
Economic Development Committee

Meeting No.	26	Contact	Merle MacDonald, Committee Administrator
Meeting Date	Thursday, November 12, 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 – October 15, 2009****Speakers/Presentations - A complete list will be distributed at the meeting****Communications/Reports**

ED26.1	ACTION			Ward: All
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Toronto Region Financial Services Strategy for Enhancing Global Competitiveness

Presentation – Janet Ecker, President and CEO, Toronto Financial Services Alliance (TFSA)

Origin

(October 27, 2009) Report from General Manager, Economic Development, Culture and Tourism

Recommendations

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

1. The Economic Development Committee endorse the recommendations of the Boston Consulting Group (BCG) strategy, Toronto Region Financial Services Strategy for Enhancing Global Competitiveness, to be distributed at the Committee meeting on November 12, 2009.
2. The Economic Development Committee refer the request for additional resources to support implementation of the BCG recommendations to the General Manager, Economic Development, Culture and Tourism.
3. City Council and staff continue to collaborate closely with the Toronto Financial Services Alliance (TFSA) on the development and implementation of the strategy through the Economic Development, Culture and Tourism Division to:
 - a. have the Mayor participate on the Financial Services CEO Leadership Council;
 - b. collaborate with stakeholders to proactively position and promote Toronto region as a premier international financial centre;
 - c. work with stakeholders on the establishment of four leading hubs to enhance global competitiveness as identified in the strategy;
 - d. develop policies and strategies to further attract, develop and enhance Toronto's Talent Advantage; and
 - e. provide sector development assistance.

Summary

This report recommends that Council endorse the recommendations contained in the strategy entitled “Toronto Region Financial Services Strategy for Enhancing Global Competitiveness” to strengthen the financial sector in Toronto and refer the request for additional resources to implement the associated sector strategy to the General Manager, Economic Development, Culture and Tourism.

The TFSA was created in 2001 by the City of Toronto, in partnership with the financial services industry and educators, to enhance and promote Toronto as a premier North American financial centre. It has been a catalyst for collaborative action to strengthen and expand the financial services industry and an advocate for positive change. In 2009, the TFSA contracted Boston Consulting Group (BCG) to conduct a strategic review of Toronto’s financial sector and provide recommendations to further enhance its global positioning. The methodology to develop the strategy included global benchmarking, competitive assessment of Toronto’s strengths and weaknesses, expert interviews and industry consultations, evaluation and prioritization of opportunities, and development of a mobilization plan. The strategy is consistent with the four pillars of the City’s Agenda for Prosperity: Proactive Toronto- Improve Business Climate; Global Toronto-Internationalization; Creative Toronto- Enhance Productivity and Growth, and, One Toronto- Economic Opportunity and Inclusion.

Toronto has a timely and time limited opportunity to capitalize on the increasing global recognition of the stability and integrity of its financial system and position itself strategically for long-term success. The strategy provides an action plan to do so.

Financial Impact

There are no direct financial implications for the City resulting from the adoption of this report. The 2009 Approved Operating Budget for Economic Development, Culture and Tourism includes in the base budget \$125,000 contribution to TSFA. TSFA has requested an increase of \$120,000 in 2010 and an additional \$100,000 in 2011. The General Manager of Economic Development, Culture and Tourism will address the request for additional resources by seeking other sources of funding without requiring an increase to EDCT operating budget.

Background Information

Toronto Region Financial Services Strategy for Enhancing Global Competitiveness
<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-24884.pdf>

ED26.2	Presentation			Ward: All
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Regional Economic Development Organizations - Updates

Summary

Presentations from the following Regional Economic Development Organizations:

- Toronto Regional Research Alliance – Courtney Pratt, Chairman and CEO

- Greater Toronto Marketing Alliance – Lou Milrad, Chair and CEO
- Greater Toronto Marketing Alliance – Gerald Pisarzowski, Vice President, Business Development
- Greening Greater Toronto – Michael Sherman, Managing Director

No material available.

