

Economic Development Committee

Meeting No.	12	Contact	Maria Kolominsky, Committee Secretary
Meeting Date	Wednesday, February 20, 2008	Phone	(416) 392-1147
Start Time	9:30 AM	E-mail	edc@toronto.ca
Location	Committee Room 1, City Hall		

The Decision Document is for preliminary reference purposes only. Please refer to the Committee's Report to City Council or to the Minutes for the official record.

How to Read the Decision Document:

- *Recommendations of the Committee to City Council appear after the item heading.*
- *Any amendments by Committee to recommendations appearing in a staff report are italicized.*
- *Other action taken by the Committee on its own authority, which does not require Council's approval, is listed in the decision document under the heading "Decision Advice and Other Information".*
- *Declarations of Interest, if any, appear at the end of an item.*

Minutes Confirmed – Meeting of January 17, 2008

ED12.1	Presentation	Amended		Ward: 27
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Opportunities for Growth in the Discovery District

(November 1, 2007) Letter from Dale Martin, MaRS Discovery District.

Decision Advice and Other Information

The Economic Development Committee referred the letter (November 1, 2007) and submission (February 20, 2008) from Dale Martin, MaRS Discovery District, to the Acting Chief Planner and Executive Director, City Planning with a request for a report to the appropriate Committee.

Summary

Presentation regarding the future needs of the Discovery District with respect to maintaining growth and development in the District.

Background Information

2008-02-20-ed12-1

<http://www.toronto.ca/legdocs/mmis/2008/ed/bgrd/backgroundfile-10670.pdf>

Communications

(February 20, 2008) Submission from Dale Martin, MaRS Discovery District (ED.New.ED12.1.2)

ED12.2	ACTION	Adopted		Ward: All
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Design Exchange (DX) 2008 Annual Grant Review

(February 5, 2008) Report from the Director, Business Development and Retention.

Committee Recommendations

The Economic Development Committee recommends that:

1. Council recognize the Design Exchange (DX) for its work in the promotion of design as a strategic tool for business innovation in the City of Toronto.
2. Council approve the Design Exchange's 2008 grant of \$500,000 plus accrued interest as per the terms of the City's grant agreement with the Design Exchange, subject to 2008 operating budget approval and the renewal of the grant agreement.
3. Council request Economic Development staff work with the DX in 2008 to address the issue of sustainability and resolve outstanding heritage preservation issues with the developer.

Financial Impact

As a result of the commercial development on the DX site, the City receives \$500,000 per year from the property owner/developer, which is placed in reserve fund XR3020 to pay the DX grant. At the present time the reserve fund has sufficient funds to pay the DX grant. The grant amount is included in the EDCT 2008 operating budget recommended by the administrative review to the Budget Committee.

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

Summary

This report provides recommendations that Council recognize the DX for its work in the promotion of design as a strategic tool for business innovation, and approve the 2008 grant to the Design Exchange.

The DX is projecting a surplus before amortization of approximately \$263,250 for the year 2007, as compared to a budgeted surplus of \$145,005. Costs have been controlled, debt is being eliminated and the DX is working to develop a revenue strategy for long-term sustainability of the operation. The DX expects to generate a net operating surplus before amortization of capital assets of \$146,600 in 2008.

A development agreement with the TD Centre requires the developer to pay \$500,000 per year to the City until 2013 for the purpose of running a design showcase/centre on the site of the former stock exchange. These funds are placed in a reserve fund to pay the DX grant, which is revenue neutral to the City.

Background Information

2008-02-20-ed12-2

(<http://www.toronto.ca/legdocs/mmis/2008/ed/bgrd/backgroundfile-10671.pdf>)

Communications

(February 20, 2008) Submission from Samantha Sannella, BA ID, M Arch, President and CEO, Design Exchange (DX) (ED.New.ED12.2.1)

ED12.3	ACTION	Adopted		Ward: All
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Creative City Framework

(January 31, 2008) Report from Deputy City Manager Sue Corke.

