
Economic Development Committee

Meeting No.	23	Contact	Merle MacDonald, Committee Administrator
Meeting Date	Wednesday, June 17, 2009	Phone	416-392-7340
Start Time	9:30 AM	E-mail	edc@toronto.ca
Location	Committee Room 1, City Hall	Chair	Councillor Kyle Rae

Economic Development Committee		
Councillor Kyle Rae (Chair) Councillor Mark Grimes (Vice-Chair)	Councillor Brian Ashton Councillor Sandra Bussin	Councillor Suzan Hall Councillor Case Ootes

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Declarations of Interest under the Municipal Conflict of Interest Act.**Confirmation of Minutes – May 13, 2009****Speakers/Presentations - A complete list will be distributed at the meeting****Communications/Reports**

ED23.1	ACTION			Ward: All
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Green Economic Sector Development Strategy Update**Presentations****Origin**

(June 3, 2009) Report from Green Economic Sector Development Strategy Update

Recommendations

The General Manager, Economic Development, Culture and Tourism recommends that:

1. City Council acknowledge the green sector economic development initiatives that have been accomplished to date and endorse the continuing implementation of the Green Economic Sector Development Work Plan.
2. City Council refer Building the Future of Green: Toronto's Green Sector International Marketing Plan to Invest Toronto.
3. City Council authorize and direct the appropriate City officials to take the necessary action to give effect thereto.

Summary

The Economic Development, Culture and Tourism (EDCT) Division has undertaken the development of a Green Economic Sector Development Strategy to support the growth and recognition of Toronto's environmental and renewable energy industry sector. This strategy which aligns with the objectives of the Agenda for Prosperity identifies a number of initiatives that will promote environmental best practices among employers, enhance competitiveness and support retention of existing employment and job creation.

This report provides an update on the Green Economic Sector Development activities that have been accomplished to date to implement the strategy and provides an overview of the development of Building the Future of Green: Toronto's Green Sector International Marketing Plan that will raise international awareness of Toronto's green sector businesses to attract new investment and increase employment.

Financial Impact

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

Background Information

Green Economic Sector Development Strategy Update - Staff Report

(<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-21849.pdf>)

Green Economic Development Strategy Status Chart - Attachment 1

(<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-21850.pdf>)

Green Sector International Marketing Plan - Tactics Summary - Attachment 2

(<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-21851.pdf>)

ED23.2	ACTION			Ward: All
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2009 Community Festivals and Special Events Investment Program Economic Development Allocation Recommendations

Origin

(May 29, 2009) Letter from Community Partnership and Investment Program Appeals Sub-Committee

Recommendations

The Community Partnership and Investment Program Appeals Sub-Committee recommends to the Economic Development Committee that:

1. City Council increase the 2009 Commercial Festivals and Special Events Program budget from \$40,800.00 to \$46,170.00 by transferring unallocated funds in the amount of \$5,370.00 from the Commercial Research Investment Program.
2. City Council allocate the Commercial Festivals and Special Events Program across the board on the basis of scale of events, so that category 1 (smaller) events receive \$1,100.00, category 2 (medium) scale events receive \$2,900.00, and category 3 (larger) events receive \$7,300.00, as described in the body of the report (May 7, 2009) from the General Manager, Economic Development, Culture and Tourism.
3. City Council approve allocations for the BIA portion of the 2009 Community Festival and Special Events Investment Program totalling \$44,500.00 as per Attachment No. 1 of the report (May 7, 2009) from the General Manager, Economic Development, Culture and Tourism, with \$1,670.00 set aside for the appeals process.
4. City Council authorize and direct the appropriate City Officials to take the necessary action to give effect thereto.

Summary

Advising of the action taken by the Community Partnership and Investment Program Appeals Sub-Committee on May 29, 2009, and further advising that the Sub-Committee referred the appeal from the Greek Community of Toronto (Applicant 15) to the General Manager,

Economic Development, Culture and Tourism, for further review and report to the meeting of the Economic Development Committee to be held on June 17, 2009, or, if necessary, directly to City Council on July 6, 2009.

