



STAFF REPORT ACTION REQUIRED

2007 Economic Development Sector Investment Program (EDSIP) Appeals

Date:	May 24, 2007
To:	Economic Development Committee
From:	Donald G. Eastwood, General Manager Economic Development, Culture and Tourism
Wards:	All
Reference Number:	P:\2007\Cluster A\EDCT\ECON DEV\ed0706-022

SUMMARY

The Community Partnership and Investment Program Appeals Sub-Committee at its meeting of May 15, 2007 referred appeals regarding the 2007 Economic Development Sectors Investment Program (EDSIP) and the Economic Sponsorship Initiatives (ESI) to Economic Development, Culture and Tourism staff for further reconsideration.

This report presents an assessment and makes recommendations on the EDSIP appeals that were made to the Committee.

RECOMMENDATIONS

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

1. the Old Town Promotional Alliance of Toronto receive \$5,000 and the Association of Registered Interior Designers of Ontario (ARIDO) receive \$5,000 from the EDSIP appeals fund;
2. the Somali Business Development Centre receive no appeals funds; and,
3. 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.

DECISION HISTORY

The Community Partnership Investment Program (CPIP) Appeals Sub-Committee considered a report from the Economic Development, Culture and Tourism Division at its meeting on May 15, 2007 recommending allocations totalling \$210,470 for 13 applicants under EDSIP. Total EDSIP funding is \$220,470 with \$10,000 set aside for appeals. The Sub-Committee heard deputations from three organizations regarding the 2007 recommendations and referred staff to reconsider the applications.

This report will be considered by the Economic Development Committee in conjunction with the 2007 Economic Development Sectors Investment Program (EDSIP) and Economic Sponsorship Initiatives (ESI) Report.

ISSUE BACKGROUND

Staff contacted the three applicants that made deputations to the CPIP Sub-Committee to review their applications and make recommendations. Summary Sheets for each of the applicants that appealed are included as Attachment 1.

COMMENTS

Two of the deputants submitted late EDSIP applications past the March 12, 2007 deadline. One deputant requested an increase to the funding recommendation. The CPIP Sub-Committee has the authority to grant exemptions for late applications and has requested staff to consider these late applications.

The Old Town Promotional Alliance of Toronto (OTPAT) submitted a late application on April 12, 2007. The reason for the late application was partially due to a miscommunication between staff and the organization. The Old Town Promotional Alliance received \$9,470 in 2006 and submitted a Report on Use of Funds Report as per the terms and conditions of the city's funding policy.

The organization continues to work on the implementation of an Old Town Visitor Centre and Directory Project. The OTPAT meets the EDSIP criteria and has submitted a completed 2007 EDSIP application that clearly articulates the services and workplan that will be accomplished with the EDSIP funds. It is recommended that \$5,000 from the EDSIP Appeals reserve be allocated to the Old Town Promotional Alliance of Toronto.

The Association of Registered Interior Designers of Ontario (ARIDO) submitted a late application on May 15, 2007 due to an administrative error. ARIDO received \$20,000 in EDSIP support in 2006 and submitted a Report on Use of Funds as per the terms and conditions of the city's funding policy.

Staff reviewed the 2007 ARIDO application and recommends that the organization receive \$5,000 from EDSIP Appeals. These funds will be used to continue work on the Material World project that is a feature at the IIDEX/NeoCon Canada show at the Direct Energy Centre from September 27 to 28, 2007. The IIDEX/NeoCon show attracts 15,000 interior designers, architects and developers. The Material World project featured 18 Toronto-based businesses that are involved in the manufacture and design of sustainable products and services. These businesses are focused on sustainability and can offer a range of innovative and competitive products and services.

The Somali Business Development Centre (SBDC) submitted an EDSIP application on March 5, 2007 and met the deadline. The organization received \$9,000 in 2006 and submitted a Report on Use of Funds as per the terms and conditions of the city's funding policy. The SBDC provides a range of business development services to Somali businesses in Toronto, including business planning workshops, marketing information, business mentorship and consultation as well as business referral services. The organization appealed the funding recommendation of \$10,478. The SBDC request was for \$30,000. The 2007 request surpasses the \$20,000 limit for EDSIP. No new information about the project was presented during the deputation. It is therefore recommended that the \$10,478 originally recommended be approved.

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 Application Summary Sheets

**2007 ECONOMIC DEVELOPMENT SECTORS INVESTMENT PROGRAM
(EDSIP) APPEALS SUMMARY SHEET**

Agency # 1

Agency Name: Old Town Toronto Promotional Alliance (OTTPA)Address: 92 Front Street East, Unit 7, Toronto, ON M5E 1C4Ward: 28 (main address) Service Area: 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	\$5,000

Comments: Application was received late.

Appeal Recommendation: Approve \$5,000

**2007 ECONOMIC DEVELOPMENT SECTORS INVESTMENT PROGRAM
(EDSIP) APPEALS SUMMARY SHEET**

Agency # 2

Agency Name: Associated Registered Interior Designers of Ontario (ARIDO)Address: 717 Church Street, Toronto, ON M4W 2M5Ward: 27 (main address) Service Area: City-wideProject Name: Material World – IIDEX/NeoCon ShowFunding Year: 2nd Year

Project Description: A feature exhibit of Toronto-based businesses involved in the manufacture and design of sustainable products and services for contract specification and purchase by interior designers, architects and for production by larger manufacturers and exporters.

Total Project Budget	Other City Funding	Other Government Funding
\$118,953	\$0	\$0
Corporate Sector Contributions	Revenue Generated By Activity	Value of In-Kind Contributions
\$30,353	\$45,600	\$28,000
2006 Project Grant	2007 Amount Requested	2007 Amount Recommended
\$20,000	\$15,000	\$5,000

Comments: Application was received late.

Appeal Recommendation: Approve \$5,000