ED26.3	ACTION			Ward: 13, 22, 27
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Citizen Appointment to the Colborne Lodge/Mackenzie House/Spadina Historic House and Gardens Community Museum Management Board

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

Origin

(October 1, 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 authorize the public release of the confidential information and recommendations in Attachment 1 of the report (October 1, 2009) from the General Manager, Economic Development, Culture and Tourism, upon adoption of this report.
2. The Economic Development Committee nominate the selected individual listed in Attachment 1 of the report (October 1, 2009) from the General Manager, Economic Development, Culture and Tourism to the Colborne Lodge/Mackenzie House/Spadina Historic House and Gardens Community Museum Management Board for a term expiring on or before November 30, 2010, or until a successor is appointed.
3. City Council authorize and direct the appropriate City officials to take the necessary action to give effect thereto.

Summary

This report requests Council's authority to appoint a citizen member to the Colborne Lodge/Mackenzie House/Spadina Historic House and Gardens Community Museum Management Board due to the resignation in 2009 of one of the board members.

Schedule A to Chapter 103, Heritage, Toronto Municipal Code, states that the Historic Houses Community Museum Management Board be comprised of nine citizen members, one representative from the Toronto District School Board, one representative from the Toronto District Catholic School Board and three members of City Council.

Financial Impact

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

Background Information

Citizen Appointment to the Colborne Lodge/Mackenzie House/Spadina Historic House and Gardens Community Museum Management Board

(<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-24869.pdf>)

ED26.4	ACTION			Ward: 19
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Citizen Appointments to the Fort York Community Museum Management Board

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

Origin

(October 1, 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 authorize the public release of the confidential information and recommendations in Attachment 1 of the report (October 1, 2009) from the General Manager, Economic Development, Culture and Tourism, upon adoption of this report.
2. The Economic Development Committee nominate the selected individuals listed in Attachment 1 of the report (October 1, 2009) from the General Manager, Economic Development, Culture and Tourism 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. City Council authorize and direct the appropriate City officials to take the necessary action to give effect thereto.

Summary

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

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.

Financial Impact

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

Background Information

Citizen Appointments to the Fort York Community Museum Management Board
<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-24874.pdf>

ED26.5	ACTION			Ward: All
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Business Improvement Areas (BIAs) – 2010 Operating Budgets - Report No. 1

Origin

(October 22, 2009) Report from Deputy City Manager and Chief Financial Officer

Recommendations

The Deputy City Manager and Chief Financial Officer recommends that:

1. City Council adopt and certify the 2010 expenditure requests and levy requirements of the following Business Improvement Areas:

Business Improvement Area	2010 Expenditure Estimates (\$)	2010 Levy Funds Required (\$)
Corso Italia	271,569	248,694
Danforth Mosaic	329,032	274,248
Danforth Village	612,193	582,815
Gerrard India Bazaar	234,695	138,175
Greektown on the Danforth	1,246,554	425,748
Junction Gardens	342,704	256,807
Korea Town	111,540	40,329
Mimico Village	22,771	15,818
Pape Village	64,475	60,394
St. Lawrence Market Neighbourhood	358,338	257,568
The Beach	207,873	181,060
Toronto Entertainment District	1,506,000	1,200,000
Village of Islington	123,477	96,580
Yonge-Lawrence Village	200,554	190,186

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 by October 15, 2009, have been reviewed and are reported herein; BIA Operating Budgets received after this date will be brought forward in later reports. Of the 71 established BIAs, 14 BIA budgets are submitted for approval in this report.

The recommendations reflect 2010 Operating Budgets approved by the respective BIAs' Boards of Management and have been reviewed by City staff to ensure BIA budgets reflect Council's approved policies and practices.

Financial Impact

No City funding is required since financing of Business Improvement Area budgets is raised by a special levy on members which totals \$3,968,422 in this report.

All of the 2010 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 2010 Operating Budget. The BIA budgets have provisions for required capital cost-sharing contributions for those projects approved in 2009 or prior and carried forward into 2010, as well as new capital cost-share projects included in the 2010 Recommended Capital Budget for Economic Development, Culture and Tourism.

Background Information

Business Improvement Areas (BIAs) - 2010 Operating Budgets - Report No. 1
<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-24630.pdf>

ED26.6	ACTION			Ward: All
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City of Toronto Municipal Code Chapter 19, Business Improvement Areas - Proposed Amendments

Origin

(October 20, 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 amendments to Municipal Code Chapter 19, Business Improvement Areas, in relation to purposes of BIA Boards, Council appointments to BIA Boards, proxy voting and minor boundary expansion consents, as described in the report (October 20, 2009) from the General Manager, Economic Development, Culture and Tourism.