Background Information

Letter from Community Partnership and Investment Program Appeals Sub-Committee re: 2009 Community Festivals and Special Investment Program Economic Development Allocation Recommendations

(<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-21725.pdf>)

2009 Community Festivals and Special Events Investment Program Economic Development Allocation Recommendations - Staff Report (May 7, 2009)

(<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-21726.pdf>)

2009 Community Festivals and Special Events Investment Program Summary of Recommendations - Attachment 1

(<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-21727.pdf>)

2009 Community Festivals and Special Events Investment Program Applicant Summary Sheets - Attachment 2

(<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-21728.pdf>)

2009 Community Festivals and Special Events Investment Program Guidelines - Attachment 3

(<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-21729.pdf>)

2a 2009 Community Festivals and Special Events Investment Program Economic Development Appeal Allocation Recommendations

Origin

(June 1, 2009) Report from General Manager, Economic Development, Culture and Tourism

Recommendations

The General Manager, Economic Development, Culture and Tourism recommends that:

1. City Council increase the Commercial Festivals and Special Events Investment Program Economic Development appeal fund of \$1,670.00 be distributed equally to the six Category 1 (smaller) events, so that the amount that category 1 events are recommended to receive from \$1,100.00 to \$1,378.33, as shown on Attachment No. 1 of the report (June 1, 2009) from the General Manager, Economic Development, Culture and Tourism.

Summary

At its May 29, 2009 meeting the Community Partnership and Investment Program Appeals Sub-Committee requested then General Manager, Economic Development, Culture & Tourism to further review and report to the meeting of the Economic Development Committee to be held on June 17, 2009, on the application by the Greek Community of Toronto.

This report recommends that, because the Greek Community of Toronto's event is a "sidewalk sale" that will not take place in a business area and is unlikely to provide any continuing benefit to participating businesses, the Greek Community of Toronto not receive a festival grant.

Furthermore, it is recommended that the \$1,670.00 set aside for the appeals process should be distributed equally to the six Category 1 (smaller) events, so that the amount they are recommended to receive will increase from \$1,100.00 to \$1,378.33.

Financial Impact

There is no financial impact beyond what has been approved in the 2009 Approved Operating Budget. The Deputy City Manager and Chief Financial Officer has reviewed this report and agrees with the financial impact information.

Background Information

2009 Community Festivals and Special Events Investment Program Economic Development Appeal Allocation Recommendations

<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-21819.pdf>

ED23.3	ACTION			Ward: All
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2009 Commercial Research Investment Program (CRIP) Allocation Recommendations

Origin

(May 29, 2009) Letter from Community Partnership and Investment Program Appeals Sub-Committee

Recommendations

The Community Partnership and Investment Program Appeals Sub-Committee recommends to the Economic Development Committee that:

1. City Council approve allocations for the 2009 Commercial Research Investment Program totalling \$39,200.00 as shown in Attachment 1 of the report (May 7, 2009) from the General Manager, Economic Development, Culture and Tourism.
2. City Council transfer \$5,370.00 from the 2009 Commercial Research Investment Program budget to the Commercial Festival and Special Events Program.
3. City Council authorize and direct the appropriate City Officials to take the necessary action to give effect thereto.

Summary

Advising that the Community Partnership and Investment Program Appeals Sub-Committee on May 29, 2009, approved the recommendations in the report (May 7, 2009) from the General Manager, Economic Development, Culture and Tourism.

Background Information

Letter from Community Partnership and Investment Program Appeals Sub-Committee re: 2009 Commercial Research Investment Program (CRIP) Allocation Recommendation

(<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-21730.pdf>)

2009 Commercial Research Investment Program (CRIP) Allocation Recommendations Staff Report (May 7, 2009)

(<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-21731.pdf>)

2009 Commercial Research Investment Program (CRIP) - Summary of Recommendations - Attachment 1

(<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-21732.pdf>)

2009 Commercial Research Investment Program - Applicant Summary Sheets - Attachment 2

(<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-21733.pdf>)

2009 Commercial Research Investment Program Guidelines - Attachment 3

(<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-21734.pdf>)

ED23.4	ACTION			Ward: All
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2009 Economic Development Sector Investment Program (EDSIP) Allocation Recommendations

Origin

(May 29, 2009) Letter from Community Partnership and Investment Program Appeals Sub-Committee

Recommendations

The Community Partnership and Investment Program Appeals Sub-Committee recommends to the Economic Development Committee that:

1. City Council approve the allocations for the 2009 Economic Development Sector Investment Program (EDSIP) totalling \$210,000 as per Attachment No. 2 of the report (May 19, 2009) from the General Manager, Economic Development, Culture and Tourism, with \$14,880 set aside for the appeals process.
2. City Council authorize and direct the appropriate City officials to take the necessary action to give effect thereto.

