

**City Council**

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**Motion without Notice**

MM52.44	ACTION			Ward: All
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**Endorsement of Toronto Moments Idea - by Councillor Carroll, seconded by Councillor Walker**

*\* This Motion has been deemed urgent by the Chair. Council has added this Motion to the agenda for debate.*

**Recommendations**

Councillor Carroll, seconded by Councillor Walker recommends that:

1. City Council endorse the creation of a pilot project to create a series of short films to tell Toronto's stories and request the General Manager of Economic Development and Culture to lend support to the project.

**Summary**

The Toronto Film Board at its June 3, 2010 meeting had a report before it, titled "Toronto Moments: Producing Toronto's Stories - Building our Consciousness" [Meeting 9, Item 8]. The report indicates that there has been a call from many quarters for Toronto to tell its stories to its citizens and the world. It recommends a pilot project, based on significant private sector/partner funding, to write, produce and distribute a small number of short films that would communicate positive compelling messages about the City.

Making an approach to the private sector and various potential partners is always challenging. To bring added credibility to the pilot and an identifiable commitment by the City will facilitate fund raising. As such, the idea is being brought before Executive for discussion.

The City will be requested to provide \$200,000 in support contingent on the private sector contributing a minimum of \$300,000 in cash and in-kind services. Should City funds be requested they will be found within existing budgets.

(Submitted to City Council on August 25 and 26, 2010 as MM52.44)