from the Ontario Secretariat for Aboriginal Affairs. The Centre would support Aboriginal businesses in offering needed studio/office/retail space in a cluster to attract customers. The centre would also provide an excellent venue to showcase Aboriginal community culture.

Total Project Budget	Other City Funding	Other Government Funding
\$1,920,000	\$150,000	\$1,500,000
Corporate Sector Contributions	Revenue Generated By Activity	Value of In-Kind Contributions
\$100,000	\$150,000	\$0
2006 Project Grant	2007 Amount Requested	2007 Amount Recommended
\$0	\$20,000	\$0

Economic Development Benefits:

The project could enable up to 18 new Aboriginal businesses to be established in the centre. It is estimated that 30 new jobs could be created by these potential businesses.

Comments: The centre is not definite and not yet operational. EDSIP funding has been identified as supporting marketing and promotion efforts but without a facility funding for these efforts is not recommended.

Recommendation: Not Recommended.

**2007 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM
APPLICATION SUMMARY SHEET**

Agency # 11

Agency Name: Old Town Toronto Promotional Alliance (OTTPA)Address: 92 Front Street East, Unit 7 Toronto, ON M5E 1C4Ward: 28 (main address) Service Area: Local and City-wideProject Name: Old Town Visitor Centre and Directory ProjectFunding Year: 2nd Year

Project Description: Promote the Old Town as an all year-round Toronto destination for visitors and residents. Encourage the development of visitor product experiences based on the Old Town Toronto's key heritage, cultural sites and facilities. The Alliance operates a heritage Visitors Centre at St. Lawrence Hall in partnership with the North Market Re-Development Initiative – www.oldtowntoronto1793.com. Conduct regular and ongoing outreach. Assist in the coordination and promotion of walking tours and related community-based visitor services initiatives. Research and collect data on Old Town services to form the basis of web-based promotional resource material.

Total Project Budget	Other City Funding	Other Government Funding
\$86,000	\$5,000	\$10,000
Corporate Sector Contributions	Revenue Generated By Activity	Value of In-Kind Contributions
\$10,000	\$6,500	\$44,500
2006 Project Grant	2007 Amount Requested	2007 Amount Recommended
\$9,470	\$10,000	\$0

Economic Development Benefits:

The Old Town Visitor Centre & Directory Project will generally promote awareness of the Old Town Toronto to create employment and increase business investment and attraction.

Comments: The 2007 Application was received on April 12, 2007 past the March 12, 2007 EDSIP deadline.

Recommendation: Not Recommended

2007 Economic Development Sector Initiative Sector Investment Program and Economic Sponsorship Initiatives

**2007 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM
APPLICATION SUMMARY SHEET**

Agency #12

Agency Name: Ontario Aerospace CouncilAddress: c/o Bombardier Aerospace, 123 Garratt Boulevard, Mail Stop N19-01
Toronto, ON M3K 1Y5Ward: 9 (main address) Service Area: City-wideProject Name: Building the Aerospace Brand in TorontoFunding Year: 1st YearProject Description: An Industry Day & Careers Fair profiling Toronto/GTA/Ontario aerospace/aviation industry and presenting career opportunities available in these growth sectors with educational pathways well defined.

Total Project Budget	Other City Funding	Other Government Funding
\$140,000	\$0	\$20,000
Corporate Sector Contributions	Revenue Generated By Activity	Value of In-Kind Contributions
\$20,000	\$0	\$80,000
2006 Project Grant	2007 Amount Requested	2007 Amount Recommended
\$15,000	\$20,000	\$0

Economic Development Benefits:

The overall purpose of the project is worthy but it is not entirely consistent with the EDSIP goals and objectives.Comments: The application was not complete and did not contain all the relevant information.Recommendation: Not Recommended

**2007 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM
APPLICATION SUMMARY SHEET**

Agency # 13

Agency Name: Somali Business Development CentreAddress: 2074 Lawrence Ave. W, Suite 203, Toronto, ON M9N 1J1Ward: 11 (main address) Service Area: Local – CitywideProject Name: The Community Capacity Building ProjectFunding Year: 2nd Year

Project Description: The project will undertake Phase II of the organization's economic development project. The purpose is to develop the capacity of the organization's structure to achieve its mission and objectives by providing business development services to new and existing business ventures in the Somali community of Toronto.

