

Competitiveness, Creativity and Collaboration Investment Program - Recommendations 2010

Date:	June 9, 2010
To:	Economic Development Committee & Community Partnership and Investment Program Appeals Sub-Committee
From:	General Manager, Economic Development and Culture
Wards:	All
Reference Number:	P:/2010/Cluster A/EDC/ECON DEV/June/ed1006-018

SUMMARY

This report presents an evaluation of applications received for the Competitiveness, Creativity and Collaboration (CCC) Investment Program in 2010. This program is funded through the Community Partnership and Investment Program (CPIP) and provides support to non-profit organizations for projects that meet economic development objectives.

Established by City Council in 2009, the Competitiveness, Creativity and Collaboration Investment Program is aligned with the *Agenda for Prosperity* to support collaborative initiatives that can grow to scale, generate increased economic activity, maintain and strengthen strategic industry sectors, create jobs and enhance Toronto's image as a centre of creativity, innovation and collaboration.

Staff recommend that eight applicants receive Competitiveness, Creativity and Collaboration Investment grants for a total amount of \$345,000, and that 41,990 be held for appeals.

RECOMMENDATIONS

The General Manager, Economic Development and Culture recommends that:

1. Economic Development Committee approve the allocations for the 2010 Competitiveness, Creativity and Collaboration Investment Program totalling \$345,000 as per Attachment No.2, with \$41,990 set aside for the appeals process;
2. this report be forwarded to the Community Partnership and Investment Program (CPIP) Appeals Sub-Committee for its meeting on June 29, 2010;
3. the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

Financial Impact

This report recommends that the Community Partnership and Investment Program (CPIP)'s 2010 Approved Operating Budget for the Competitiveness, Creativity and Collaboration Investment Program of \$386,990 be allocated as per Attachment No. 2, with \$41,990 set aside for appeal purposes.

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

DECISION HISTORY

At its meeting on January 27 and 28, 2009, City Council adopted the Economic Development Committee's recommendations (ED18.3) to establish the Competitiveness, Creativity and Collaboration Investment Program to:

- a. build on the fundamental principles identified in the *Agenda for Prosperity*;
- b. work in partnership with business and industry non-profit organizations to improve Toronto's economic prosperity;
- c. increase employment opportunities;
- d. attract new investment and retain businesses; and
- e. involve members of the business community to assist with the review and adjudication process.

Council directed that the CCC program be administered by the General Manager, Economic Development & Culture.

<http://www.toronto.ca/legdocs/mmis/2009/ed/bgrd/backgroundfile-18021.pdf>

This report provides an assessment and makes recommendations regarding the applications submitted to CCC in 2010. At its meeting on June 29, 2010, the CPIP Sub-committee will hear deputations from appellants to determine if there are reasonable grounds for staff to re-assess any CCC applications.

An amount of \$41,990 is reserved for appeals. Staff will forward recommendations regarding any appeals to City Council as an Addendum to this report for its meeting on July 5, 2010.

ISSUE BACKGROUND

The adjudication of the CCC applications is conducted in two stages. The first stage determines whether basic eligibility criteria have been met. Ineligible applications are not approved for further consideration. Applicants are identified as ineligible if they submit late applications, are in default with the City of Toronto because of failure to meet the terms and conditions of any previous City of Toronto funding, fail to meet one or more of the CCC eligibility criteria, or if the application submitted is so incomplete that eligibility cannot be properly assessed. Eligible applications proceed to the assessment stage of the process.

The Competitiveness, Creativity and Collaboration Investment Program has a set of specific eligibility criteria for evaluating applications. An overview of eligibility criteria, conditions, application process and report requirements are included as Attachment No. 1

Members of the business community are engaged to assist with the evaluation through an adjudication panel. The adjudication panel was comprised of two staff and two external volunteers, a marketing professional and a business consultant.

COMMENTS

A total of 20 Competitiveness, Creativity and Collaboration Investment Program applications were received by the March 29, 2010 deadline. The total amount requested from the applicants is \$900,000. The total amount available through CCC is \$386,990 including \$41,990 for appeals. A summary of the 2010 CCC adjudication panel recommendations is included as Attachment No. 2. A summary for each CCC application is included in Attachment No. 3.

Table 1 below shows the distribution of applications by sector and the percentage of total funding per sector.

Table 1

CCC applications by Sector 2010	Applications Received	Applications Recommended	Percentage of Total Funding
Creative Industries	5	2	26%
Film & Television	4	1	14%
Green/Cleantech	2	1	14%
Food	1	1	14%
ICT	1	0	0%
Design	2	1	7%
BIA	3	1	12%
Other	2	1	14%
Total	20	8	100%

This year, the CCC is supporting projects that will help bolster small business, entrepreneurship, and initiatives in which align with City interests, such as Tower Renewal through the Tower Labs application and the expansion of the Toronto Food Business Incubator (TFBI).

The eight CCC projects recommended in 2010 contribute to the implementation of the four pillars of *The Agenda for Prosperity*. These projects will have a positive direct economic impact supporting local business development activities across the city.

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SIGNATURE

Michael H. Williams, General Manager
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ATTACHMENTS

Attachment No. 1 – CCC Investment Program Overview

Attachment No. 2 – CCC Application Summary

Attachment No. 3 – CCC Application Summary Sheets