



## **STAFF REPORT ACTION REQUIRED**

### **2008 Economic Development Sector Investment Program (EDSIP) and Economic Sponsorship Initiatives (ESI) Program Allocation Recommendations**

<b>Date:</b>	May 9, 2008
<b>To:</b>	Community Partnership and Investment Program Appeals Sub-Committee
<b>From:</b>	Ian Cameron, Acting Director, Business Development & Retention
<b>Wards:</b>	All
<b>Reference Number:</b>	

#### **SUMMARY**

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This report presents an assessment of applications received to the EDSIP and ESI grant programs. Staff recommend that 12 applicants to the 2008 Economic Development Sector Investment Program (EDSIP) receive \$210,470 and that \$10,000 be held for appeals. In addition, four applicants to the Economic Sponsorship Initiatives (ESI) program shall 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 2008 applications and makes funding recommendations.

## **RECOMMENDATIONS**

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**The Acting Director of Business Development and Retention, Economic Development, Culture and Tourism recommends that:**

1. The allocations for the 2008 Economic Development Sector Investment Program totalling \$210,470.00 as per Attachment No.2 be approved, with \$10,000.00 set aside for the appeals process.
2. The allocations for the 2008 Economic Sponsorship Initiatives Program totalling \$151,990.00 as per Attachment No.4.
3. The EDSIP and ESI investment programs be reviewed to determine if these programs are fulfilling their stated goals and objectives and to recommend any changes.
4. The appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

### **Financial Impact**

This report recommended that the 2008 approved Operating Budget of \$220,470.00 for the Economic Development Sector Investment Program and \$151,900.00 for the Economic Sponsorship Initiatives Program within CPIP be allocated as per Attachment No.2 and Attachment No.4 respectively.

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

## **DECISION HISTORY**

This report to the Appeals Sub-committee provides an assessment and makes recommendations regarding the applications submitted to the EDSIP and ESI programs in 2008. The Sub-committee will hear deputations from appellants to determine whether or not there are reasonable grounds for staff to re-assess these applications. An amount of \$10,000 is reserved for the appeals process. The Appeals Sub-committee will forward its recommendations to the Economic Development Committee, which then makes its 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 of the EDSIP and ESI eligibility criteria, or if the application submitted is so incomplete that eligibility cannot be properly 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 No. 1. The program is designed to provide the support for implementing the City's Agenda for Prosperity and to ensure it is delivered in a fair and equitable manner.

## **COMMENTS**

### **Economic Development Sectors Investment Program (EDSIP)**

A total of 15 EDSIP applications were received in 2008. The total amount requested from the applicants is \$335,992. The total amount available through EDSIP is \$220,470 including \$10,000 for appeals. An overview of the 2008 EDSIP Application and Recommendation Summary is included as Attachment No. 2. Summary sheets for each of the EDSIP applications, including funding recommendations are included in Attachment No. 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 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 CPIP staff throughout the budgeting and review process.

All applicants have been informed of the eligibility of their application and recommended funding prior to the CPIP Appeals Sub-Committee meeting.

In 2008, it is recommended that \$210,470 be allocated to 12 projects which will leverage approximately \$2,030,402 in funds and in-kind contributions from other sources. Three applications are not being recommended. 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. Six are new applicants. This year, three exceptions are being recommended. The Association of Registered Interior Designers of Ontario (ARIDO) and the Creative Trust for Arts & Culture had previously been approved for project funding for 3 years. The program criteria stipulate that

projects receiving 3 year funding are only eligible for 50 percent of the amount received in the second year. However, due to administrative errors these organizations neglected to apply for the amounts they were fully eligible for in 2007. They therefore received reduced amounts in 2007. In the case of ARIDO, due to a late submission of its application it received \$5,000 through the appeals process when it was eligible to receive \$20,000. The Creative Trust for Arts & Culture received \$10,000 when it was eligible for \$20,000. To rectify these errors it is recommended that both organizations receive \$20,000 recognizing that this is the third and final year for both of these projects in 2008.

The Toronto Region Research Alliance (TRRA) has applied for \$40,000 to conduct work associated with green economic development initiatives. This is above the \$20,000 EDSIP maximum amount eligible to organizations. However, due to the nature of these initiatives and the work the TRRA conducts in conjunction with fulfilling the City's economic development strategy an exception is being recommended.

