

## Economic Development Committee

<b>Meeting No.</b>	1	<b>Contact</b>	Rosalind Dyers, Committee Administrator
<b>Meeting Date</b>	Wednesday, January 24, 2007	<b>Phone</b>	416-392-8018
<b>Start Time</b>	9:35 AM	<b>E-mail</b>	rdyers@toronto.ca
<b>Location</b>	Council Chamber, City Hall		

### Attendance

Members of the Economic Development Committee were present for some or all of the time period indicated under the section headed “Meeting Sessions”, which appears at the end of the Minutes.

Councillor Kyle Rae, Chair	X
Councillor Mike Feldman	R
Councillor Suzan Hall	X
Councillor Adrian Heaps	X
Councillor Case Ootes	X
Councillor Michael Thompson	X

ED1.1	Information		Transactional	Wards: All
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### Election of Vice-Chair

#### Summary

The Chair called for nominations for the office of Vice-Chair of Economic Development Committee for the term of office expiring on December 31, 2008, or until a successor is appointed.

Councillor Ootes moved that Councillor Mike Feldman be nominated as Vice-Chair of the Economic Development Committee.

There being no further nominations, the Chair declared Councillor Mike Feldman elected as Vice-Chair of the Economic Development Committee.

**Decision Advice and Other Information**

On motion by Councillor Ootes, the Economic Development Committee elected Councillor Mike Feldman as Vice-Chair of the Economic Development Committee for the term of office expiring on December 31, 2008, or until a successor is appointed.

ED1.2	Information		Transactional	Wards: All
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**Presentation on the Royal Agricultural Winter Fair****Summary**

Presentation by Mr. William Duron, CEO, Royal Agricultural Winter Fair, providing an orientation on the Royal Agricultural Winter Fair, including the marketing of the Royal and the publicity reach into national and international markets. The City of Toronto has been a partner in the production of the Fair since it began in 1922, and has been a major influence in its recent success.

**Speakers**

Mr. William Duron, CEO, Royal Agricultural Winter Fair, gave a PowerPoint presentation and showed a DVD on the advertising of the Royal Agricultural Winter Fair around the world; and

Ian Wilson, The Fairmont Royal York.

**Decision Advice and Other Information**

On motion by Councillor Rae, the Economic Development Committee received the presentation from Mr. Duron, and extended its congratulations on the success of the Royal Agricultural Winter Fair.

ED1.3	Information		Transactional	Wards: All
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**Presentation - International Perspective on Economic Development****Summary**

Presentation on the International Perspective on Economic Development by Greg Clark, City and Regional Development Advisor.

**Speakers**

Greg Clark, City and Regional Development Advisor, gave a PowerPoint presentation headed “Economic Development in World Cities”; and

Lionel Miskin, TABIA, and asked questions of Mr. Clark.

The following Members of Council were also present during Mr. Clark’s presentation:

- Mayor David Miller, and asked questions of Mr. Clark;
- Councillor Brian Ashton;
- Councillor John Parker;
- Councillor Gord Perks; and
- Councillor Adam Vaughan.

### **Decision Advice and Other Information**

On motion by Councillor Rae, the Economic Development Committee received the presentation and expressed its appreciation to Mr. Clark.

ED1.4	Information		Transactional	Wards: All
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### **Presentation - Economic Overview**

#### **Summary**

Presentation on the Economic Overview by the General Manager, Economic Development, Culture and Tourism.

#### **Speaker**

Donald G. Eastwood, General Manager, Economic Development, Culture and Tourism gave a PowerPoint presentation headed “Toronto in Context - Foundations, Strengths, Challenges, What We Must Do Working Together”.

Councillor Thompson suggested that the General Manager, Economic Development, Culture and Tourism report to the Economic Development Committee on:

1. a list of tools under the new City of Toronto Act with respect to business and tax incentives which can be implemented to encourage businesses to relocate or to retain businesses;
2. the plans and opportunities that could be implemented in the 13 priority neighbourhoods, i.e., to encourage new businesses to locate in those neighbourhoods; and
3. how creative and community hubs can be formulated within those challenged areas so as to impact the lives of the residents residing in such neighbourhoods.

### **Decision Advice and Other Information**

On motion by Councillor Thompson, the Economic Development Committee received the presentation from the General Manager, Economic Development, Culture and Tourism.

