
Economic Development Committee

Meeting No.	13	Contact	Rosalind Dyers, Committee Administrator
Meeting Date	Wednesday, May 14, 2008	Phone	416-392-8018
Start Time	9:30 AM	E-mail	edc@toronto.ca
Location	Committee Room 1, City Hall		

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ED13.3	Amended			Ward: All
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Toronto's Premier Ranked Tourist Destination Project Results – Making Toronto the Best It Can Be

City Council Decision

City Council on May 26 and 27, 2008, adopted the following motions:

1. City Council endorse the “Premier Ranked Tourist Destination Project Research Summary and Recommendations” as a guide for strengthening Toronto’s tourism sector within the context of the “Agenda for Prosperity: A Prospectus for a Great City”.
2. The Economic Development Committee invite the Toronto Destination Development Leadership Group to present the Premier Ranked Tourist Destination (PRTD) Implementation Strategy to the Committee when it is completed.
3. The General Manager of Economic Development, Culture and Tourism, in consultation with the Destination Development Leadership Group, be directed to:
 - a. facilitate discussions with other City Divisions, Agencies, Boards and Commissions about the PRTD project findings and recommendations, and the role they each can play in supporting the strength of the tourism sector;
 - b. co-ordinate the inclusion of the results from those discussions in the PRTD Implementation Strategy; and
 - c. continue to provide support to the tourism sector and to use the PRTD recommendations and implementation strategy as a guide to setting work program and budget priorities.
4. The General Manager, Transportation Services be requested to report to the Public

Works and Infrastructure Committee on a strategy and costs to provide additional litter pick up in the downtown core and other high volume tourist and recreation areas on long weekends.

5. The General Manager, Parks, Forestry and Recreation, be requested to report to the Parks and Environment Committee on a strategy for additional litter pick-up and garbage collection in City Parks on long weekends.
6. The appropriate officials be authorized to take the necessary actions to give effect thereto.
7. The volunteers from the sector who participated on the PRTD Steering and Advisory Committees as well as the Ministry of Tourism and Employment Ontario be thanked for their contributions to the project.

(April 30, 2008) Report from the Executive Director, Tourism.

Committee Recommendations

The Economic Development Committee recommends that:

1. City Council endorse the “Premier Ranked Tourist Destination Project Research Summary and Recommendations” as a guide for strengthening Toronto’s tourism sector within the context of the “Agenda for Prosperity: A Prospectus for a Great City”.
2. The Economic Development Committee invite the Toronto Destination Development Leadership Group to present the Premier Ranked Tourist Destination (PRTD) Implementation Strategy to the Committee when it is completed.
3. The General Manager of Economic Development, Culture and Tourism, in consultation with the Destination Development Leadership Group, be directed to:
 - a. facilitate discussions with other City Divisions, Agencies, Boards and Commissions about the PRTD project findings and recommendations, and the role they each can play in supporting the strength of the tourism sector;
 - b. co-ordinate the inclusion of the results from those discussions in the PRTD Implementation Strategy; and
 - c. continue to provide support to the tourism sector and to use the PRTD recommendations and implementation strategy as a guide to setting work program and budget priorities.
4. The appropriate officials be authorized to take the necessary actions to give effect thereto.
5. The volunteers from the sector who participated on the PRTD Steering and Advisory

Committees as well as the Ministry of Tourism and Employment Ontario be thanked for their contributions to the project.

Financial Impact

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

Summary

This report summarizes the key findings from a comprehensive assessment of Toronto's strengths and weaknesses as a tourist destination. The findings were evaluated and discussed with industry stakeholders to develop recommendations for achieving greater prosperity as a tourist destination in the future.

The research and evaluation process was industry-led. The project was highly collaborative, with an industry steering committee providing direction. Staff from EDCT-Tourism managed the project, and an experienced private consultant and Ministry of Tourism staff provided advice and guidance. Approximately 100 representatives from across the sector were consulted in developing the recommendations. They were validated at a presentation to the industry on December 10, 2007.

The report explains why a strong tourism sector is needed to support Toronto's overall success as a globally competitive city. Its recommendations are aligned with those that emerged from the "Agenda for Prosperity: A Prospectus for a Great City".