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 2008	Applications Received	Applications Recommended	Percentage of Total Funding*
Creative Industries	2	1	10%
Film & Television	3	3	20%
Green/Environment	1	1	20%
Small Business	1	1	5%
Food	1	1	10%
ICT	1	1	10%
Furniture Manufacturing	1	0	0%
Design	3	2	15%
Tourism	2	2	10%
Total			100%

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

Table 2

Total Applications	15
Applications for new projects	11
Total Applications Recommended	12
New Applicants Recommended	4
Previously Funded Applications Recommended	8
Total Funds Requested	\$335,992
Total EDSIP Funds	\$210,470
EDSIP Reserve	\$10,000

In 2008, EDSIP is supporting projects that are weighted towards creative industries and 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 and iCAn Pitch. The Information and Communication Technology (ICT) sector will be supported through the efforts of the Toronto Flash Users Group and the establishment of a new Digital Media Business Incubator. The Toronto Business Food Incubator (TFBI) will continue to reach out to new entrepreneurs interested in establishing new food businesses and are making linkages to consumers through the St. Lawrence Market Complex.

The projects recommended in 2008 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 No. 4 and the ESI Summary Sheets are included as Attachment No. 5.

In 2008, the four ESI recipient organizations submitted their applications on time and provided their financial statements and reports. The total amount of funding allocated to ESI is \$151,990. The EDSIP and ESI applicants recommended in this report have complied with the City's policies and are eligible to receive funding.

## **CONTACT**

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## **SIGNATURE**

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## **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 10, 2008 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:** rberry@toronto.ca  
**by mail:** *EDSIP/EPI Program Coordinator*

**55 John Street, Station 1084**  
8<sup>th</sup> Floor, Metro Hall  
Toronto, ON M5V 3C6

### Economic Development Sector Investment Program (EDSIP) 2008 Application and Recommendation Summary

	EDSIP Applicants/EDSIP Projects	Funding Year	2007 Grant	2008 Request	2008 Recommended	Total Project Budget	Funds/In-Kind Contributions Leveraged from Other Sources
1	Association of Registered Interior Designers of Ontario	3	\$5,000	\$20,000	\$20,000	\$116,200	\$96,200
2	Creative Trust for Arts & Culture	3	\$10,000	\$20,000	\$20,000	\$119,000	\$99,000
3	Design Exchange	1	\$20,000	\$20,000	\$10,000	\$60,000	\$50,000
4	George Brown College – Institute without Boundaries	1	\$0.00	\$20,000	\$0.00		
5	Greater Toronto Airports Authority - NxNE	1	\$0.00	\$20,000	\$0.00		
6	Hot Docs	1	\$20,000	\$20,000	\$10,000	\$234,800	\$224,800
7	Learning Enrichment Foundation	2	\$15,992	\$15,992	\$0.00		
8	Liberty Village Business Improvement Area – iCan Pitch	2	\$20,000	\$25,000	\$10,000	\$94,000	\$84,000
9	Old Town Toronto Promotional Alliance	1	\$5,000	\$15,000	\$10,000	\$66,120	\$56,120
10	Somali Business Development Centre	1	\$10,478	\$20,000	\$10,470	\$136,252	\$125,782
11	Toronto Food Business Incubator (TFBI)	1	\$20,000	\$20,000	\$20,000	\$127,000	\$107,000
12	Toronto Flash User Group – Digital Media Business Incubator	1	\$0.00	\$20,000	\$20,000	\$94,500	\$74,500
13	Toronto International Film Centre Group	1	\$0.00	\$40,000	\$20,000	\$251,000	\$231,000
14	Toronto Region Research Alliance	1	\$0.00	\$40,000	\$40,000	\$180,000	\$140,000
15	The Young Centre for the Performing Arts	1	\$0.00	\$20,000	\$20,000	\$762,000	\$742,000
	<b>Total</b>			<b>\$335,992</b>	<b>\$210,470</b>	<b>\$2,240,872</b>	<b>\$2,030,402</b>
	<b>EDSIP Appeals/Reserve</b>				<b>\$10,000</b>		
	<b>Total 2008 EDSIP Budget</b>				<b>\$220,470</b>		

## 2008 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM APPLICATION SUMMARY SHEET

Agency #1

Agency Name: Association of Registered Interior Designers of Ontario (ARIDO)Address: 6 Adelaide St. E., Suite 220, Toronto, ON M5C 1H6Ward: 28 (main address) Service Area: TorontoProject Name: Material World – Experience Tomorrow TodayFunding Year: 3

Project Description: This is a feature exhibit of the IIDEX/NeoCon Canada show that will be held Sept 25 and 26, 2008 at the Direct Energy Centre. The show is the largest interior design event in Canada and attracts over 15,000 industry representatives. Material World provides Toronto-based Small and Medium sized enterprises with an opportunity to showcase their products. The companies design and manufacture sustainable products/services for the interior design, architectural and construction market.