2. City Council direct the City Solicitor to amend Municipal Code Chapter 19 in accordance with Attachment 1 to the report (October 20, 2009) from the General Manager, Economic Development, Culture and Tourism, subject to any necessary minor substantive or stylistic refinements as may be identified by the General Manager and the City Solicitor.

Summary

The purpose of this report is to recommend amendments to the Toronto Municipal Code, Chapter 19 – Business Improvement Areas, with respect to the purposes of Business Improvement Area (BIA) Boards of Management, Council appointments to BIA Boards, proxy voting and a clarification respecting minor BIA boundary expansion consents. The City's Legal Services Division and the Toronto Association of Business Improvement Areas have no objections to the proposed amendments.

Financial Impact

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

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

Background Information

City of Toronto Municipal Code Chapter 19, Business Improvement Areas - Proposed Amendments

(<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-24841.pdf>)

ED26.7	ACTION			Ward: 16, 22
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Business Improvement Area (BIA) Boards of Management - Various Additions and Deletions

Origin

(October 19, 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 a deletion to the The Eglinton Way Business Improvement Areas Board of Management as set out in Attachment 1 of the report (October 19, 2009) from the General Manager, Economic Development, Culture and Tourism.
2. City Council amend Schedule A of the Municipal Code Chapter 19, Business Improvement Areas, to reflect changes to the BIA Board of Management.

Summary

The purpose of this report is to recommend that Council approve a deletion to The Eglinton Way BIA Board of Management.

Financial Impact

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

Background Information

Business Improvement Area (BIA) Boards of Management - Various Additions and Deletions (<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-24812.pdf>)

ED26.8	ACTION			Ward: 20
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Annex-Dupont Business Improvement Area (BIA) Poll Results

Origin

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

Recommendations

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

1. Based on the poll results respecting the intention to designate the Annex-Dupont BIA, City Council designate the area described by Attachment 1 of the report (October 19, 2009) from the General Manager, Economic Development, Culture and Tourism as a Business Improvement Area (BIA), under Chapter 19 of the Toronto Municipal Code.
2. City Council direct the City Solicitor to submit a by-law to designate the area described in Attachment 1 of the report (October 19, 2009) from the General Manager, Economic Development, Culture and Tourism as a Business Improvement Area.

Summary

The purpose of this report is to make recommendations regarding the poll results for the proposed Annex-Dupont Business Improvement Area (BIA).

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 designate Annex-Dupont as a Business Improvement Area. The number of objecting petitions does not meet the sufficiency benchmark set out in Chapter 19-9A of the Municipal Code. Accordingly, City Council may establish a Business Improvement Area. Based upon the results, it is recommended that Council pass a by-law to designate the area described by Attachment 1 as the Annex-Dupont BIA.

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

Annex-Dupont Business Improvement Area (BIA) Poll Results

(<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-24835.pdf>)

ED26.9	ACTION			Ward: 7
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Intention to Expand the Emery Village Business Improvement Area (BIA) Boundaries

Origin

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

Recommendations

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

1. City Council request the City Clerk to send out a notice of Council's intent to expand the boundaries of the Emery Village Business Improvement Area to include the area as shown in Attachment 1, and detailed in Attachment 2 of the report (October 19, 2009) from the General Manager, Economic Development, Culture and Tourism, in accordance with Chapter 19 Business Improvement Areas, of the City of Toronto Municipal Code.
2. City Council request the Executive Director, Technical Services to prepare designating by-law maps of the area, as described by Attachment 1, and detailed in Attachment 2 of the report (October 19, 2009) from the General Manager, Economic Development, Culture and Tourism, and submit them to the City Solicitor.
3. Subject to a positive poll result, City Council direct the Emery Village BIA Board of Management to amend its Streetscape Manual for Landowners and Capital Improvements Master Plan to address capital improvements, historical, identity, branding and other Humber Summit issues, similar to other precincts within the current BIA boundaries.

4. In the event of a successful poll, staff convene meetings with representatives of the Emery Village BIA and the proposed expansion area to discuss measures that may be necessary, including constitutional amendments, to address the concerns raised in this report, and report back to the Economic Development Committee on the results of these meetings at the same time as the poll results.