Total Project Budget	Other City Funding	Other Government Funding
\$125,000	\$0	\$38,225
Corporate Sector Contributions	Revenue Generated By Activity	Value of In-Kind Contributions
\$0	\$25,225	\$51,072
2006 Project Grant	2007 Amount Requested	2007 Amount Recommended
\$9,000	\$30,000	\$10,478

Economic Development Benefits:

Yield substantial long-term economic development benefits by contributing to the local economy through new economic growth and job creation. Provide skill development or employment opportunities; strengthen the economic health of the community; involve substantial partnerships with the private sector.

Comments: The initial funding request of \$30,000 is not recommended because it exceeds the maximum allowable under EDSIP guidelines.

Recommendation: Approve \$10,478

**2007 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM
APPLICATION SUMMARY SHEET**

Agency # 14

Agency Name: Toronto Fashion IncubatorAddress: 106 Dovercourt Rd., Toronto, ON M6J 3C3Ward: 18 (main address) Service Area: City-wideProject Name: TFI-TV – Public Access WebsiteFunding Year: 1st Year

Project Description: To enhance and expand public access to the Toronto Fashion Incubator's subscription-only TFI-TV website. TFI-TV is an online connection to fashion industry e-seminars featuring experts from around the world, trade shows, exclusive interviews and market intelligence to help new fashion designers develop new skills. The website contains a multi-media library. The project will enable the TFI to extend its services to more people and build on the momentum generated by the launch of the website in 2006.

Total Project Budget	Other City Funding	Other Government Funding
\$36,710	\$0	\$0
Corporate Sector Contributions	Revenue Generated By Activity	Value of In-Kind Contributions
\$10,000	\$5,000	\$12,710
2006 Project Grant	2007 Amount Requested	2007 Amount Recommended
\$0	\$9,000	\$9,000

Economic Development Benefits:

TFI-TV provides resources for up and coming fashion designers. The newly expanded and revised website will provide the industry with greater opportunities to bolster support and encourage new investment. The website also provides new fashion businesses with information about marketing and business planning tools. The website will help to establish new fashion design businesses in Toronto to generate employment and new investment.

Recommendation: Approve \$9,000

2007 Economic Development Sector Initiative Sector Investment Program and Economic Sponsorship Initiatives

**2007 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM
APPLICATION SUMMARY SHEET**

Agency # 15

Agency Name: Toronto Financial Services Alliance (TFSA)Address: c/o LeDrew Laishley Reed - 3 Church St., Toronto, ON M5E 1M2Ward: 28 (main address) Service Area: City-wideProject Name: TFSA Marketing and Communications strategyFunding Year: 1st Year

Project Description: To implement a Marketing and Communications strategy to promote the Toronto financial services sector internationally. The program will help to attract new investment and generate new employment in the financial services sector through a range of marketing initiatives.

Total Project Budget	Other City Funding	Other Government Funding
\$120,000	\$0	\$30,000
Corporate Sector Contributions	Revenue Generated By Activity	Value of In-Kind Contributions
\$50,000	\$	\$20,000
2006 Project Grant	2007 Amount Requested	2007 Amount Recommended
\$0	\$20,000	\$20,000

Economic Development Benefits:

The Financial Services sector is one of Toronto's leading employment clusters representing over 200,000 jobs. This project will increase international awareness of Toronto's financial services sector to generate new investment and encourage new employment opportunities. It will help contribute to Toronto's global presence as an international financial centre.

Recommendation: Approve \$20,000

**2007 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM
APPLICATION SUMMARY SHEET**

Agency # 16

Agency Name: Toronto Food Business IncubatorAddress: 133 Rivalda Rd., Toronto, ON M9M 2M6Ward: 7 (main address) Service Area: City-wideProject Name: Toronto Food Business Incubator (TFBI)Funding Year: 2nd Year

Project Description: Facilitate the ongoing operation of a food enterprise within the Toronto food industry by providing a fully equipped, commercial kitchen for entrepreneurs to work from as well as training, hands on experience, mentoring and a production space.