Committee Recommendations

The Economic Development Committee recommends that:

1. City Council endorse the “Creative City Planning Framework” (Attachment 1) as a supporting document to the “Agenda for Prosperity: A Prospectus for a Great City” to create an environment in which business and culture can thrive.
2. The General Manager, Economic Development, Culture and Tourism, be directed to:
 - a. adopt a cultural planning model to promote a place-based approach to creative sector development;
 - b. increase the City’s economic competitiveness by fostering “Creative Toronto” to leverage the connections between place, culture and the economy; and
 - c. report back on the development of cultural services and programs to boost place competitiveness, an authentic urban environment, and cultural and creative industries.
3. City Council receive the “Culture Plan Progress Report II” (Attachment 2) for information.

4. The appropriate officials be authorized to take the necessary action to give effect thereto.

Financial Impact

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

Summary

To compete in a growing international and competitive market to attract talent and firms Toronto needs to take strategic new steps to benefit from the competitive advantage healthy cultural and creative industries can generate. "Creative Toronto," one of the four pillars outlined in the "Agenda for Prosperity," argues that Toronto can compete in sectors that add value, increase productivity and grow the economy through research, development and commercialization of ideas. It is well known among economists that cultural and creative industries are not only key economic sectors themselves, they also positively affect the business environment by attracting highly educated workers, revitalizing downtowns, being a magnet for tourists and new firms, and in creating jobs.

The "Creative City Planning Framework" (Attachment 1) is a supporting document to the Agenda for Prosperity. In its research it makes important links between the two reports and expands on how Toronto can increase economic competitiveness through adopting a Cultural Planning model to leverage the connections between place, culture and the economy.

The "Culture Plan Progress Report II" (Attachment 2) finds that since the Culture Plan was adopted increased investments by the City have shown positive results in all areas except film, yet overall Toronto has not caught up to its competitors. Toronto must take action to increase place competitiveness, authentic urban environments and cultural and creative industries to realize its full potential as a Creative City and achieve future prosperity.

Background Information

2008-02-20-ed12-3

<http://www.toronto.ca/legdocs/mmis/2008/ed/bgrd/backgroundfile-10672.pdf>

2008-02-20-ed12-3-attach 1

<http://www.toronto.ca/legdocs/mmis/2008/ed/bgrd/backgroundfile-11189.pdf>

2008-02-20-ed12-3-attach 2

<http://www.toronto.ca/legdocs/mmis/2008/ed/bgrd/backgroundfile-10684.pdf>

ED12.4	ACTION	Amended		Ward: All
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Issues and Opportunities: Greater Toronto Airports Authority/Toronto Pearson International Airport

(February 6, 2008) Report from the Director, Economic Research and Business Information.

Committee Recommendations

The Economic Development Committee recommends that City Council:

1. Request the Greater Toronto Airports Authority (GTAA), Metrolinx, GO Transit, and TTC to:
 - a. develop an integrated strategy to increase transit ridership to Toronto Pearson International Airport (Toronto Pearson) including the possibility of bringing one or more of the Transit City light rail lines to the airport, and a co-ordinated plan for the development of the Eglinton/Renforth Gateway; and
 - b. *review the Terms of Reference with respect to alternatives such as Go Transit and address community concerns.*
2. Request the Minister of the Environment (Ontario) to approve the Terms of Reference for the environmental assessment for the proposed transit link between Toronto Pearson International Airport and the downtown.
3. Request the Federal Government to remove the ‘anywhere but Toronto’ language from federal air policy and to eliminate or substantially reduce the Crown rents levied on Toronto Pearson International Airport.
4. Request the GTAA to consult and work collaboratively with City staff to:
 - a. identify strategic markets for enhanced or new air connections to/from Toronto;
 - b. identify and develop opportunities to promote Toronto's business advantage, tourism and local events; and
 - c. attract MRO and aerospace businesses.
5. Direct the General Manager, Economic Development, Culture and Tourism to continue to collaborate with the GTAA to promote arts programming at Toronto Pearson International Airport into the implementation of the City’s Culture Plan.
6. *Give full consideration to:*
 - a. *the possibility of bringing air link service through the new and expanded Kipling Transit Hub;*

- b. *subway expansion to the airport; and*
 - c. *how an air link service would be integrated into existing TTC and Metrolinx transit expansion projects, including the proposed Eglinton LRT.*
8. *Forward this report to the TTC, Woodbine Entertainment, and Tourism Toronto.*
 9. Authorize the appropriate officials to take the necessary action to give effect thereto.