<b>Total Project Budget</b>	<b>Other City Funding</b>	<b>Other Government Funding</b>
\$116,200	\$0	\$0
<b>Corporate Sector Contributions</b>	<b>Revenue Generated By Activity</b>	<b>Value of In-Kind Contributions</b>
\$35,000	\$31,200	\$30,000
<b>2007 Project Grant</b>	<b>2008 Amount Requested</b>	<b>2008 Amount Recommended</b>
\$5,000	\$20,000	\$20,000

Economic Development Benefits:

(a) Material World will help raise the profile of Toronto-based interior design and manufacturing firms that produce “green” products. Sustainability is both an environmental and business objective for a rapidly increasing number of firms. To ensure Toronto’s place in this growing and crucial economic sector the IIDEX/Neo Con show provides an ideal venue to promote Toronto companies.

Recommendation: \$20,000

## 2008 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM APPLICATION SUMMARY SHEET

Agency # 2

Agency Name: Creative Trust for Arts & Culture

Address: 215 Spadina Ave., Suite 129, Toronto, ON M5T 2C7

Ward: 20 (main address) Service Area: Toronto

Project Name: The Outreach Initiative is a program to involve small and culturally diverse organizations from a wider area of Toronto to provide them with access to the innovative learning and collaborative opportunities that are at the heart of Working Capital for the Arts.

Funding Year: 3

Project Description: The companies that are part of the Outreach Initiative come from wards across the city. The program addresses the business needs and organizational learning of these companies to maintain both healthy arts organizations and a healthy arts community. The program provides workshops such as financial planning, management, governance, human relations, box office management, audience development and touring

<b>Total Project Budget</b>	<b>Other City Funding</b>	<b>Other Government Funding</b>
\$119,000	\$0	\$14,000
<b>Corporate Sector Contributions</b>	<b>Revenue Generated By Activity</b>	<b>Value of In-Kind Contributions</b>
\$85,000	\$0	\$0
<b>2007 Project Grant</b>	<b>2008 Amount Requested</b>	<b>2008 Amount Recommended</b>
\$10,000	\$20,000	\$20,000

Economic Development Benefits:

(a) The program provides these companies with marketing and audience development support to help increase and retain audiences as well as developing stronger more capable administrators to increase revenues and ticket sales. A stronger cultural community with more resourceful companies strengthens the attractiveness of the city to business, visitors and newcomers.

Recommendation: \$20,000

**2008 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM  
APPLICATION SUMMARY SHEET**

Agency # 3

Agency Name: Design Exchange (DX)

Address: 234 Bay Street, PO Box 18, Toronto-Dominion Centre, Toronto, ON M5K 1B2

Ward: 28 (main address) Service Area: Toronto

Project Name: DX Manufacturing & Design Forum II: Sustainable Design, Responsible Business

Funding Year: 1

Project Description: This is the second in a series of forums presented by the DX for the manufacturing sector. The one day forum to be held on November 5, 2008 has been designed to specifically introduce manufacturers to the use of sustainable and socially responsible design in business. Through the presentation of case studies, speakers from various local and international businesses will help illustrate and advance understanding of the role of good design in enhancing profit margins and quality of life.

<b>Total Project Budget</b>	<b>Other City Funding</b>	<b>Other Government Funding</b>
\$60,000	\$0	\$5,000
<b>Corporate Sector Contributions</b>	<b>Revenue Generated By Activity</b>	<b>Value of In-Kind Contributions</b>
\$10,000	\$5,000	\$20,000
<b>2007 Project Grant</b>	<b>2008 Amount Requested</b>	<b>2008 Amount Recommended</b>
\$20,000	\$20,000	\$10,000

Economic Development Benefits:

- (a) The forum will provide an incentive for businesses to use design as a strategic and profitable tool in the manufacturing process. Results will enable these businesses to better establish and sustain leadership in the sustainable and socially responsible design fields. The project will help to expand professional knowledge, status and career prospects of designers and business opportunities for the design and manufacturing workforce.

