

**Attachment No. 2**

**Commercial Research Investment Program - 2008 Summary Sheets**

**Organization #1:** Downtown Yonge BIA

**Ward:** 27

**Service Area Designation:** Local

**Reason for Research:** One of the outcomes identified in the Downtown Yonge BIA 2007-2011 Strategic Plan is an annual market survey, to help the BIA understand the views held by the district's users and visitors. A market survey was conducted in 2005, and now an annual survey is proposed, beginning in 2008. The survey will be conducted by telephone, in spring or summer 2008.

**Breakdown of Work:**

- Developing an appropriate phone survey questionnaire.
- Deciding, in consultation with the BIA, an appropriate sample size and method for the survey.
- Deciding on appropriate timing, spring or summer 2008.
- Undertaking the phone survey.
- Preparing a detailed report.
- Deliver hard and soft copies of both the final report and databases as required.

**Total Project Costs:** \$20,000.00. (Based on lowest quote submitted.)

**Funding Request:** \$10,000.00

**Recommendation:** An allocation of \$7,500.00 is recommended for the Downtown Yonge BIA.

**Organization #2:** Dundas West BIA

**Ward:** 18

**Service Area Designation:** Local

**Reason for Research:** In 2007 the BIA undertook a branding, marketing and streetscape design study with an allocation from the CRIP. In 2008 the BIA is proposing an Urban Design Study as a follow-up to the 2007 work.

**Breakdown of Work:**

- Development of an urban design study
- Facilitation of a workshop with BIA members and stakeholders
- Deliver a long-term built-form vision for the BIA, consistent with the Branding and Streetscape study.
- Inventory and analysis of existing conditions, particularly built form.
- Summary report to include illustrative plans, sections, visualizations, precedent images, written descriptions, etc.
- Presentation of the report to the Dundas West BIA Board.

**Total Project Budget:** \$19,446.00 (Based on lowest quote submitted.)

**Funding Request:** \$10,000.00 (CRIP maximum request.)

**Recommendation:** An allocation of \$7,292.00 is recommended for the Dundas West BIA. The BIA is advised to contact City Planning before the commencement of the study in order to clarify the scope of work.

**Organization #3:** Kennedy Road BIA

**Ward:** 37, 40

**Service Area Designation:** Local

**Reason for Research:** To develop a strategic and innovative marketing and promotional plan for the Kennedy Road BIA. The research will include festival or special event development.

**Breakdown of Work:**

- Conduct market research, including market analysis and customer surveys.
- Prepare detailed marketing plan with a range of budget options.
- Prepare concept and design of supporting visual materials.
- Prepare report for presentation to the Board.
- Negotiate all related contracts.
- Execute all aspects of supporting public events.
- Launch and deliver marketing campaign.
- Prepare and present year-end report.
- Attend related BIA functions.

**Total Project Costs:** \$16,500.00 (Based on lowest quote submitted.)

**Funding Request:** \$10,000.00 (CRIP maximum request.)

**Recommendation:** The purpose of the CRIP is to assist with research and development of marketing plans and public events, not the execution. Therefore, in reviewing the two quotes submitted, the section of the quote covering execution must be removed from the calculation of value of work. An allocation of \$7,000.00 is recommended for the Kennedy Road BIA.

<b>Organization #4:</b>	<b>Mirvish Village BIA</b>
<b>Ward:</b>	19, 20
<b>Service Area Designation:</b>	Local
<b>Reason for Research:</b>	Creation of a multi-year marketing plan including a streetscape design component.
<b>Breakdown of Work:</b>	<ul style="list-style-type: none"> <li>-Preliminary design plans to be reviewed by the BIA Board.</li> <li>-Presentation drawings and other materials to be provided for meetings.</li> <li>-Submission of a “Final Marketing &amp; Unified Streetscape Design Strategy” report, including conceptual drawings, detailed implementation timelines and costs.</li> </ul>
<b>Total Project Costs:</b>	\$9,988.75 (Based on lowest quote submitted.)
<b>Funding Request:</b>	\$5,000.00
<b>Recommendation:</b>	An allocation of \$4,995.00 is recommended for the Mirvish Village BIA.

**Organization #5:** Old Cabbagetown BIA

**Ward:** 28

**Service Area Designation:** Local

**Reason for Research:** To create a Streetscape Master Plan Design Study for the BIA, including a review of sidewalks, gateway gardens, revival of public lanes and alleys.

**Breakdown of Work:**

- Mapping of existing conditions.
- Preliminary design plans to be reviewed with the BIA Public Space Committee.
- Presentation drawings and other materials to be provided for meetings.
- Final Streetscape Master Plan to include conceptual drawings of all proposed improvements, projected costs, implementation plan, and timeline.

**Total Project Costs:** \$19,275.00 (Based on lowest quote submitted.)

**Funding Request:** \$10,000.00 (CRIP maximum request.)

**Recommendation:** An allocation of \$7,227.00 is recommended for the Old Cabbagetown BIA.

**Organization #6:** St. Lawrence Market Neighbourhood BIA

**Ward:** 28

**Service Area Designation:** City Wide

**Reason for Research:** To study a redesign of Berczy Park and attending streetscape in order to provide the most functional and appropriate urban park for this historic tourist area.

**Breakdown of Work:**

- Study how to make best use of the Park space, including sightlines, welcoming atmosphere, green possibilities, accessibility, urban landscaping, etc.
- Creation of a plan for structuring and designing Berczy Park, including stages of work, price estimates, timelines, etc.
- Stakeholder meetings to consult on final products.

**Total Project Costs:** \$10,000.00 (Based on lowest quote submitted.)

**Funding Request:** \$10,000.00 (CRIP maximum request.)

**Recommendation:** No allocation is recommended for the St. Lawrence Market Neighbourhood BIA as Economic Development has other means to address the need for this park study. It is recommended that the Streetscape Designer / Capital Project Coordinator staff and BIA Community Partnership Advisor staff of the BIA Office work with the St. Lawrence Market Neighbourhood BIA, and other stakeholders such as Parks, Forestry and Recreation division staff, to determine the scope of study and needs for the park, and to propose potential design and work items for the park.

<b>Organization #6:</b>	<b>West Queen West BIA</b>
<b>Ward:</b>	18, 19
<b>Service Area Designation:</b>	City Wide
<b>Reason for Research:</b>	To develop a set of guidelines for the Urban Design of the business district, to provide developers with strong recommendations on proposed structures within the BIA area.
<b>Breakdown of Work:</b>	<ul style="list-style-type: none"> <li>-General analysis of existing conditions, review of planning documents and relevant studies.</li> <li>-Meeting with City staff and relevant agencies.</li> <li>-Public information meeting.</li> <li>-Identification of viable potential development sites.</li> <li>-Development of concept plan.</li> <li>-Meetings with staff as necessary.</li> <li>-Recommendations and implementation plan.</li> </ul>
<b>Total Project Costs:</b>	\$22,207.50 (Based on lowest quote submitted.)
<b>Funding Request:</b>	\$10,000.00
<b>Recommendation:</b>	An allocation of \$7,500.00 is recommended for the West Queen West BIA. The BIA is advised to contact City Planning before commencement of the study in order to clarify the scope of work.