Total Project Budget	Other City Funding	Other Government Funding
\$122,986	\$0	\$0
Corporate Sector Contributions	Revenue Generated By Activity	Value of In-Kind Contributions
\$18,000	\$64,986	\$20,000
2006 Project Grant	2007 Amount Requested	2007 Amount Recommended
\$20,000	\$20,000	\$20,000

Economic Development Benefits:

By working with entrepreneurs the TFBI will introduce new food businesses into Toronto. The project will create employment in the food sector industry. Will help establish new food businesses and teach good manufacturing practices to new business owners.

Recommendation: Approve \$20,000

**2007 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM
APPLICATION SUMMARY SHEET**

Agency # 17

Agency Name: Women In Film & TelevisionAddress: 110 Eglinton Ave. E., Suite 601, Toronto, ON M4P 2Y1Ward: 22 (main address) Service Area: City-wideProject Name: Toronto International SummitFunding Year: 1st Year

Project Description: In a global marketplace it is essential for women and men in screen based media to network, forge new partnerships, and learn from the experiences of colleagues in other parts of the world. The WIFTI International Summit will bring together women and men for a three and a half day summit from July 16 to 19, 2007

Total Project Budget	Other City Funding	Other Government Funding
\$296,560	\$0	\$37,500
Corporate Sector Contributions	Revenue Generated By Activity	Value of In-Kind Contributions
\$37,000	\$162,560	\$39,000
2006 Project Grant	2007 Amount Requested	2007 Amount Recommended
\$20,000	\$20,000	\$10,000

Economic Development Benefits:

The Summit will target international film and television producers and industry stakeholders. It will provide a forum and a series of workshops that will highlight Toronto as a major film and television production centre.

Recommendation: Approve \$10,000

Economic Sponsorship Initiatives (ESI) 2007 Application and Recommendation Summary

Organization	Funding Year	2006 Grant Provided	2007 Request	2007 Recommended	Total Project Budget	Funds Leveraged From Other Sources
Canadian Film Centre	10	\$20,000	\$25,000	\$20,000	\$935,000	\$430,000
Toronto Association of Business Improvement Areas (TABIA)	10	\$25,990	\$26,000	\$25,990	\$245,990	\$150,000
Toronto Alliance for the Performing Arts (TAPA)	10	\$16,000	\$21,000	\$21,000	\$511,500	\$428,500
Toronto Intl Film Festival Group	10	\$75,000	\$90,000	\$85,000	\$18,000,000	\$17,857,100
Total:		\$136,990	\$162,000	\$151,990	\$19,692,490	\$18,865,600
2007 Budget:				\$151,990		

**2007 ECONOMIC SPONSORSHIP INITIATIVES (ESI) PROGRAM
APPLICATION SUMMARY SHEET**

Agency # 1

Agency Name: Canadian Film CentreAddress: 2489 Bayview Ave. , Toronto, ON M2L 1A8Ward: 25 (main address) Service Area: City-wideProject Name: Worldwide Short Film FestivalFunding Year: 10

Project Description: Annual six-day event presenting the finest recent short films from home and abroad in themed programs such as the Canadian and international competitions, country spotlight and retrospectives; new programs are introduced each year.

Total Project Budget	Other City Funding	Other Government Funding
\$935,000	\$10,000	\$130,000
Corporate Sector Contributions	Revenue Generated By Activity	Value of In-Kind Contributions
\$200,000	\$90,000	\$485,000
2006 Project Grant	2007 Amount Requested	2007 Amount Recommended
\$20,000	\$25,000	\$20,000

Economic Development Benefits:

- (a) Stimulate sales of over 400 short films worldwide.
- (b) Providing successful networking and business development environment for Toronto short filmmakers.
- (c) New employment generated including 15 full-time seasonal employment positions and 125 volunteer positions.
- (d) Increased recognition of Toronto as the capital of short film making.

Recommendation: Approve \$20,000

2007 ECONOMIC SPONSORSHIP INITIATIVES (ESI) PROGRAM APPLICATION SUMMARY SHEET

Agency # 2

Agency Name: Toronto Alliance for the Performing Arts (TAPA)Address: 215 Spadina Ave, Suite 210, Toronto, ON M5T 2C7Ward: 20 (main address) Service Area: City-wideProject Name: Marketing Live Theatre, Dance and Opera to local and tourist marketsFunding Year: 10

Project Description: To promote the Go Live Toronto campaign to build a new audience base concentrating on the 13 Priority Neighbourhoods, contribute to the local economy through new economic growth and job-creation, build community relationships that will sustain long-term benefits. A dedicated staff member will coordinate all the opportunities available to TAPA members and will maintain a website as well as initiate and implement marketing activities.