Implementing the recommendations will require continued collaboration across the industry and with the public sector. The report describes the implementation process that has been ongoing since the research was completed in December 2007. The City of Toronto has an important role to play in this process. The recommendations of the report seek City Council's endorsement of the recommendations and authorization for staff to discuss it with other City divisions, agencies, boards and commissions to determine how they can best support the strength of Toronto's tourism sector.

Background Information (Committee)

2008-05-14-ed13.3

<http://www.toronto.ca/legdocs/mmis/2008/ed/bgrd/backgroundfile-12804.pdf>

2008-05-14-ed13.3-Attachment 1

<http://www.toronto.ca/legdocs/mmis/2008/ed/bgrd/backgroundfile-12805.pdf>

2008-05-14-ed13.3-Attachment 2

<http://www.toronto.ca/legdocs/mmis/2008/ed/bgrd/backgroundfile-12806.pdf>

2008-05-14-ed13.3-Attachment 3-Toronto's Premier-Ranked Tourist Destination Project Final Report

<http://www.toronto.ca/legdocs/mmis/2008/ed/bgrd/backgroundfile-12816.pdf>

Communications (Committee)

(May 14, 2008) submission from Duncan H. Ross, Executive Director, Tourism (ED.New.ED13.3.1)

Speakers (Committee)

Duncan Ross, Executive Director, Tourism
 John Houghton, Vice President, Sales and Marketing, Metro Toronto Convention Centre
 Terry Mundell, President, Greater Toronto Hotel Association
 John Kiru, Executive Director, Toronto Association of Business Improvement
 Areas (Submission Filed)
 Councillor Michael Walker, Ward 22, St. Pauls

ED13.4	Adopted			Ward: All
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Proposal to Nominate Fort York for Inscription in the World Heritage List of UNESCO

City Council Decision

City Council on May 26 and 27, 2008, adopted the following motions:

1. City Council support, in principle, the declaration of Fort York National Historic Site as a UNESCO World Heritage Site.
2. Toronto Culture staff, with the involvement of The City of Toronto Bicentennial Commemoration of the War of 1812 Steering Committee, undertake all actions and research within existing budgets in 2008 to further the UNESCO World Heritage Site Designation.
3. Toronto Culture staff report, for consideration, through the 2009 Budget Process, on any operating and capital budget requirements for 2009 and beyond.

(April 28, 2008) Report from Deputy Mayor Joe Pantalone, Co-Chair of The City of Toronto Bicentennial Commemoration of the War of 1812 Steering Committee, and the Executive Director, Toronto Culture.

Committee Recommendations

The Economic Development Committee recommends that:

1. City Council support, in principle, the declaration of Fort York National Historic Site as a UNESCO World Heritage Site.
2. Toronto Culture staff, with the involvement of The City of Toronto Bicentennial Commemoration of the War of 1812 Steering Committee, undertake all actions and research within existing budgets in 2008 to further the UNESCO World Heritage Site Designation.
3. Toronto Culture staff report, for consideration, through the 2009 Budget Process, on any operating and capital budget requirements for 2009 and beyond.

Financial Impact

There are no immediate financial implications arising from the adoption of this report to the 2008 Operating Budget Toronto Culture.

Once the work required to advance Fort York for consideration as a UNESCO World Heritage Site can be planned in detail, Toronto Culture staff will report through the 2009 Budget Process, on any operating and capital budget requirements for 2009 and beyond.

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

Summary

Fort York National Historic Site has the largest collection of authentic War of 1812 structures in Canada. An unusually rich archaeological resource, Fort York connects the founding decades of the City of Toronto with the battle of York, remnants of the original eighteenth and nineteenth century landscape, and Toronto's first military cemetery. For these reasons, Fort York is a prime candidate for designation by the UNESCO as a World Heritage Site. There are presently no sites designated in the City of Toronto.

The purpose of this report is to have City Council officially support the effort to have Fort York declared a UNESCO World Heritage site.

The City of Toronto Bicentennial Commemoration of the War of 1812 Steering Committee was struck by City Council at its meeting of September 26 and 27, 2007. The Steering Committee is currently developing the plan required to nominate Fort York for inscription in the UNESCO World Heritage List. The nomination will be a significant project in the City of Toronto's Commemoration of the Bicentennial of the War of 1812.