Financial Impact

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

Summary

Toronto Pearson International Airport (Toronto Pearson) is Canada's busiest airport serving over 30 million passengers annually, accounting for about 33 percent of total national air traffic, with 75 airlines operating non-stop or direct flights to 76 international cities, 47 U.S. cities, and 29 Canadian cities. It is the 29th largest airport in the world based on passenger volume and 17th largest in North America, however, Toronto Pearson ranks number 3 in North America in terms of the number of international passengers behind only New York (JFK) and Los Angeles, and is number 1 in terms of the percent (56%) of international traffic.

As Canada's busiest airport and an international hub, Toronto Pearson affords Toronto an opportunity to showcase itself to the world. For example, when the 2010 Olympics are held in Vancouver, a significant number of international travellers will connect to British Columbia through Toronto Pearson.

Toronto Pearson is also a major economic generator for the City and the region with approximately 185,000 people employed at the airport and in associated activities. It is important to the continued success of the City's key industry clusters, retaining and attracting head office functions and revitalizing tourism. Many Toronto businesses, including financial services, business and professional services, biotechnology, information technology, film and television, and other high value added activities rely on Toronto Pearson to connect with clients and colleagues to produce and market goods and services around the world. The efficient and effective movement of business and leisure travellers and cargo to and from destinations around the world is a critical competitive advantage in today's global economy. This includes air transportation to and from destinations around the world, and ground transportation to and from the airport.

City, TTC, GO Transit and GTAA staff are working collaboratively to advance the elements of the Agenda for Prosperity, enhance airline services, and improve public transit service to Toronto Pearson International Airport.

Background Information

2008-02-20-ed12-4

<http://www.toronto.ca/legdocs/mmis/2008/ed/bgrd/backgroundfile-10673.pdf>

Communications

(February 19, 2008) e-mail from Alan Tonks, Member of Parliament for York South-Weston (ED.New.ED12.4.1)

(February 19, 2008) e-mail from Mike Sullivan, Chair, Weston Community Coalition (ED.New.ED12.4.2)

(February 20, 2008) letter from Laura Albanese, MPP for York South-Weston (ED.New.ED12.4.3)

ED12.5	ACTION	Amended		Ward: All
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Regulation of Holiday Shopping

(February 6, 2008) Report from the Executive Director, Tourism Section.

Committee Recommendations

The Economic Development Committee recommends that City Council:

1. *Permit all retail operations in the city core defined as Wards 19, 20, 27 and 28 to remain open on all designated holidays except for Christmas Day, (i.e., New Year's Day, Family Day, Good Friday, Easter Sunday, Victoria Day, Canada Day, Labour Day and Thanksgiving Day), if they wish. To include a condition "That a provision in a lease or other agreement that has the effect of requiring a retail business establishment to remain open on a designated holiday is of no effect even if the lease or agreement was made before the amendments to By-law 8-2007 Chapter 510 came into place."*
2. *Permit pharmacies throughout the geographic boundaries of the city accredited under the Drug and Pharmacies Regulation Act to remain open regular operating hours on all the designated holidays referred to in Recommendation 1 and on Christmas Day, if they wish, providing that the principal business of the pharmacy is the sale of goods of a pharmaceutical or therapeutic nature or for hygienic or cosmetic purposes and that dispensing of drugs is available to the public.*
3. Authorize the City Solicitor to bring forward amendments to Municipal Code Chapter 510, Holiday Shopping, reflecting these recommendations.

Financial Impact

Enforcement costs to date have been minimal, but there may be a requirement to report at a later date on the overall enforcement of Chapter 510 of the Municipal Code as amended by City Council when it considers the proposed recommendations of this report.

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

Summary

The purpose of this report is to recommend a new regulatory framework to govern store openings on designated holidays in Toronto. These recommendations were developed after undertaking an extensive consultative process respecting a variety of policy options.

The process included input from the general public, retail industry, tourism industry, retail sector employees, Business Improvement Areas (BIAs), small business interests as well as an examination of current and previous legislation relating to holiday shopping.

Three basic policy options were considered during the process:

1. To keep the status quo regulatory framework, with some streamlining and updating introduced.
2. To permit retailers in the city core to open on designated holidays except Christmas Day.
3. To permit all retailers in the city to open on all designated holidays except Christmas Day.