Summary

The purpose of this report is to recommend that the City Clerk conduct a poll to determine if there is sufficient support to expand the boundaries of the Emery Village Business Improvement Area (BIA) as per Attachments 1 and 2.

Upon completion of the poll, the General Manager, Economic Development Culture and Tourism will report 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. Staff will also report further on measures to ensure the interests of the expansion area are reflected in the operations of the BIA.

Financial Impact

Capital Budgets may be impacted in future years should streetscape and other capital improvements be undertaken by the expanded Emery 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

Intention to Expand the Emery Village Business Improvement Area (BIA) Boundaries (<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-24836.pdf>)

ED26.10	ACTION			Ward: 20, 28
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Toronto Entertainment District Business Improvement Area (BIA) Boundary Expansion

Origin

(September 29, 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 1 of the report (September 29, 2009) from the General Manager, Economic Development, Culture and Tourism as the amended Toronto Entertainment District Business Improvement Area (BIA), under Chapter 19 of the Toronto Municipal Code.

2. City Council direct the City Solicitor to submit a by-law to designate the area described in Attachment 1 of the report (September 29, 2009) from the General Manager, Economic Development, Culture and Tourism as a Business Improvement Area.
3. City Council amend Schedule A of the Municipal Code Chapter 19, Business Improvement Areas, to reflect the expanded boundary of the Toronto Entertainment District BIA.

Summary

The purpose of this report is to recommend the expansion of the Toronto Entertainment District Business Improvement Area (BIA) to include the Four Seasons Centre for the Performing Arts, 145 Queen Street West.

Financial Impact

Capital budgets may be impacted in future years should streetscape or other capital improvements be undertaken by the expanded Toronto Entertainment District BIA.

Background Information

Toronto Entertainment District Business Improvement Area (BIA) Boundary Expansion
<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-24838.pdf>

ED26.11	ACTION			Ward: 20
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Poll Result for the Proposed Kensington Market Business Improvement Area

Origin

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

Recommendations

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

1. Based on the poll results respecting the intention to designate the Kensington Market BIA, City Council designate the area described by Attachment 1 of the report (October 21, 2009) from the General Manager, Economic Development, Culture and Tourism as a Business Improvement Area (BIA), under Chapter 19 of the Toronto Municipal Code.
2. City Council direct the City Solicitor to submit a by-law to designate the area described in Attachment 1 of the report (October 21, 2009) from the General Manager, Economic Development, Culture and Tourism as a business improvement area.

Summary

The purpose of this report is to make recommendations regarding the poll results for the proposed Kensington Market Business Improvement Area.

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 designate the proposed Kensington Market BIA. The number of objecting petitions regarding the Kensington Market BIA do not meet the sufficiency benchmark set out in Chapter 19-9A of the Municipal Code. Accordingly, it is recommended that Council pass a by-law to designate the area described by Attachment No. 1 as the Kensington Market BIA.

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. 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.

Background Information

Poll Result for the Proposed Kensington Market Business Improvement Area
(<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-24839.pdf>)

ED26.12	ACTION			Ward: All
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Winterlicious and Summerlicious Culinary Programs Full Implementation of New Criteria and Process for Restaurant Participation

Origin

(October 2, 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 approve "Winterlicious and Summerlicious Prix Fixe Promotion Criteria and Process for Participation" (Appendix 1 of the report (October 2, 2009) from the General Manager, Economic Development, Culture and Tourism) for full implementation for future Winterlicious and Summerlicious programs.

Summary

Winterlicious and Summerlicious were initiated in 2003 to promote Toronto's unique hospitality industry, showcase Toronto's diverse cuisine, profile fine dining experiences at a range of price points, and generate economic activity for the restaurant industry during a slow time of business.

A new criteria and process was implemented as a pilot project for Winterlicious and Summerlicious 2009 to replace the review based process used from 2003 to 2008. This report summarizes the results of the 2009 Winterlicious and Summerlicious criteria and process pilot project.

Financial Impact

The 2009 Winterlicious and Summerlicious pilot programs are completed with no changes to the 2009 approved budget. The 2010 budget will remain at the same level as 2009.

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

Background Information

Winterlicious and Summerlicious Culinary Programs Full Implementation of New Criteria and Process for Restaurant Participation

<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-24866.pdf>

Winterlicious/Summerlicious Prix-Fixe Promotion - Attachment 1

<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-24867.pdf>