Recommendation: \$10,000

## 2008 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM APPLICATION SUMMARY SHEET

Agency # 4

Agency Name: George Brown College – Institute Without Boundaries

Address: 207 Adelaide St., E., Suite 209 Box 1015, Station B, Toronto, ON M5T 2T9

Ward: 28 (main address) Service Area: Toronto

Project Name: CANUhome

Funding Year: 1

Project Description: This is an ecologically designed model home that will educate the general public of the latest trends in sustainable living. This unique dwelling is designed to be environmentally friendly, universally accessible, healthy and adaptable over time.

<b>Total Project Budget</b>	<b>Other City Funding</b>	<b>Other Government Funding</b>
\$380,000	\$0	\$80,000
<b>Corporate Sector Contributions</b>	<b>Revenue Generated By Activity</b>	<b>Value of In-Kind Contributions</b>
\$120,000	\$0	\$80,000
<b>2007 Project Grant</b>	<b>2008 Amount Requested</b>	<b>2008 Amount Recommended</b>
\$0	\$20,000	\$0

Comments:

(a) It is difficult to recognize the Economic Development benefits associated with this project. The project will produce a residential model home for display purposes that may or may not have functionality in the real world. It is intended to showcase green housing solutions to the general public. The project fails to meet the objectives of the EDSIP program.

Recommendation: Not Recommended

## 2008 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM APPLICATION SUMMARY SHEET

Agency # 5

Agency Name: Greater Toronto Airports Authority (GTAA)

Address: Toronto Pearson International Airport, Box 6031, 3111 Convair Dr., Toronto, ON  
AMF

Ward: (main address) Service Area: Toronto

Project Name: North by Northeast Music Festival

Funding Year: 1

Project Description: This project is a partnership between the North by Northeast Music Festival and the GTAA. Several stages with risers would be set up, featuring NxNE artists performing short sets at peak times. The objective is to provide engaging entertainment in the terminals to promote the festival and encourage festival attendance. All performances are free of charge and unticketed. The project reflects the GTAA's initiative to develop performance-based programming and community event partnerships.

<b>Total Project Budget</b>	<b>Other City Funding</b>	<b>Other Government Funding</b>
\$80,000	\$0	\$0
<b>Corporate Sector Contributions</b>	<b>Revenue Generated By Activity</b>	<b>Value of In-Kind Contributions</b>
\$0	\$0	\$60,000
<b>2007 Project Grant</b>	<b>2008 Amount Requested</b>	<b>2008 Amount Recommended</b>
\$0	\$20,000	\$0

Comments:

It is difficult to recognize the Economic Development benefits associated with this project. The NxNE festival generates business, interest and awareness of the music industry in Toronto and this project could enhance that recognition, but it will not generate direct economic development activity or tourism.

Recommendation: Not Recommended

## 2008 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM APPLICATION SUMMARY SHEET

Agency # 6

Agency Name: Hot Docs

Address: 110 Spadina Ave, Suite 333, Toronto, ON M5V 2K4

Ward: 20 (main address) Service Area: Toronto

Project Name: Sector Tools to Advance Economic Development Opportunities for  
Documentary Filmmakers

Funding Year: 1

Project Description: Hot Docs has grown exponentially increasing filmmaker participation (70% are Toronto-based) from 550 to over 1800 in 6 years. It brings over 250 buyers from 20 countries to Toronto during the festival which runs from April 17-27, 2008. This project will create a year-round Global Guide to Documentary Broadcasters and a Manual on Current Production Funds. The project will create customized online resources and publications for documentary professionals aimed at facilitating international market knowledge to advance sales opportunities and the acquisition of domestic product.

<b>Total Project Budget</b>	<b>Other City Funding</b>	<b>Other Government Funding</b>
\$234,800		\$114,000
<b>Corporate Sector Contributions</b>	<b>Revenue Generated By Activity</b>	<b>Value of In-Kind Contributions</b>
\$30,000	\$50,000	\$20,800
<b>2007 Project Grant</b>	<b>2008 Amount Requested</b>	<b>2008 Amount Recommended</b>
\$20,000	\$20,000	\$10,000

Economic Development Benefits:

(a) Funding from EDSIP will enable Hot Docs to increase and expand its services for producers, with the goal of increasing the number of delegates, buyers and sales agents attending the event by 10% in 2009.