Based on the analysis of the issues and public input process, staff is recommending that stores be allowed to open on all designated holidays except for Christmas, between the hours of 11:00 a.m. and 6:00 p.m. This is considered to represent a sound balance among the various interests related to this matter.

Background Information

2008-02-20-ed12-5

<http://www.toronto.ca/legdocs/mmis/2008/ed/bgrd/backgroundfile-10674.pdf>

2008-02-20-ed12-5-attach 1

<http://www.toronto.ca/legdocs/mmis/2008/ed/bgrd/backgroundfile-10675.pdf>

2008-02-20-ed12-5-attach 2

<http://www.toronto.ca/legdocs/mmis/2008/ed/bgrd/backgroundfile-10676.pdf>

2008-02-20-ed12-5-attach 3

<http://www.toronto.ca/legdocs/mmis/2008/ed/bgrd/backgroundfile-10677.pdf>

2008-02-20-ed12-5-attach 4

<http://www.toronto.ca/legdocs/mmis/2008/ed/bgrd/backgroundfile-10678.pdf>

Communications

(February 15, 2008) letter from Dean Miller, Director of Pharmacy-Ontario, Shoppers Drug Mart (ED.New.ED12.5.1)

(January 15, 2008) letter from Terry Mundell, President, Greater Toronto Hotel Association (ED.New.ED12.5.2)

(February 19, 2008) letter from Larry Perlman (ED.New.ED12.5.3)

(February 19, 2008) letter from George Milbrandt, Chair, St. Lawrence Market Neighbourhood BIA (ED.New.ED12.5.4)

(February 20, 2008) Submission from Executive Director, Tourism Section (ED.New.ED12.5.5)

ED12.6	ACTION	Adopted		Ward: All
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Official Mark Protection for “Yonge-Dundas Square”, “Dundas Square”, “The Heart of the City” and Yonge-Dundas Square Visual Identifier

(February 1, 2008) Report from the Acting Director, Small Business and Local Partnerships.

Committee Recommendations

The Economic Development Committee recommends:

1. The word marks “Yonge-Dundas Square”, “Dundas Square”, “The Heart of the City” and the Yonge-Dundas Square visual identifier identified in Attachment “A” to this report, be registered as official marks of the City of Toronto, and the City Solicitor be directed to request the Registrar of Trade-marks to give public notice of their adoption and use.
2. Once the official marks are registered, the City authorize the Yonge-Dundas Square Board of Management to use the marks as the Board considers appropriate for the purposes of the management and operation of the Square.
3. The appropriate City officials be authorized and directed to take necessary action and give effect thereto.

Financial Impact

The cost to request the Registrar of Trade-marks to give public notice of adoption and use of an official mark is \$500.00 for each mark, for a total of \$2,000.00 for the four marks requested. Funds for this purpose are contained within the Council adopted 2008 Interim Operating Budget for Yonge-Dundas Square.

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

Summary

This report recommends that, in order to better protect the interests of the City and its corporate identity, the City of Toronto obtain official marks protection under the federal Trade-marks Act for the marks “Yonge-Dundas Square”, “Dundas Square”, “The Heart of the City” and the Yonge-Dundas Square visual identifier shown in Attachment “A” to this report.

Background Information

2008-02-20-ed12-6

<http://www.toronto.ca/legdocs/mmis/2008/ed/bgrd/backgroundfile-10679.pdf>

ED12.7	ACTION	Adopted		Ward: 35
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Intention to Designate the Area along Danforth Avenue between Victoria Park Avenue and Scotia Avenue as the Crossroads of the Danforth Business Improvement Area (BIA)

(January 22, 2008) Report from the Acting Director, Small Business and Local Partnerships.

Committee Recommendations

The Economic Development Committee recommends that:

1. The area described by Attachment No. 1, be designated as the Crossroads of the Danforth Business Improvement Area (BIA), under Chapter 19 of the Toronto Municipal Code.
2. The City Clerk be authorized to send out a notice of City Council's intention to pass a by-law designating the area as defined in Attachment No. 1 as a Business Improvement Area (BIA).
3. The Executive Director of Technical Services be requested to prepare designation by-law maps of the area as described by Attachment No. 1, and submit them to the City Solicitor.

Financial Impact

Capital budgets may be impacted in future years should streetscape and other capital improvements be undertaken by the new BIA. Capital improvements are shared 50/50 between the City and the BIA.