Summary

Advising of the action taken by the Community Partnership and Investment Program Appeals Sub-Committee on May 29, 2009, and further advising that the Sub-Committee referred the appeal from Digital Arts and Technology Association (Applicant 5) to the General Manager, Economic Development, Culture and Tourism, for further review and report to the meeting of the Economic Development Committee, to be held on June 17, 2009, or, if necessary, directly to City Council on July 6, 2009.

Background Information

Letter from Community Partnership and Investment Program Appeals Sub-Committee re: 2009 Economic Development Sector Investment Program (EDSIP) Allocation Recommendations

(<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-21718.pdf>)

2009 Economic Development Sector Investment Program (EDSIP) Allocation Recommendations - Staff Report (May 19, 2009)

(<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-21719.pdf>)

Economic Development Sectors Investment Program (EDSIP) - Program Highlights - Attachment 1

(<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-21722.pdf>)

Economic Development Sector Investment Program (EDSIP) 2009 Application and Recommendation Summary - Attachment 2

(<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-21723.pdf>)

2009 Economic Development Sector Investment Program (EDSIP) Application Summary Sheet - Attachment 3

(<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-21724.pdf>)

4a 2009 Economic Development Sector Investment Program (EDSIP) Appeals

Origin

(June 2, 2009) Report from General Manager, Economic Development, Culture and Tourism

Recommendations

The General Manager, Economic Development, Culture and Tourism recommends that:

1. City Council approve the allocation of \$14,880 to the Digital Arts and Technology Association from the EDSIP appeals reserve so that the total 2009 EDSIP allocation is \$224,480.
2. City Council authorize and direct the appropriate City officials to take the necessary action to give effect thereto.

Summary

The Community Partnership and Investment Program (CPIP) Appeals Sub-Committee referred the appeal from the Digital Arts and Technology Association (DATA) regarding the 2009 Economic Development Sectors Investment Program (EDSIP) to the General Manager, Economic Development, Culture and Tourism for further review and report to the Economic Development Committee for its meeting on June 17, 2009, or if necessary, directly to City Council on July 6, 2009.

EDCT staff have further reviewed the application and the information presented in the appeal to the Sub-Committee and recommend that City Council approve the allocation of \$14,880 to the Digital Arts and Technology Association from the EDSIP appeals reserve so that the total 2009 EDSIP allocation is \$224,480.

Financial Impact

There are no financial impacts arising from this report.

Background Information

2009 Economic Development Sector Investment Program (EDSIP) Appeals - Staff Report and Attachment 1

<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-21825.pdf>

ED23.5	ACTION			Ward: 15, 17
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Oakwood Village BIA 2009 Operating Budget**Origin**

(May 27, 2009) Report from Deputy City Manager and Chief Financial Officer

Recommendations

The Deputy City Manager and Chief Financial Officer recommends that:

1. The Economic Development Committee adopt and certify to City Council the 2009 expenditure request of the Oakwood Village BIA totalling \$48,851 and a 2009 BIA levy requirement of \$48,851.

Summary

This report brings forward the Oakwood Village Business Improvement Area's (BIA) 2009 Operating Budget 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 BIA.

Financial Impact

No City funding is required since financing of the Business Improvement Area budget is raised by a special levy on members of the Oakwood Village BIA which totals \$48,851.

Background Information

Oakwood Village BIA 2009 Operating Budget

<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-21691.pdf>

ED23.6	ACTION			Ward: 20
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Intention to Designate the Annex-Dupont Business Improvement Area (BIA)**Origin**

(May 21, 2009) Report from General Manager, Economic Development, Culture and Tourism

Recommendations

The General Manager, Economic Development, Culture and Tourism recommends that:

1. City Council designate the area described by Attachment No. 1 (Maps 1 and 2) of the report (May 21, 2009) from the General Manager, Economic Development, Culture and Tourism, as the Annex-Dupont Business Improvement Area (BIA), under Chapter 19 of the City of Toronto Municipal Code.
2. City Council authorize and direct the City Clerk to send out a notice of Council's intention to pass a by-law designating the area described by Attachment No. 1 (Maps 1 and 2) of the report (May 21, 2009) from the General Manager, Economic Development, Culture and Tourism, as a Business Improvement Area (BIA), in accordance with Chapter 19 of the City of Toronto Municipal Code.
3. City Council request the Executive Director of Technical Services to prepare designation by-law maps of the area as described by Attachment No. 1 (Maps 1 and 2) of the report (May 21, 2009) from the General Manager, Economic Development, Culture and Tourism, and submit them to the City Solicitor.