Recommendation: \$10,000



## 2008 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM APPLICATION SUMMARY SHEET

Agency # 7

Agency Name: Learning Enrichment Foundation

Address: 116 Industry St, Toronto, ON M6M 4L8

Ward: 12 (main address) Service Area: Toronto

Project Name: Sector Development Strategies for Furniture Manufacturing

Funding Year: 2

Project Description: The project will build on the findings from the LEF's 2007-08 EDSIP initiative which engaged 234 companies involved in the furniture manufacturing sector in the identification of training practices and needs and developing sector-specific training. The survey-driven project collected and analyzed the data from employers to develop draft training curriculum. Through the employer outreach and engagement, the project identified training gaps.

<b>Total Project Budget</b>	<b>Other City Funding</b>	<b>Other Government Funding</b>
\$80,000	\$0	\$0
<b>Corporate Sector Contributions</b>	<b>Revenue Generated By Activity</b>	<b>Value of In-Kind Contributions</b>
\$0	\$0	\$0
<b>2007 Project Grant</b>	<b>2008 Amount Requested</b>	<b>2008 Amount Recommended</b>
\$15,992	\$15,992	\$0

Comments:

The project has merit, but additional project partners and funding were not clearly identified in the application.

Recommendation: Not Recommended

## 2008 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM APPLICATION SUMMARY SHEET

Agency # 8

Agency Name: Liberty Village Business Improvement Area (BIA) – iCan Pitch

Address: 67 Mowat Ave., Suite 104, Toronto, ON M6K 3E3

Ward: 14 (main address) Service Area: Toronto

Project Name: iCan Pitch 2008

Funding Year: 2

Project Description: The iCan Pitch event will run from November 7-8, 2008. It will provide workshops and networking opportunities for new, aspiring writers and producers to meet industry professionals. It provides a forum for film and television executives to prospect for new talent and for those new to the industry to learn about the film and television industry.

<b>Total Project Budget</b>	<b>Other City Funding</b>	<b>Other Government Funding</b>
\$94,000	\$0	\$0
<b>Corporate Sector Contributions</b>	<b>Revenue Generated By Activity</b>	<b>Value of In-Kind Contributions</b>
\$10,000	\$33,000	\$26,000
<b>2007 Project Grant</b>	<b>2008 Amount Requested</b>	<b>2008 Amount Recommended</b>
\$20,000	\$25,000	\$10,000

Economic Development Benefits:

(a) iCan Pitch provides a forum for newcomers to the film and television industry with an opportunity to pitch their story ideas, screenplays and concepts to industry professionals. The event will include crossover with the “Word on the Street” to provide authors with an opportunity to link with producers.

Recommendation: \$10,000

## 2008 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM APPLICATION SUMMARY SHEET

Agency # 9

Agency Name: Old Town Toronto Promotional Alliance

Address: 92 Front St. E, Unit #4, Toronto, ON M5E 1C4

Ward: 28 (main address) Service Area: Toronto

Project Name: Old Town Toronto Heritage Festival

Funding Year: 1

Project Description: A "Doors Open" type of event within Old Town Toronto to be held Sept 12-14, 2008 showcasing several heritage buildings and sites within Old Town Toronto. The festival will feature music, food, walking tours and history interpretation at these sites. The festival is intended to develop over the next four years to contribute to the more regional "Celebration of the War of 1812" that is being planned.

<b>Total Project Budget</b>	<b>Other City Funding</b>	<b>Other Government Funding</b>
\$66,120	\$0	\$0
<b>Corporate Sector Contributions</b>	<b>Revenue Generated By Activity</b>	<b>Value of In-Kind Contributions</b>
\$13,000	\$18,120	\$20,000
<b>2007 Project Grant</b>	<b>2008 Amount Requested</b>	<b>2008 Amount Recommended</b>
\$5,000	\$15,000	\$10,000

Economic Development Benefits:

(a) This project will help to showcase the heritage features and sites located in Old Town Toronto. The event will stimulate new tourism that will lead to longer term interest in the upcoming War of 1812 bi-centaury. The event will stimulate economic development activity and employment.

Recommendation: \$10,000

## 2008 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM APPLICATION SUMMARY SHEET

Agency # 10

Agency Name: Somali Business Development Centre

Address: 2074 Lawrence Ave. W., Suite 203, Toronto, ON M9N 1J1

Ward: 11 (main address) Service Area: Toronto

Project Name: Arts and Culture Business Development

Funding Year: 1

Project Description: This project will help local artists and performers in the Somali-Canadian community develop their business development expertise through a series of workshops and seminars. The objective is to provide the artists with an opportunity to learn how to manage their companies, fundraising techniques, volunteer recruitment and promotion.