Background Information (Committee)

2008-05-14-ed13.4

<http://www.toronto.ca/legdocs/mmis/2008/ed/bgrd/backgroundfile-12807.pdf>

2008-05-14-ed13.4-Attachment 1

<http://www.toronto.ca/legdocs/mmis/2008/ed/bgrd/backgroundfile-12808.pdf>

ED13.5	Adopted			Ward: 19
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Citizen Appointment to the Fort York Community Museum Management Board

City Council Decision

City Council on May 26 and 27, 2008, adopted the following motions:

1. Council authorize the public release of the confidential information and

recommendations in Attachment No. 1, upon adoption of this report.

2. The selected individual listed in Attachment No. 1 be nominated to the Fort York Community Museum Management Board for a term expiring on or before November 30, 2010, or until a successor is appointed.
3. The appropriate City official be authorized and directed to take the necessary action to give effect thereto.

Confidential Attachment 1 is now public and contains the name of the following person appointed to the Fort York Community Museum Management Board:

- Eileen Costello.

Confidential Attachment - Personal matters about an identifiable individual, including municipal or local board employees

(April 23, 2008) Report from the Executive Director, Toronto Culture.

Committee Recommendations

The Economic Development Committee recommends that:

1. Council authorize the public release of the confidential information and recommendations in Attachment No. 1, upon adoption of this report.
2. The selected individual listed in Attachment No. 1 be nominated to the Fort York Community Museum Management Board for a term expiring on or before November 30, 2010, or until a successor is appointed.
3. The appropriate City official be authorized and directed to take the necessary action to give effect thereto.

Financial Impact

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

Summary

This report requests Council's authority to appoint one citizen member to the Fort York Community Museum Management Board due to a resignation of one of the board members in December 2007.

Terms of Board members are coincident with Council terms. In 2006, a recruitment process was initiated to appoint the nine citizen members of the board. Applications were made available through existing boards and committees, community centres and libraries, were advertised in the U of T Bulletin, on the City's website and on the websites of the Volunteer Centre of Toronto and Charity Village. The Multicultural History Society of Ontario was hired

to recruit and submit the names of qualified candidates from the diverse communities across the City, and a public information session was held. Review panels were established for each board to consider applications, conduct interviews and make recommendations regarding the candidates best qualified to fill the vacancies.

Schedule A to Chapter 103, Heritage, Toronto Municipal Code, states that the Fort York Community Museum Management Board be comprised of seven citizen members, two representatives from the Friends of Fort York, one representative from the Toronto District School Board, one representative from the Toronto Catholic School Board and one to two Members of City Council.

Background Information (Committee)

2008-05-14-ed13.5

(<http://www.toronto.ca/legdocs/mmis/2008/ed/bgrd/backgroundfile-12809.pdf>)

ED13.6	Adopted			
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Appointment of Economic Development Committee Member to the Community Partnership and Investment Program Appeals Sub-Committee

City Council Decision

City Council on May 26 and 27, 2008, adopted the following motion:

1. Councillor Michael Thompson be appointed to the Community Partnership and Investment Program Appeals Sub-Committee for a term of office ending December 31, 2008, and until a successor is appointed.

(April 11, 2008) Report from the City Clerk.

Committee Recommendations

The Economic Development Committee recommends that:

1. Councillor Michael Thompson be appointed to the Community Partnership and Investment Program Appeals Sub-Committee for a term of office ending December 31, 2008, and until a successor is appointed.

Financial Impact

There are no financial implications resulting from this report.

Summary

This report forwards information and a list of Members' preferences for appointment to the

Community Partnership and Investment Program Appeals Sub-Committee so that the Economic Development Committee may nominate a Member for appointment by Council.

Background Information (Committee)

2008-05-14-ed13.6

<http://www.toronto.ca/legdocs/mmis/2008/ed/bgrd/backgroundfile-12810.pdf>

ED13.7	Amended			Ward: All
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Nuit Blanche Toronto - October 4-5, 2008: Information and Requests for a Non-Objection Letter for the Alcohol and Gaming Commission of Ontario

City Council Decision

City Council on May 26 and 27, 2008, adopted the following motions:

1. City Council indicate there is no objection to the City of Toronto Special Events Section endorsing establishments – as selected as “Independent Projects” by an advisory board - applying for a Liquor Sales Licence Extension of Hours for Nuit Blanche on October 4th through to October 5th, 2008.
2. The City Clerk provide a letter indicating Toronto City Council has no objection to the City of Toronto Special Events Section endorsing establishments – as selected as “Independent Projects” by an advisory board and in consultation with the Ward Councillor - when applying for a Liquor Sales Licence Extension of Hours for Nuit Blanche on October 4th through to October 5th, 2008.
3. The City Clerk provide a letter indicating the establishment listed in Attachment 1 is officially endorsed by Nuit Blanche Toronto, and that Toronto City Council has no objection to including this establishment in the application for a sales licence extension of hours with the AGCO for the purpose of staging a commissioned artwork part of Nuit Blanche on October 4th through to October 5th, 2008.
4. The appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

(April 28, 2008) Report from the Director, Special Events, Economic Development, Culture and Tourism.