Should the BIA be formed, funding for future capital projects must be approved by Council, and the City's 50% share of the capital costs will be funded in the Economic Development, Culture and Tourism capital budget.

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

Summary

The purpose of this report is to recommend that the City Clerk conduct a poll to determine if there is sufficient support to designate the properties fronting on Danforth Avenue from Victoria Park Avenue to Scotia Avenue as the Crossroads of the Danforth Business Improvement Area (BIA).

Upon completion of the poll, the Acting Director of Small Business and Local Partnerships shall report on the results to the Economic Development Committee. Subject to a positive poll result, staff shall prepare the necessary by-laws and bills to give effect thereto.

Background Information

2008-02-20-ed12-7

(<http://www.toronto.ca/legdocs/mmis/2008/ed/bgrd/backgroundfile-10680.pdf>)

2008-02-20-ed12-7-attach 1

(<http://www.toronto.ca/legdocs/mmis/2008/ed/bgrd/backgroundfile-10683.pdf>)

ED12.8	ACTION	Adopted		Ward: 20, 21, 28
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2008 Business Improvement Area Operating Budgets: Report No. 3

(February 1, 2008) Report from the Deputy City Manager and Chief Financial Officer.

Committee Recommendations

The Economic Development Committee recommends that:

1. City Council adopt and certify the 2008 expenditure requests and levy requirements of the following Business Improvement Areas:

Business Improvement Area	2008 Expenditure Estimates (\$)	2008 Levy Funds Required (\$)
Harbord Street	16,516	13,048
Toronto Entertainment District	1,241,000	1,200,000
Upper Village	87,966	71,126

2. Authority be granted for the introduction of the necessary bill in Council.

Financial Impact

No City funding is required since Business Improvement Area budgets are raised by a special levy on members which totals \$1,284,174 in this report.

All of the 2008 BIA operating budgets submitted for consideration are balanced budgets. The appeal provision surplus or appeal provision deficit for each BIA, as determined by the Revenue Services Division, has been addressed by the BIA and incorporated into their 2008 Operating Budget. The BIA budgets have provisions for required capital cost-sharing contributions for those projects approved in 2007 or prior and carried forward into 2008, as well as new capital cost-share projects approved in the 2008 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 in January 2008 have been reviewed and are reported herein; BIA budgets received after this date will be brought forward in later reports. Of the 65 established BIAs, a total of 56 BIA budgets have been approved by Council to-date; three BIA budgets are submitted for approval in this report; five BIAs have yet to submit their 2008 operating budget; and one BIA is inactive.

The recommendations reflect 2008 approved budgets for BIAs and have been reviewed by City staff to ensure BIA budgets reflect Council's approved policies and practices.

Background Information

2008-02-20-ed12-8

<http://www.toronto.ca/legdocs/mmis/2008/ed/bgrd/backgroundfile-10681.pdf>

ED12.9	ACTION	Amended		Ward: 30, 32
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Request from Toronto and East York Community Council to Consider Designating the Eastern Avenue Employment District as a Priority Location - City's Green Economic Development Strategy

(January 17, 2008) Letter from the Toronto and East York Community Council.

Decision Advice and Other Information

The Economic Development Committee requested the General Manager of Economic Development, Culture and Tourism to ensure that the Eastern Avenue Employment District can fully participate in any programming developed through the implementation of the Green Economic Development Strategy as a means of enhancing its economic competitiveness and fulfilling the City's Official Plan vision for that District.

Summary

The Toronto and East York Community Council on January 15, 2008, considered the report (December 18, 2007) from the Director, Policy and Research, City Planning Division and a revised report (January 15, 2008) from the Director, Community Planning, Toronto and East York District, respecting the Official Plan and Zoning By-law Amendments – South of Eastern Planning Study – bounded by Eastern Avenue, Don Valley, Lake Shore Boulevard East and the east side of Woodfield Road – Final Report (TE12.7).

Background Information

2008-02-20-ed12-9

<http://www.toronto.ca/legdocs/mmis/2008/ed/bgrd/backgroundfile-10682.pdf>

Meeting Sessions

Session Date	Session Type	Start Time	End Time	Public or Closed Session
2008-02-20	Morning	9:45 AM	1:20 PM	Public