<b>Total Project Budget</b>	<b>Other City Funding</b>	<b>Other Government Funding</b>
\$136,252	\$0	\$80,492
<b>Corporate Sector Contributions</b>	<b>Revenue Generated By Activity</b>	<b>Value of In-Kind Contributions</b>
\$0	\$18,760	\$17,000
<b>2007 Project Grant</b>	<b>2008 Amount Requested</b>	<b>2008 Amount Recommended</b>
\$10,478	\$20,000	\$10,470

Economic Development Benefits:

(a) The Somali Business Development centre provides a range of business development services to the Somali-Canadian community including: Business advocacy and counseling services, entrepreneurial training and youth employment outreach. The Arts and Business Development project will help Somali-Canadian artists develop enhanced business skills and training.

Recommendation: \$10,470

## 2008 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM APPLICATION SUMMARY SHEET

Agency # 11

Agency Name: Toronto Food Business Incubator (TFBI)

Address: 133 Rivalda Rd., Unit #1, Toronto, ON M9M 2M6

Ward: 7 (main address) Service Area: Toronto

Project Name: Food Product Merchandising Project

Funding Year: 1

Project Description: The Food Product Merchandising Project will provide the TFBI members with an opportunity to sell their new food products on Saturdays at the St. Lawrence Market Complex. This initiative will provide the TFBI members with a retail outlet to sell their products and generate revenues.

<b>Total Project Budget</b>	<b>Other City Funding</b>	<b>Other Government Funding</b>
\$127,000	\$0	\$17,000
<b>Corporate Sector Contributions</b>	<b>Revenue Generated By Activity</b>	<b>Value of In-Kind Contributions</b>
\$20,000	\$20,000	\$50,000
<b>2007 Project Grant</b>	<b>2008 Amount Requested</b>	<b>2008 Amount Recommended</b>
\$0	\$20,000	\$20,000

Economic Development Benefits:

(a) The Toronto Food Business Incubator (TFBI) provides commercial kitchen facilities and training for entrepreneurs to create and develop new processed food. This project will enable the TFBI members to sell their products directly to consumers and receive feedback on a weekly basis at the St. Lawrence Market Complex. The project will help generate new food products and develop new start-up businesses

Recommendation: \$20,000

## 2008 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM APPLICATION SUMMARY SHEET

Agency # 12

Agency Name: Toronto Flash User Group – Digital Media Business Incubator

Address: 156 Augusta Ave., Toronto, ON M5T 2L5

Ward: 20 (main address) Service Area: Toronto

Project Name: Digital Media Business Incubator

Funding Year: 1

Project Description: The Digital Media Business Incubator will provide entrepreneurs and early-stage digital media companies with an opportunity to establish their businesses by connecting them with clients, employees, technical advice and training. The business incubator will develop new digital media businesses that are engaged in the commercialization of innovative, computer-based products and services.

<b>Total Project Budget</b>	<b>Other City Funding</b>	<b>Other Government Funding</b>
\$94,500	\$0	\$40,000
<b>Corporate Sector Contributions</b>	<b>Revenue Generated By Activity</b>	<b>Value of In-Kind Contributions</b>
\$14,500	\$	\$20,000
<b>2007 Project Grant</b>	<b>2008 Amount Requested</b>	<b>2008 Amount Recommended</b>
\$0	\$20,000	\$20,000

Economic Development Benefits:

(a) The Digital Media Business Incubator will provide a facility for new digital media businesses to establish their operations and grow their enterprises. The Toronto Flash User Group will provide a low cost, creative workspace for designers and web-developers to work and network. This initiative will help stimulate new business development and employment opportunities.

Recommendation: \$20,000

## 2008 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM APPLICATION SUMMARY SHEET

Agency # 13

Agency Name: Toronto International Film Festival Group

Address: 2 Carlton St., Suite 1600, Toronto, ON M5B 1J3

Ward: 27 (main address) Service Area: Toronto

Project Name: Economic Impact Assessment (EIA)

Funding Year: 1

Project Description: The Economic Impact Assessment (EIA) is a new project conducted by the Toronto International Film Festival Group to assess the economic impact of the Toronto International Film Festival. The EIA would take into account the tourism, cultural and media impact studies. The last economic impact study was completed in 2002. The EIA will help to determine the baseline data in relation to the operation and programming of Bell Lightbox – the new home of the TIFFFG.