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 Dupont Street, from Davenport Road to just west of Walmer Road, as the Annex-Dupont Business Improvement Area (BIA).

Upon completion of the poll, the General Manager of Economic Development, Culture and Tourism will report on the results to the Economic Development Committee. Subject to a positive poll result, staff shall prepare the necessary by-law and bills to give effect thereto.

Financial Impact

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

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

Background Information

Intention to Designate the Annex-Dupont Business Improvement Area (BIA)
(<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-21615.pdf>)

ED23.7	ACTION			Ward: 28
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Old Cabbagetown Business Improvement Area (BIA) – Name Change

Origin

(April 14, 2009) Report from General Manager, Economic Development, Culture and Tourism

Recommendations

The General Manager, Economic Development, Culture and Tourism recommends that:

1. City Council approve the renaming of the Old Cabbagetown Business Improvement Area, as defined by the boundaries described in Attachment No. 1 of the report (April 14, 2009) from the General Manager, Economic Development, Culture and Tourism, to the Cabbagetown Business Improvement Area.
2. City Council amend the Toronto Municipal Code Chapter 19, Business Improvement Areas, as required to reflect the name change.

Summary

The purpose of this report is to recommend that the name of the Old Cabbagetown Business Improvement Area be changed to the Cabbagetown Business Improvement Area.

Financial Impact

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

Background Information

Old Cabbagetown Business Improvement Area (BIA) - Name Change
<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-21616.pdf>

ED23.8	ACTION			Ward: 20, 28
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Intention to Rename the Queens Quay Harbourfront Business Improvement Area (BIA) to The Waterfront BIA

Origin

(May 4, 2009) Report from General Manager, Economic Development, Culture and Tourism

Recommendations

The General Manager, Economic Development, Culture and Tourism recommends that:

1. City Council rename the Queens Quay Harbourfront BIA, as defined by the boundaries described in Attachment No. 1 of the report (May 4, 2009) from the General Manager, Economic Development, Culture and Tourism, to The Waterfront BIA.

2. City Council amend Schedule “A” of the Municipal Code Chapter 19, Business Improvement Areas, to reflect the BIA name change to The Waterfront BIA.

Summary

The purpose of this report is to change the name of the Queens Quay Harbourfront Business Improvement Area (BIA) to The Waterfront BIA.

Financial Impact

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

Background Information

Intention to Rename the Queens Quay Harbourfront Business Improvement Area (BIA) to The Waterfront BIA

<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-21856.pdf>

ED23.9	ACTION			Ward: 17
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Regal Heights Village Business Improvement Area (BIA) Boundary Expansion Poll Results

Origin

(May 6, 2009) Report from General Manager, Economic Development, Culture and Tourism

Recommendations

The General Manager of Economic Development, Culture and Tourism recommends that:

1. City Council designate as the expanded Regal Heights Village Business Improvement Area (BIA), under Chapter 19 of the Toronto Municipal Code, the area described by Attachment No. 1 of the report (May 6, 2009) from the General Manager, Economic Development, Culture and Tourism; based on the poll results respecting the intention to expand the Regal Heights Village BIA.
2. City Council direct the City Solicitor to submit a by-law to designate the area, described in Attachment No. 1 of the report (May 6, 2009) from the General Manager, Economic Development, Culture and Tourism, as a Business Improvement Area.

Summary

The purpose of this report is to recommend the expansion of the Regal Heights Village Business Improvement Area (BIA) boundaries.

In accordance with Chapter 19 of the City of Toronto Municipal Code, the City Clerk conducted a poll to determine if there is sufficient support to expand the boundaries of the Regal Heights Village BIA. The number of objecting petitions does not meet the sufficiency benchmark set out in Chapter 19-9B of the Municipal Code. Accordingly, City Council may

expand the boundaries of the Business Improvement Area. Based upon the results, it is recommended that Council pass a by-law to designate the area described by the map in Attachment No. 1, as the expanded Regal Heights Village BIA.