Committee Recommendations

The Economic Development Committee recommends that:

Economic Development Committee Report - Meeting No. 13
 Considered by City Council on May 26 and 27, 2008

1. City Council indicate there is no objection to the City of Toronto Special Events Section endorsing establishments – as selected as “Independent Projects” by an advisory board - applying for a Liquor Sales Licence Extension of Hours for Nuit Blanche on October 4th through to October 5th, 2008.
2. The City Clerk provide a letter indicating Toronto City Council has no objection to the City of Toronto Special Events Section endorsing establishments – as selected as “Independent Projects” by an advisory board - when applying for a Liquor Sales Licence Extension of Hours for Nuit Blanche on October 4th through to October 5th, 2008.
3. The City Clerk provide a letter indicating the establishment listed in Attachment 1 is officially endorsed by Nuit Blanche Toronto, and that Toronto City Council has no objection to including this establishment in the application for a sales licence extension of hours with the AGCO for the purpose of staging a commissioned artwork part of Nuit Blanche on October 4th through to October 5th, 2008.
4. The appropriate City Officials be authorized and directed to take the necessary action to give effect thereto.

Financial Impact

There are no financial implications for the City of Toronto arising out of the adoption of this report.

Summary

This report requests Council indicate there is no objection to the City of Toronto Special Events Section endorsing establishments – as selected as “Independent Projects” by an advisory board - applying for a Liquor Sales Licence Extension of Hours for Nuit Blanche on October 4th through to October 5th, 2008.

Background Information (Committee)

2008-05-14-ed13.7

<http://www.toronto.ca/legdocs/mmis/2008/ed/bgrd/backgroundfile-12811.pdf>

ED13.8	Adopted			Ward: 18, 19
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Intention to Rename the Dundas-Ossington Business Improvement Area (BIA) to the Little Portugal BIA

City Council Decision

City Council on May 26 and 27, 2008, adopted the following motions:

1. The Dundas-Ossington BIA, as defined by the boundaries described in Attachment No. 1, be renamed as the Little Portugal BIA.

2. Schedule “A” of the Municipal Code, Chapter 19, Business Improvement Areas, be amended to reflect the BIA name change to Little Portugal BIA.

(April 8, 2008) Report from the Director, Small Business and Local Partnerships.

Committee Recommendations

The Economic Development Committee recommends that:

1. The Dundas-Ossington BIA, as defined by the boundaries described in Attachment No. 1, be renamed as the Little Portugal BIA.
2. Schedule “A” of the Municipal Code, Chapter 19, Business Improvement Areas, be amended to reflect the BIA name change to Little Portugal BIA.

Financial Impact

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

Summary

The purpose of this report is to authorize changing the name of the Dundas-Ossington Business Improvement Area (BIA) to the Little Portugal BIA.

Background Information (Committee)

2008-05-14-ed13.8

<http://www.toronto.ca/legdocs/mmis/2008/ed/bgrd/backgroundfile-12812.pdf>

2008-05-14-ed13.8-Attachment 1

<http://www.toronto.ca/legdocs/mmis/2008/ed/bgrd/backgroundfile-12813.pdf>

ED13.9	Adopted			Ward: 13, 14, 16, 22, 25
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The Eglinton Way, Junction Gardens and Uptown Yonge Business Improvement Areas (BIA) Boards of Management - Additions and Deletions

City Council Decision

City Council on May 26 and 27, 2008, adopted the following motions:

1. City Council approve the additions and deletions to The Eglinton Way, Junction Gardens and Uptown Yonge BIA Boards of Management as set out in Attachment No. 1.
2. Schedule A of the Municipal Code Chapter 19, Business Improvement Areas, be

amended to reflect the changes to the BIA Boards of Management.

(April 9, 2008) Report from the Director, Small Business and Local Partnerships.

