

**2009 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM
APPLICATION SUMMARY SHEET**

Agency #1

Agency Name: Association of Registered Interior Designers of Ontario (ARIDO)

Address: 6 Adelaide St E, Suite 220, Toronto, ON M5C 1H6

Ward: 28 (main address) Service Area: City Wide

Project Name: Design Green Toronto – Sept 24 & 25, 2009

Funding Year: 1

Project Description: The project will be a feature exhibit at the IIDEX/NeoCon show and will showcase both new construction and sustainable renovation of existing buildings using “green” construction materials. This year, the Green Building Festival will be co-locating their expo and conference with IIDEX.

Total Project Budget	Other City Funding	Other Government Funding
\$131,007	\$0	\$0
Corporate Sector Contributions	Revenue Generated By Activity	Value of In-Kind Contributions
\$0	\$52,000	\$50,400
2008 Project Grant	2009 Amount Requested	2009 Amount Recommended
\$20,000	\$20,000	\$20,000

Comments:

IIDEX/NeoCon Canada is Canada's largest exposition and conference for design, construction and management of the built environment. Since 2003 IIDEX/NeoCon Canada been showcasing the products and services of SME's located in Toronto through the successful feature areas, Jumpstart and Material World, both launched with the support of EDSIP. This year the Design Green Toronto will provide SME's based in Toronto who design and manufacture products and services for the contract design market as well as sustainable products/services with direct contact to over 16,000 attendees and 385 exhibitors who directly purchase and/or influence the purchase of these products and services.

Recommendation: \$20,000

**2009 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM
APPLICATION SUMMARY SHEET**

Agency #2

Agency Name: The Bata Shoe Museum Foundation

Address: 327 Bloor St. W., Toronto, ON M5S 1W7

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

Project Name: Splendour and Grace: Footwear and the Fashioning of Self in the Renaissance exhibition – November 10, 2009 to November 9, 2010

Funding Year: 1

Project Description: This project is a year long initiative focusing on increasing tourist attendance at the Bata Shoe Museum. The project is a combination of a unique exhibition featuring chopines (a unique form of women’s elevated footwear worn in the Renaissance) as well as stimulating public and educational programming all of which will be promoted by an aggressive marketing campaign targeting key tourist market segments.

Total Project Budget	Other City Funding	Other Government Funding
\$688,000	\$0	\$125,000
Corporate Sector Contributions	Revenue Generated By Activity	Value of In-Kind Contributions
\$45,500	\$550,324	\$30,500
2008 Project Grant	2009 Amount Requested	2009 Amount Recommended
\$0	\$20,000	\$20,000

Comments:

By contributing to the Agenda for Prosperity goals this project is contributing to the long-term economic development of the city and the local economy through new economic growth, job creation and the development of international tourism.

Recommendation: \$20,000

**2009 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM
APPLICATION SUMMARY SHEET**

Agency #3

Agency Name: Computer Animation Studios of Ontario (CASO)

Address: 35 Liberty St., Unit 105, Toronto, ON M6K 1A6

Ward: 14 (main address) Service Area: City-wide

Project Name: IMPRINT – May 2009 to April 2010

Funding Year: 1

Project Description: IMPRINT is an initiative devised of four key programs focusing on the growth of the animation and visual effects industry by encouraging greater collaboration and investment in the digital media companies located with the City of Toronto. The four programs include: a Membership Sales Kit, an Industrial Strategy, the development of a new website and an industry event at TIFF.

Total Project Budget	Other City Funding	Other Government Funding
\$130,000	\$0	\$67,500
Corporate Sector Contributions	Revenue Generated By Activity	Value of In-Kind Contributions
\$5,000	\$11,000	\$11,500
2008 Project Grant	2009 Amount Requested	2009 Amount Recommended
\$0	\$30,000	\$20,000

Comments:

IMPRINT will target studio executives, film and tv producers and other producers of content where visual effects or animation services are required. The computer animation and VFX industry in Ontario is stable, robust and experiencing modest growth. The industry is maturing and is comprised of about 150 experienced small and medium-sized companies as well as a number of start-up companies. IMPRINT will help to drive new investment and job creation and will help to grow the creative cluster of the animation and digital visual effects.