Financial Impact

Capital budgets may be impacted in future years should streetscape or other capital improvements be undertaken by the expanded Regal Heights Village BIA. These capital improvements are cost-shared equally between the BIA and the City.

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

Background Information

Regal Heights Village Business Improvement Area (BIA) Boundary Expansion Poll Results (<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-21614.pdf>)

ED23.10	ACTION			Ward: All
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Nuit Blanche Toronto October 3rd, 2009 – Information and Requests for a Non-Objection Letter for the Alcohol and Gaming Commission of Ontario

Origin

(May 19, 2009) Report from General Manager, Economic Development, Culture and Tourism

Recommendations

The General Manager of the Economic Development, Culture and Tourism Division recommends that:

1. City Council declare Nuit Blanche Toronto an event of municipal significance for the Liquor License Board of Ontario (LLBO) and Alcohol and Gaming Commission of Ontario (AGCO) purposes, and in consultation with the Ward Councillor, indicate there is no objection to only official "Independent Projects", as selected by a public advisory board, applying for a Liquor Sales Licence Extension of Hours for Nuit Blanche on October 3rd through to October 4th, 2009.
2. City Council direct the City Clerk, in consultation with the Ward Councillor, to provide a letter indicating Toronto City Council has no objection to only official "Independent Projects", as selected by a public advisory board, applying for a Liquor Sales Licence Extension of Hours for Nuit Blanche on October 3rd through to October 4th, 2009.
3. City Council authorize and direct the appropriate City Officials to take the necessary action to give effect thereto.

Summary

This report requests Council declare Nuit Blanche Toronto 2009 an event of municipal significance, in order that official “Independent Projects” of Nuit Blanche, in consultation with the Ward Councillor, may apply for a Liquor Sales Licence Extension of Hours by Event Organizer. This permit would enable official “Independent Projects” to extend hours for the sales and service of alcohol for the night of the event.

Financial Impact

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

Background Information

Nuit Blanche Toronto October 3, 2009 - Information and Requests for a Non-Objection Letter for the Alcohol and Gaming Commission of Ontario
<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-21692.pdf>

ED23.11	ACTION			Ward: All
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Design Exchange (DX) 2009 Annual Grant Review

Origin

(June 2, 2009) Report from General Manager, Economic Development, Culture and Tourism

Recommendations

The General Manager, Economic Development, Culture and Tourism recommends that:

1. City Council approve the Design Exchange’s 2009 grant of \$500,000 plus accrued interest as per the terms of the City’s grant agreement with the Design Exchange.
2. City Council recognize the Design Exchange for its work in promoting the value of design.
3. City Council request Economic Development staff to work with the DX in 2009 to address the issue of sustainability and to resolve outstanding heritage preservation issues with the developer.

Summary

This report recommends that Council approve the 2009 grant to the Design Exchange, and recognize the DX for its work in promoting the value of design.

In 2008 the DX budgeted for a surplus before amortization of \$145,737. The actual surplus was \$162,654, exceeding budget by almost \$17,000. The economic downturn had a significant impact on rentals, and sales were lower than expected. But cost control and tight management kept variances to a minimum. DX ended the year with a positive cash balance of \$39,000, having paid off bank debt. The DX is working to identify new sources of funds to ensure long-term sustainability of the operation.

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. The DX has requested a grant of \$500,000 plus interest, as per the grant agreement, for 2009.

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 is included in the EDCT 2009 operating budget approved by Council.

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

Background Information

Design Exchange (DX) 2009 Annual Grant Review
<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-21827.pdf>

ED23.12	Information			Ward: All
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Toronto's Premier Ranked Tourist Destination (PRTD) Update

Origin

(June 2, 2009) Report from General Manager, Economic Development, Culture and Tourism

Summary

To inform the Committee on the progress of the implementation of the recommendations endorsed by City Council in 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.

Financial Impact

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

Background Information

Toronto's Premier Ranked Tourist Destination (PRTD) Update - Staff Report
<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-21837.pdf>
 Attachment 1
<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-21838.pdf>