<b>Total Project Budget</b>	<b>Other City Funding</b>	<b>Other Government Funding</b>
\$251,000	\$0	\$75,000
<b>Corporate Sector Contributions</b>	<b>Revenue Generated By Activity</b>	<b>Value of In-Kind Contributions</b>
\$66,000	\$0	\$70,000
<b>2007 Project Grant</b>	<b>2008 Amount Requested</b>	<b>2008 Amount Recommended</b>
\$0	\$40,000	\$20,000

Economic Development Benefits:

(a) The EIA will provide a current, single, comprehensive document clearly outlining in both quantitative and qualitative terms, the benefits of TIFFFG's activities to the cultural and tourism sectors and the creative cluster in the region, as well as its generation of economic activity and job creation.

Recommendation: \$20,000

## 2008 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM APPLICATION SUMMARY SHEET

Agency # 14

Agency Name: Toronto Region Research Alliance (TRRA)

Address: 101 College St., Suite HL30, Toronto, ON M5G 1L7

Ward: 27 (main address) Service Area: Toronto

Project Name: Greentech/Cleantech Cluster Development project

Funding Year: 1

Project Description: This project will be a continuation of the work the TRRA has conducted in partnership with the city on researching initiatives in the Greentech/Cleantech cluster in 2007. The TRRA will conduct an analysis of the directory of energy and environmental (E+E) companies to identify gaps and strengths as well as the research that is taking place in post-secondary institutions regarding green technologies.

<b>Total Project Budget</b>	<b>Other City Funding</b>	<b>Other Government Funding</b>
\$180,000	\$0	\$70,000
<b>Corporate Sector Contributions</b>	<b>Revenue Generated By Activity</b>	<b>Value of In-Kind Contributions</b>
\$30,000	\$0	\$40,000
<b>2007 Project Grant</b>	<b>2008 Amount Requested</b>	<b>2008 Amount Recommended</b>
\$0	\$40,000	\$40,000

Economic Development Benefits:

(a) This project will help to identify new opportunities to capitalize on the green/clean technology in the Toronto region that will help to attract new investment, retain and grow businesses. The Green/Clean tech sector is emerging as a new growth sector for employment and investment. The findings from this research will be used to promote Toronto's strengths and capabilities.

Recommendation: \$40,000



## 2008 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM APPLICATION SUMMARY SHEET

Agency # 15

Agency Name: Young Centre for the Performing Arts

Address: 55 Mill Street, Building 49, Toronto, ON M5A 3C4

Ward: 28 (main address) Service Area: Toronto

Project Name: The Canwest Cabaret Festival The Young Centre will be transformed to celebrate Canada's diversity of culture, discipline, age and geography.

Funding Year: 1

Project Description: The Canwest Cabaret will run from October 2 to 5, 2008. Canwest Cabaret will be a hive of social and artistic activity unique on the cultural scene, attracting visitors and tourists from Ontario and beyond and generating economic activity to support Toronto's Distillery District. The Canwest Cabaret coincides with Nuit Blanche and will bring together dozens of emerging and established artists for more than 40 performances. Participating artists include: Holly Cole, Denzal Sinclair, Carol Welsman, Brent Carver, Jackie Richardson, John Alcorn and Molly Johnson.

<b>Total Project Budget</b>	<b>Other City Funding</b>	<b>Other Government Funding</b>
\$762,000	\$0	\$140,000
<b>Corporate Sector Contributions</b>	<b>Revenue Generated By Activity</b>	<b>Value of In-Kind Contributions</b>
\$155,000	\$97,000	\$350,000
<b>2007 Project Grant</b>	<b>2008 Amount Requested</b>	<b>2008 Amount Recommended</b>
\$0	\$20,000	\$20,000

Economic Development Benefits:

- (a) Projected attendance is expected to be over 10,000 over the course of the Festival. The festival will be a tourism draw that will help to increase economic activity as well as supporting the cultural industries.