Recommendation: \$20,000

**2009 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM
APPLICATION SUMMARY SHEET**

Agency #4

Agency Name: Creative Trust

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

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

Project Name: Creative Trust Audiences Project – Fall 2008 to 2011

Funding Year: 1

Project Description: The Audiences Project will engage Creative Trust members in an in-depth approach to community engagement and audience development, drawing on the most successful and best informed practices from Toronto and around the world – in order to help Toronto companies build strong and committed audiences, and ensure that the people of Toronto continue to receive the benefit of participating in the arts.

Total Project Budget	Other City Funding	Other Government Funding
\$195,000	\$0	\$75,000
Corporate Sector Contributions	Revenue Generated By Activity	Value of In-Kind Contributions
\$90,000	\$	\$10,000
2008 Project Grant	2009 Amount Requested	2009 Amount Recommended
\$20,000	\$20,000	\$20,000

Comments:

The development of stronger and more capable arts administration, sharing of resources and information across disciplines will help to increase audiences and participation in the arts across the sector. Increased audiences and improved financial management should result in the ability to increase the number of employees and/or move employees from part time to full time status. Through creating deeper and more meaningful relationships with existing audience members, new arts donors will be identified and developed.

Recommendation: \$20,000

**2009 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM
APPLICATION SUMMARY SHEET**

Agency #5

Agency Name: Digital Arts and Technology Association (DATA)

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

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

Project Name: Digital Media Business Incubator

Funding Year: 2

Project Description:

This project involves the establishment of a business incubator for digital media entrepreneurs. The incubator will enable start-up companies to tap into a network of peers for business development training and mentors. The objective is to grow new IP based digital media businesses.

Total Project Budget	Other City Funding	Other Government Funding
\$82,500	\$0	\$50,000
Corporate Sector Contributions	Revenue Generated By Activity	Value of In-Kind Contributions
\$0	\$2,500	\$30,000
2008 Project Grant	2009 Amount Requested	2009 Amount Recommended
\$20,000	\$20,000	\$0

Comments:

The project could be viable, but it was unclear how many new start-ups the project would assist. It seems that only one “client” would be approved. Also, there was no connection to Enterprise Toronto or the Toronto Business Development Corporation both of these City-run organizations could provide business mentorship and training. The goal of having a “client” ready with a viable business plan and prototype for presentation to angels/Venture Capitalists at the Canadian Innovation Exchange in the fall 2009 is ambitious.

Recommendation: \$0

**2009 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM
APPLICATION SUMMARY SHEET**

Agency #6

Agency Name: Hot Docs

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

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

Project Name: Documentary Portal

Funding Year: 2

Project Description:

The Documentary Portal will provide a web-based portal to showcase Canadian documentary films to film distributors, producers and the film industry. It will allow Toronto directors to better market their films. This is phase two of the Digital Doc Shop and will provide the public with an opportunity to buy films securely through the Doc Portal. The service will provide state-of-the-art video streaming to ensure optimal viewing . An intuitive and instructive user-interface will ensure accessibility and functionality.

Total Project Budget	Other City Funding	Other Government Funding
\$641,360	\$0	\$435,000
Corporate Sector Contributions	Revenue Generated By Activity	Value of In-Kind Contributions
\$95,000	\$58,860	\$32,500
2008 Project Grant	2009 Amount Requested	2009 Amount Recommended
\$10,000	\$20,000	\$15,000

Comments:

Hot Docs continues to generate increased international recognition for this genre of filmmaking. Toronto is Canada's leading centre for documentary filmmaking and the Doc Portal will provide users with an opportunity to view 100 titles, including 40 feature-length documentaries and will house approximately 800 documentaries by 2012.

