

Attachment No. 2
Commercial Research Investment Program - 2007 Summary Sheets

Organization #1: Danforth Village BIA

Ward: 31, 32

Service Area Designation: Local

Reason for Research: Estimate potential mix of stores and sales based on the following improvements: maximizing on-street paid parking and traffic service levels, maximizing on-street and off-street rear lot parking and one hour free parking, streetscape improvements as defined in the Quinn Design Associates 2006 Study. The research results will be the basis for selecting improvement programs, design branding, business development promotion and advertising.

Breakdown of Work:

- BIA customer data.
- BIA retailer and retail employee survey.
- BIA on-street consumer intercept survey.
- BIA office worker survey.
- Trade area consumer data.
- BIA retail inventory databases.
- BIA parking requirement analysis.
- Phase 1 preliminary retail action plan presentation and report.

Total Project Costs: \$15,913.00 (Based on lowest quote submitted.)

Funding Request: \$7,957.00 (Based on 50% of lowest quote submitted.)

Recommendation: An allocation of \$6,000.00 is recommended for the Danforth Village BIA.

Organization #2: Dundas West BIA

Ward: 18

Service Area Designation: Local

Reason for Research: To develop a branding/identity study including lessons learned, precedents of general place branding, marketing strategy, and investigating supplemental funding strategies.

Breakdown of Work:

- Assessment of current conditions, strengths and weaknesses.
- Research and presentation of precedent studies.
- Consultation/facilitation of workshop.
- Development of position statement.
- Summary/strategy report on opportunities and tools to promote image of BIA.

Total Project Budget: \$15,913.00 (Based on lowest quote submitted.)

Funding Request: \$7,956.00 (Based on 50% of lowest quote submitted.)

Recommendation: An allocation of \$6,000.00 is recommended for the Dundas West BIA.

Organization #3: Forest Hill Village BIA

Ward: 21, 22

Service Area Designation: Local

Reason for Research: To create a strategic masterplan to be implemented over a period of 5 to 10 years. The plan will feature both short and long-term goals for streetscaping, marketing, promotion, and branding, as suggested by consumer and retail surveys conducted last year and in addition to further input from merchants and members of the community.

Breakdown of Work:

- Review of Phase 1 data (customer data, retailer and retail employee surveys, BIA office employee survey, trade area consumer data analysis, retail inventory and parking requirement analysis).
- Review of revitalization options.
- Revitalization action plan.
- Implementation plan.

Total Project Costs: \$16,051.00 (Based on lowest quote submitted.)

Funding Request: \$7,848.00

Recommendation: An allocation of \$6,100.00 is recommended for the Forest Hill Village BIA.

Organization #4: Parkdale Village BIA

Ward: 14

Service Area Designation: Local

Reason for Research: Creation of a five year business plan with a strong focus on streetscape and capital improvements.

Breakdown of Work:
-Current condition assessment.
-Stakeholder consultations.
-Final report.

Total Project Costs: \$14,840.00 (Based on lowest quote submitted.)

Funding Request: \$7,420.00 (50% of lowest quote submitted.)

Recommendation: An allocation of \$5,600.00 is recommended for the Parkdale Village BIA.

Organization #5: Sheppard East Village BIA

Ward: 41

Service Area Designation: Local

Reason for Research: To develop a strategic plan including a vision to guide short and long-term activities. This is a new BIA area that is located in a part of a former suburb with attributes that are not typical of BIAs in older parts of the city. It is hoped that the study will help provide a model for other new or prospective BIAs in former suburbs outside of the “core” area of Toronto.

Breakdown of Work:

- Analyze marketing information.
- Review examples of strategic plans.
- Surveys and focus groups.
- Strategy workshops with board members and other stakeholders.
- Integration of streetscape improvement recommendations.
- Final report with vision statement.

Total Project Costs: \$14,310.00 (Based on lowest quote submitted.)

Funding Request: \$7,000.00

Recommendation: An allocation of \$5,400.00 is recommended for the Sheppard East Village BIA.

Organization #6: Somali Business Development Centre

Ward: 11

Service Area Designation: City Wide

Reason for Research: To research the proposed formation of a BIA in the Rexdale area, including information gathering on the current state of the proposed commercial area, and providing practical recommendations for dealing with the challenges arising when establishing and managing the proposed Rexdale BIA.

Breakdown of Work:

- Develop a business plan for the proposed BIA.
- Assist with meetings between local business people and property owners.
- Organize, and plan for physical improvements and promotion of economic development in the district.
- Review physical enhancements to the area.
- Review issues dealing with cleaning, security, marketing and public relations.

Total Project Costs: \$25,000 (Based on lowest quote submitted.)

Funding Request: \$10,000.00 (CPIP program maximum request.)

Recommendation: No allocation is recommended for the Somali Business Development Centre in the 2007 Commercial Research Investment Program year, as the organization is currently recommended to receive funding from another Economic Development Investment Program source.

Organization #7: St. Clair West BIA

Ward: 17

Service Area Designation: Local

Reason for Research: To study ways to implement the Strategic Plan developed through a previous Commercial Research Study with a view towards multi-year membership participation, community participation and streetscape improvements. The study will include research on how the BIA can embrace new technologies, develop a unique identity/positioning and pursue a name change. As well, it will look at pursuing “art-friendly” opportunities, pursuing streetscape improvements, improving community safety, and pursuing BIA expansion.

Breakdown of Work:

- Investigate ways to establish forums to gather community groups, area BIAs, and commercial property owners together to discuss and plan local events, streetscape design, optimal retail mix, etc.
- Investigate implementation, funding, etc. for ideas planned by the group.
- Creation of final report.

Total Project Costs: \$7,632.00 (Based on lowest quote submitted.)

Funding Request: \$3,600.00

Recommendation: No allocation is recommended for the St. Clair West BIA, as the research proposed is not significantly different from the research previously completed with funding from the 2004 Commercial Research Investment Program.

Organization #8: Uptown Yonge BIA

Ward: 16, 25

Service Area Designation: Local

Reason for Research: To create a streetscape master plan design study for the BIA providing guidance on the following: creating a consistent aesthetic vision/identity for the BIA, enhancing the retail business area, identifying multi-year streetscape improvements, creating an implementation plan, estimating costs, etc.

Breakdown of Work:

- Map existing conditions.
- Create preliminary design plans for review with the BIA streetscape committee.
- Provide presentation drawings and other materials for review.
- Create a final streetscape master plan design study report.

Total Project Budget: \$18,391.00 (Based on lowest quote submitted.)

Funding Request: \$9,196.00 (Based on 50% of lowest quote submitted.)

Recommendation: An allocation of \$6,900.00 is recommended for the Uptown Yonge BIA.

Organization #9: West Queen West BIA

Ward: 18, 19

Service Area Designation: Local

Reason for Research: To develop a business and strategic plan to plan neighbourhood streetscape and beautification initiatives for an area experiencing change and growth.

Breakdown of Work:

- Provide direction in terms of streetscape design, plans and strategic initiatives.
- Provide tools to negotiate with stakeholders and developers in street level developments.
- Provide a final report with sound direction for the BIA board.

Total Project Budget: \$14,840.00 (Based on lowest quote submitted.)

Funding Request: \$7,420.00 (Based on 50% of lowest quote submitted.)

Recommendation: An allocation of \$5,600.00 is recommended for the West Queen West BIA.