Total Project Budget	Other City Funding	Other Government Funding
\$511,500	\$62,000	\$95,000
Corporate Sector Contributions	Revenue Generated By Activity	Value of In-Kind Contributions
\$176,500	\$95,000	\$62,000
2006 Project Grant	2007 Amount Requested	2007 Amount Recommended
\$16,000	\$21,000	\$21,000

Economic Development Benefits:

To contribute to the performing arts industry and increase economic activity by selling tickets to TAPA member productions and events. The Five Star Ticket Bundles are designed to economically benefit participating Toronto tourist attractions and restaurants. Will help increase awareness and revenues of Toronto performing arts organizations. Continued strengthening of Toronto's profile in the tourism industry as a cultural destination. New partnerships created. Increased attendance at theatres, restaurants and hotels.

Recommendation: Approve \$21,000

2007 Economic Development Sector Initiative Sector Investment Program and Economic Sponsorship Initiatives

**2007 ECONOMIC SPONSORSHIP INITIATIVES (ESI) PROGRAM
APPLICATION SUMMARY SHEET**

Agency # 3

Agency Name: Toronto Association of Business Improvement Areas (TABIA)Address: 2257 Bloor St. W., Toronto, ON M6S 1N8Ward: 13 (main address) Service Area: City-wideProject Name: 2007 TABIA Citywide CampaignFunding Year: 10

Project Description: To support Toronto's 55 plus BIA's in the challenges of competing in an ever-changing economy, which has seen major growth in the Big Box, Power Center retail areas the project is designed to attract Toronto shoppers to the neighbourhood shopping areas and BIA's.

Total Project Budget	Other City Funding	Other Government Funding
\$246,000	\$0	\$0
Corporate Sector Contributions	Revenue Generated By Activity	Value of In-Kind Contributions
\$75,000	\$75,000	\$70,000
2006 Project Grant	2007 Amount Requested	2007 Amount Recommended
\$25,990	\$26,000	\$25,990

Economic Development Benefits:

Supports main street retailers and small businesses in their efforts to create and retain jobs. Assists retailers to remain competitive and compete with malls. Successful neighbourhood development spin-off effect of a vibrant local business community.

Recommendation: Approve \$25,990.

**2007 ECONOMIC SPONSORSHIP INITIATIVES (ESI) PROGRAM
APPLICATION SUMMARY SHEET**

Agency # 4

Agency Name: Toronto International Film Festival GroupAddress: 2 Carlton St., Suite 1600, Toronto, ON M5B 1J3Ward: 27 (main address) Service Area: City-wideProject Name: Toronto International Film Festival (TIFF)Funding Year: 10

Project Description: The TIFF Film Reference Library (the only surviving film library in Toronto – handles more than 12,000 requests and houses the world's largest collection of Canadian English-language film material); summer Outdoor screening event and the City of Toronto and the Toronto City Award co-sponsored by the City and City tv for the best Canadian feature film at TIFF. Broaden audience reach through Sprockets targeting at-risk youth in the 13 Priority Neighbourhoods.

Total Project Budget	Other City Funding	Other Government Funding
\$18.0m	\$300,000	\$2,657,100
Corporate Sector Contributions	Revenue Generated By Activity	Value of In-Kind Contributions
\$8.6m	\$6.3m	\$58,000
2006 Project Grant	2007 Amount Requested	2007 Amount Recommended
\$75,000	\$90,000	\$85,000

Economic Development Benefits:

Increased production and sales of Toronto film. Operation of Industry Centre, Canada's largest business conference of its kind. Increased tourism attendance at the Festival, and free public screenings. Increased City profile through presentation of Toronto-City Film Award. Film Reference Library will catalogue, preserve and ensure public accessibility to all City of Toronto film information. City investment will trigger increased corporate sponsorship and job creation.

Comments:

Will deliver new programming to at-risk youth in the 13 Priority Neighbourhoods.

Recommendation: Approve \$85,000