Recommendation: \$15,000

**2009 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM
APPLICATION SUMMARY SHEET**

Agency #7

Agency Name: Miziwe Biik Development Corp (MBDC)

Address: 167 Gerrard St. E., Toronto, ON M5A 2E4

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

Project Name: Aboriginal Arts, Culture and Entrepreneur (AACE) centre

Funding Year: 1

Project Description:

AACE will be Toronto's first dedicated Aboriginal arts and culture centre celebrating and showcasing the full range of Aboriginal artistic expression in the visual and performing arts while assisting Aboriginal artists and Aboriginal people in general to develop entrepreneurial and employment skills through the provision of training and marketing opportunities. The funding will be used to conduct a AACE business and operation plan.

Total Project Budget	Other City Funding	Other Government Funding
\$150,000	\$0	\$120,000
Corporate Sector Contributions	Revenue Generated By Activity	Value of In-Kind Contributions
\$0	\$0	\$50,000
2008 Project Grant	2009 Amount Requested	2009 Amount Recommended
\$0	\$30,000	\$25,000

Comments:

The AACE has tremendous potential to establish a new cultural attraction in the city that will focus on Aboriginal visual and performing arts. This project will support the development of a business and operation plan that will act as a blueprint for the feasibility and sustainability of the AACE. The AACE would concentrate Aboriginal arts and culture in one, easy to access location with a diverse array of Canadian aboriginal and worldwide indigenous programming while at the same time generating employment and self-employment opportunities for the Aboriginal people of Toronto.

Recommendation: \$25,000

**2009 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM
APPLICATION SUMMARY SHEET**

Agency #8

Agency Name: Somali Business Development Centre

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

Ward: 11 (main address) Service Area: City-wide

Project Name: CultureLink Print Shop Services

Funding Year: 1

Project Description:

The SBDC will develop a CultureLink Print Shop, a social enterprise business to generate revenue and to train and employ disadvantaged immigrant youth. This project will be run on a similar model as Eva’s Phoenix Print Shop which started in 2002 and operates as both a training facility and a commercial print shop. The CultureLink Print Shop will be a training facility for disadvantaged youth and newcomers.

Total Project Budget	Other City Funding	Other Government Funding
\$237,264	\$10,000	\$171,504
Corporate Sector Contributions	Revenue Generated By Activity	Value of In-Kind Contributions
\$	\$18,760	\$17,000
2008 Project Grant	2009 Amount Requested	2009 Amount Recommended
\$10,470	\$20,000	\$20,000

Comments:

The Somali Business Development Centre has run a number of programs to strengthen the business development and entrepreneurial skills of newcomers to Toronto. The CultureLink Print Shop is a new concept modelled on an existing successful venture that will contribute to the local economy through job creation and skills development.

Recommendation: \$20,000

**2009 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM
APPLICATION SUMMARY SHEET**

Agency #9

Agency Name: Toronto Food Business Incubator (TFBI)

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

Ward: 07 (main address) Service Area: City-wide

Project Name: St. Lawrence Market Complex – Vendor Booth

Funding Year: 2

Project Description:

The Toronto Food Business Incubator was established in November 2007 to help entrepreneurs start new processed food businesses. Since then the TFBI has started more than 10 new food companies at its facility. These new businesses require an opportunity to retail their new food products and space has been made available at the St. Lawrence Market complex at the Farmer’s Market on Saturday mornings.

Total Project Budget	Other City Funding	Other Government Funding
\$150,000	\$50,000	\$50,000
Corporate Sector Contributions	Revenue Generated By Activity	Value of In-Kind Contributions
\$0	\$15,000	\$15,000
2008 Project Grant	2009 Amount Requested	2009 Amount Recommended
\$20,000	\$20,000	\$20,000

Comments:

The TFBI is serving a valuable need by helping new food companies become established. The St. Lawrence Market offers the ideal vending opportunity to enable these new companies to market and retail their food products.