ED1.5	ACTION		Transactional	Wards: All
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### **Premier Ranked Tourist Destination Framework**

(January 8, 2007) report from the General Manager, Economic Development, Culture and Tourism.

#### **Recommendation**

The General Manager of Economic Development, Culture and Tourism recommends that the Economic Development Committee nominate one of its members to participate with industry stakeholders on the Premier Ranked Tourist Destination Framework Steering Committee.

#### **Financial Impact**

There are no financial implications resulting from the adoption of this report.

#### **Summary**

The purpose of this report is to inform Council about a strategic planning initiative which will strengthen Toronto's tourism sector and appoint a member of the Economic Development Committee to the project's Steering Committee.

The Premier Ranked Tourist Destination Framework (PRTDF) is a SWOT analysis of Toronto's amenities as a tourist destination and action plan for addressing opportunities and challenges in the future. It uses a templated process developed by the Ontario Ministry of Tourism which has proven effective in nine other Ontario destinations. Additional PRTDF projects are underway in eight other municipalities as well as in Toronto.

The PRTDF engages industry stakeholders in shared learning, evaluation and planning for the future. About 100 people will participate on various sub-committees. It is recommended that the City of Toronto be represented on the project Steering Committee by a member of the Economic Development Committee. This will enhance the understanding of tourism issues and the role the City could play in strengthening the sector and the visitor experience in the future.

#### **Background Information**

2007-ed1-5 staff report

<http://www.toronto.ca/legdocs/mmis/2007/ed/bgrd/backgroundfile-700.pdf>

#### **Committee Recommendations**

On motion by Councillor Hall, the Economic Development Committee recommended that Councillor Michael Thompson be nominated to participate with industry stakeholders on the Premier Ranked Tourist Destination Framework Steering Committee.

ED1.6	Information		Transactional	Wards: All
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## Issues for Consideration by the Economic Development Committee

(December 14, 2006) letter from Councillor Case Ootes, Ward 29, Toronto-Danforth.

### Summary

Requesting reports on: (a) a By-law to prohibit pan-handling within Designated Tourist Areas in Toronto; and (b) enhancing tourism in Toronto with a Recreational Vehicle Campground.

### Background Information

2007-ed1-6 Letter from Councillor Ootes

<http://www.toronto.ca/legdocs/mmis/2007/ed/bgrd/backgroundfile-635.pdf>

2007-ed1-6- Background Material

<http://www.toronto.ca/legdocs/mmis/2007/ed/bgrd/backgroundfile-634.pdf>

### Decision Advice and Other Information

The Economic Development Committee:

- a. referred the following Recommendation 1. in the communication from Councillor Ootes to the City Solicitor for a report to the appropriate Standing Committee:
  - “1. the appropriate staff report to the Economic Development Committee at its February 21, 2007, meeting on how the City of Toronto, working with the Toronto Police Service, can implement and enforce a by-law that would prohibit panhandling within the officially designated tourist areas;” and
- b. referred the following Recommendation 2. in the communication from Councillor Ootes to the General Manager, Parks, Forestry and Recreation for a report to the appropriate Standing Committee:
  - “2. the Deputy City Manager and the General Manager of Parks, Forestry and Recreation, working in conjunction with Tourism Toronto, be requested to prepare, as soon as possible, a report for Council that addresses how to attract RV tourism to Toronto, including the following specific issues:
    - potential sites near the downtown core that are easily accessible to public transit (e.g., Exhibition Place, Downsview Park);
    - assessment of properties that could accommodate RV campsites, providing access to utilities such as electricity, water and sewage disposal;

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- ideas on how to effectively promote Toronto as a prime camping destination for RV, trailer and motor home enthusiasts; and
- consultation with relevant stakeholders to obtain input in this process (i.e., the Recreational Vehicle Industry Association, ‘Go RVing’, etc.).”

(City Solicitor; General Manager, Parks, Forestry and Recreation; c. Councillor Case Ootes, Shirley Mathi, Legal Services – January 24, 2007)

ED1.7	ACTION		Transactional	Wards: All
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### 2007 Business Improvement Area Operating Budgets: Report No. 1

(January 8, 2007) report from the Deputy City Manager and Chief Financial Officer.