Committee Recommendations

The Economic Development Committee recommends that:

1. City Council approve the additions and deletions to The Eglinton Way, Junction Gardens and Uptown Yonge BIA Boards of Managements as set out in Attachment No. 1.
2. Schedule A of the Municipal Code Chapter 19, Business Improvement Areas, be amended to reflect the changes to the BIA Boards of Management.

Financial Impact

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

Summary

The purpose of this report is to recommend that City Council approve additions and deletions to The Eglinton Way, Junction Gardens and Uptown Yonge BIAs Boards of Management. As these BIAs are governed by more than one Community Council, City Council must consider the recommendations.

Background Information (Committee)

2008-05-14-ed13.9

<http://www.toronto.ca/legdocs/mmis/2008/ed/bgrd/backgroundfile-12814.pdf>

ED13.10	Adopted			Ward: 35
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Knob Hill Plaza Business Improvement Area - Dissolution of Board of Management and Repeal of Designating By-law

City Council Decision

City Council on May 26 and 27, 2008, adopted the following motions:

1. The Knob Hill Plaza Business Improvement Area (BIA) Board of Management be dissolved and By-law No. 97-2004, which established the Board of Management, be repealed.
2. By-law No. 46-2003, which designated the Knob Hill Plaza Business Improvement Area (BIA), be repealed.

3. Municipal Code Chapter 19, Business Improvement Areas, be amended to delete all references to the Knob Hill Plaza Business Improvement Area (BIA).
4. The City Solicitor be authorized to prepare the by-laws necessary to dissolve the Board of Management, repeal the by-laws noted above and make the necessary amendments to Municipal Code Chapter 19.
5. The Deputy City Manager and Chief Financial Officer be authorized to obtain the 2006 and 2007 financial records of the Knob Hill Plaza Business Improvement Area (BIA) from the BIA's bank branch.
6. The Deputy City Manager and Chief Financial Officer use the remainder of the BIA's 2006 levy to cover the cost of the preparation of the BIA's 2006 and 2007 audits and any other outstanding financial liability of the BIA, pay any bank charges related to the retrieval of BIA financial records, and fund any assessment appeal overruns.
7. The appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

(April 3, 2008) Report from the Director, Small Business and Local Partnerships.

Committee Recommendations

The Economic Development Committee recommends that:

1. The Knob Hill Plaza Business Improvement Area (BIA) Board of Management be dissolved and By-law 97-2004, which established the Board of Management, be repealed.
2. By-law 46-2003, which designated the Knob Hill Plaza Business Improvement Area (BIA), be repealed.
3. Municipal Code Chapter 19, Business Improvement Areas, be amended to delete all references to the Knob Hill Plaza Business Improvement Area (BIA).
4. The City Solicitor be authorized to prepare the by-laws necessary to dissolve the Board of Management, repeal the by-laws noted above and make the necessary amendments to Municipal Code Chapter 19.
5. The Deputy City Manager and Chief Financial Officer be authorized to obtain the 2006 and 2007 financial records of the Knob Hill Plaza Business Improvement Area (BIA) from the BIA's bank branch.
6. The Deputy City Manager and Chief Financial Officer use the remainder of the BIA's 2006 levy to cover the cost of the preparation of the BIA's 2006 and 2007 audits and any other outstanding financial liability of the BIA, pay any bank charges related to the retrieval of BIA financial records, and fund any assessment appeal overruns.

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

Financial Impact

The recommendations will have no financial impact on the City.

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

Summary

To recommend the dissolution of the Knob Hill Plaza Business Improvement Area (BIA) Board of Management and the repeal of By-laws 46-2003 and 97-2004, which established the Knob Hill Plaza BIA and the Board of Management, respectively. The report also recommends that Council authorize the Deputy City Manager and Chief Financial Officer to obtain the 2006 and 2007 financial records of the Knob Hill Plaza BIA from the BIA's bank branch in order to allow for completion of the 2006 and 2007 audits and to use any remaining funds to cover outstanding BIA financial liabilities, if any.

Background Information (Committee)

2008-05-14-ed13.10

<http://www.toronto.ca/legdocs/mmis/2008/ed/bgrd/backgroundfile-12815.pdf>

Speakers (Committee)

Councillor Howard Moscoe, Ward 15, Eglinton-Lawrence

Submitted Wednesday, May 14, 2008

Councillor Kyle Rae, Chair, Economic Development Committee