Recommendation: \$20,000

**2009 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM
APPLICATION SUMMARY SHEET**

Agency #10

Agency Name: TO Play Sports Festival

Address: 15 Fort York Blvd., Toronto, ON M5V 3Y4

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

Project Name: TO PLAY Toronto – July 2009

Funding Year: 1

Project Description:

TO PLAY Toronto is non-profit organization dedicated to creating a world-class festival that will inspire and unite people through sport. Through participation, TO PLAY will encourage healthy living and balanced lifestyles, promote the development of life skills and core values and bring generations together.

Total Project Budget	Other City Funding	Other Government Funding
\$817,960	\$0	\$700,000
Corporate Sector Contributions	Revenue Generated By Activity	Value of In-Kind Contributions
\$100,000	\$	\$
2008 Project Grant	2009 Amount Requested	2009 Amount Recommended
\$0	\$20,000	\$0

Comments:

The three members of the TO PLAY Toronto Board of Directors reside in the US. There are no endorsements from any of the professional sports franchises identified in the application (Toronto Blues Jays, etc.); the overall concept of a “sports festival” is too broad and vague and the event is intended to take place during the summer months at the height of the tourist season when a number of events already exist that draw tourism.

Recommendation: \$0

**2009 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM
APPLICATION SUMMARY SHEET**

Agency #11

Agency Name: Toronto Region Research Alliance (TRRA)

Address: MaRS Centre, 101 College St., Suite LH30, Toronto, ON M5G 1L7

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

Project Name: Green Tech/Clean Tech In-depth Analysis

Funding Year: 2

Project Description:

The project will focus on developing an accurate, in-depth picture and description of the cleantech/greentech and advanced manufacturing sectors in the Toronto region. It will include a number of assets; including companies in the area, research excellence, and infrastructure and will result in a description of assets which differentiate the City and surrounding region. The work will capitalize on the detailed lists of information which has been gathered on the cleantech/greentech and advanced manufacturing sectors by TRRA over the past two years.

Total Project Budget	Other City Funding	Other Government Funding
\$140,000	\$0	\$70,000
Corporate Sector Contributions	Revenue Generated By Activity	Value of In-Kind Contributions
\$30,000	\$0	\$0
2008 Project Grant	2009 Amount Requested	2009 Amount Recommended
\$40,000	\$40,000	\$30,000

Comments:

The research and intelligence gathered by the TRRA for the cleantech/greentech sectors will provide information that will enable the city and its partners to attract additional new investment and employment to Toronto. It will also help companies that are located here to retain operations in Toronto. The funds will allow TRRA to hire an intern to complete this research.

Recommendation: \$30,000

**2009 ECONOMIC DEVELOPMENT SECTOR INVESTMENT PROGRAM
APPLICATION SUMMARY SHEET**

Agency #12

Agency Name: Young Centre for the Performing Arts

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

Ward: 28 (main address) Service Area: City-wide

Project Name: Canwest Cabaret Festival – October 29 to November 1, 2009

Funding Year: 2

Project Description:

The Canwest Cabaret Festival is a four-day celebration of song, story and ideas featuring some of Canada's best loved musicians and performers. The festival will feature nearly 50 concerts and almost 150 artists in the disciplines of music, dance, theatre and the spoken word. In 2008, the festival was an artistic and critical success.

Total Project Budget	Other City Funding	Other Government Funding
\$683,100	\$0	\$68,100
Corporate Sector Contributions	Revenue Generated By Activity	Value of In-Kind Contributions
\$152,600	\$161,000	\$294,000
2008 Project Grant	2009 Amount Requested	2009 Amount Recommended
\$20,000	\$20,000	\$20,000

Comments:

Creativity is at the heart of the Agenda for Prosperity which recommends strengthening the city's tourism infrastructure and ensuring that unique and new attractions, including major international events and local festivals are being developed and supported. The Canwest festival runs towards the end of the tourism season and provides an additional reason for visitors to extend their stay or return to Toronto.

Recommendation: \$20,000