#### Recommendations

The Deputy City Manager and Chief Financial Officer recommends that:

1. the Economic Development Committee adopt and certify to City Council the 2007 expenditure requests and levy requirements of the following Business Improvement Areas:

Business Improvement Area	2007 Expenditure Estimates (\$)	2007 Levy Funds Required (\$)
Albion-Islington	124,035	115,035
Beaches	179,130	148,500
Bloor Annex	71,095	51,408
Bloor by the Park	65,151	57,648
Bloor West Village	382,007	325,015
Bloorcourt Village	134,865	119,512
Bloordale Village	81,133	74,341
Bloor Street	1,650,000	1,650,000
Bloor-Yorkville	1,841,217	1,564,604
Church-Wellesley Village	228,508	210,627
College Promenade	144,638	128,350
Corso Italia	268,344	206,017
The Danforth	194,271	161,037
Danforth Village	203,500	203,500
Dovercourt Village	6,864	6,248
Downtown Yonge	2,138,257	2,052,592
Dundas West	97,791	96,591

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The Eglinton Way	278,626	245,124
Emery Village	1,909,729	1,850,244
Forest Hill Village	148,260	76,938
Gerrard India Bazaar	216,308	135,364
Greektown on the Danforth	520,361	435,445
Hillcrest Village	84,741	46,593
Junction Gardens	379,867	303,727
Kennedy Road	315,230	247,500
Kingsway	387,309	353,200
Korea Town	44,612	22,135
Lakeshore Village	83,720	61,160
Liberty Village	233,670	189,396
Little Italy	373,345	308,553
Long Branch	65,987	50,901
Mimico by the Lake	37,061	28,725
Mimico Village	25,096	15,797
Mirvish Village	61,944	54,444
Old Cabbagetown	238,048	195,048
Pape Village	45,147	36,182
Parkdale Village	197,517	166,778
Queens Quay Harbourfront	251,974	163,774
Riverside	154,247	136,692
Roncesvalles Village	224,814	122,258
Rosedale Main Street	280,073	270,545
St. Clair Avenue West	29,250	14,190
St. Clair Gardens	49,615	36,131
St. Lawrence Market Neighbourhood	288,382	244,001
Sheppard East-Agincourt Village	165,000	165,000
Upper Village	78,000	0
Uptown Yonge	184,463	115,500
Village of Islington	88,382	74,733
West Queen West	116,810	103,949
Weston Village	138,955	74,302
Wexford Heights	257,821	183,121
Yonge-Lawrence Village	190,775	161,150

2. authority be granted for the introduction of the necessary bill in Council; and
3. the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

### Financial Impact

No City funding is required since Business Improvement Area budgets are raised by a special levy on members which totals \$13,859,625 in this report.

All of the 2007 BIA operating budgets submitted for consideration are balanced budgets. The appeal provision surplus or appeal provision deficit for each individual BIA, as determined by the Revenue Services Division, has been addressed by each BIA and incorporated into their 2007 Operating Budget. The BIA budgets have provided for required capital cost-sharing contributions for those projects approved in 2006 or prior and carried forward into 2007, as well as new capital cost-share projects proposed in the 2007 Capital Budget for Economic Development, Culture and Tourism.

### Summary

This report brings forward Business Improvement Area (BIA) annual operating budgets for approval by Council as required by the City of Toronto Act, 2006. Council approval is required to permit the City to collect funds through the tax levy on behalf of the BIAs.

Complete budgets and supporting documentation received by December 22, 2006, have been reviewed and are reported herein; BIA budgets received after this date will be brought forward in later reports. Of the 60 established BIAs, 52 BIA budgets are submitted for approval in this first report.

The recommendations reflect 2007 approved budgets for BIAs and have been reviewed by staff to ensure BIA budgets reflect Council's approved policies and practices.

### Background Information

2007-ed1-7 staff report

<http://www.toronto.ca/legdocs/mmis/2007/ed/bgnd/backgroundfile-636.pdf>

### Committee Recommendations

On motion by Councillor Thompson, the Economic Development Committee recommended that:

1. City Council adopt and certify the 2007 expenditure requests and levy requirements of the following Business Improvement Areas:

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3. the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

**Meeting Sessions**

Session Date	Session Type	Start Time	End Time	Public or Closed Session
2007-01-24	Morning	9:35 AM	12:00 PM	Public

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Chair