Recommendation: \$20,000

**Economic Sponsorship Initiatives (ESI) 2008 Application and Recommendation Summary**

<b>Organization</b>	<b>Funding Year</b>	<b>2007 Grant Provided</b>	<b>2008 Request</b>	<b>2008 Recommended</b>	<b>Total Project Budget</b>	<b>Funds/In-Kind Contributions Leveraged From Other Sources</b>
Canadian Film Centre	11	\$20,000	\$25,000	\$20,000	\$915,000	\$895,000
Toronto Association of Business Improvement Areas (TABIA)	11	\$25,990	\$30,000	\$25,990	\$250,000	\$224,010
Toronto Alliance for the Performing Arts (TAPA)	11	\$21,000	\$21,000	\$21,000	\$617,120	\$505,120
Toronto Intl Film Festival Group	11	\$85,000	\$90,000	\$85,000	\$19,000,000	\$18,915,000
<b>Total:</b>		<b>\$136,990</b>	<b>\$166,000</b>	<b>\$151,990</b>	\$20,782,120	\$20,539,130
<b>2008 Budget:</b>				<b>\$151,990</b>		

## 2008 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: 11

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. This year the festival will be held from June 10-15, 2008.

<b>Total Project Budget</b>	<b>Other City Funding</b>	<b>Other Government Funding</b>
\$915,000	\$8,000 (TAC)	\$77,000
<b>Corporate Sector Contributions</b>	<b>Revenue Generated By Activity</b>	<b>Value of In-Kind Contributions</b>
\$295,000	\$95,000	\$415,000
<b>2007 Project Grant</b>	<b>2008 Amount Requested</b>	<b>2008 Amount Recommended</b>
\$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) The Festival Symposium will feature 2-3 hour workshops and seminars related to development, production, marketing and sales of short films.
- (d) Increased recognition of Toronto as the capital of short film making.

Recommendation: \$20,000

## 2008 ECONOMIC SPONSORSHIP INITIATIVES (ESI) PROGRAM APPLICATION SUMMARY SHEET

Agency # 2

Agency Name: Toronto Association of Business Improvement Areas (TABIA)

Address: 2257 Bloor St. W., Toronto, ON M6S 1N8

Ward: 13 (main address) Service Area: City-wide

Project Name: 2008 TABIA Citywide Campaign

Funding Year: 11

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.

<b>Total Project Budget</b>	<b>Other City Funding</b>	<b>Other Government Funding</b>
\$250,000	\$0	\$0
<b>Corporate Sector Contributions</b>	<b>Revenue Generated By Activity</b>	<b>Value of In-Kind Contributions</b>
\$75,000	\$75,000	\$70,000
<b>2007 Project Grant</b>	<b>2008 Amount Requested</b>	<b>2008 Amount Recommended</b>
\$25,990	\$30,000	\$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: \$25,990

## 2008 ECONOMIC SPONSORSHIP INITIATIVES (ESI) PROGRAM APPLICATION SUMMARY SHEET

Agency # 3

Agency Name: Toronto Alliance for the Performing Arts (TAPA)

Address: 215 Spadina Ave, Suite 210, Toronto, ON M5T 2C7

Ward: 20 (main address) Service Area: City-wide

Project Name: Marketing Live Theatre, Dance and Opera to local and tourist markets

Funding Year: 11

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.

<b>Total Project Budget</b>	<b>Other City Funding</b>	<b>Other Government Funding</b>
\$617,120	\$70,000 (TAC)	\$15,000
<b>Corporate Sector Contributions</b>	<b>Revenue Generated By Activity</b>	<b>Value of In-Kind Contributions</b>
\$282,300	\$181,000	\$47,820
<b>2007 Project Grant</b>	<b>2008 Amount Requested</b>	<b>2008 Amount Recommended</b>
\$21,000	\$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: \$21,000

## 2008 ECONOMIC SPONSORSHIP INITIATIVES (ESI) PROGRAM APPLICATION SUMMARY SHEET

Agency # 4

Agency Name: Toronto International Film Festival Group

Address: 2 Carlton St., Suite 1600, Toronto, ON M5B 1J3

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

Project Name: Toronto International Film Festival (TIFF)

Funding Year: 11

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.

<b>Total Project Budget</b>	<b>Other City Funding</b>	<b>Other Government Funding</b>
\$19.0 M	\$285,000 (TAC)	\$3,318,117
<b>Corporate Sector Contributions</b>	<b>Revenue Generated By Activity</b>	<b>Value of In-Kind Contributions</b>
\$5.8 M	\$5.4 M	\$4.5 M
<b>2007 Project Grant</b>	<b>2008 Amount Requested</b>	<b>2008 Amount Recommended</b>
\$85,000	\$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.

Recommendation: \$85,000