

2011 Competitiveness, Creativity and Collaboration Investment Program Application Summary

Application #1

Agency Name: ACCESS Community Capital Fund

Address: 1775 Danforth Avenue, Toronto ON, M4C 1J1

Ward: 32

Service Area: Ward 28

Project Name: Regent Park Micro Loan Program

Project Description: With community partners, will develop and execute a pilot micro loan program in the Regent Park community to provide residents with access to capital to fund new or existing businesses. Ultimately the program aims to promote self-employment and increase financial literacy and capacity building in the community.

Total Project Budget	Other City Funding	Other Government Funding
\$65,000	\$0	\$0
Corporate Sector Contributions	Revenue Generated by Activity	Value of In-kind Contributions
\$25,000	\$0	\$15,000
	2011 Amount Requested	2011 Amount Recommended
	\$25,000	\$25,000

Comments: The project is likely to stimulate business creation and support viable self-employment in the Regent Park community. By building in mentorship and referrals to existing business support programs, the project increases the likelihood of business success. In the long term, the entrepreneurs and businesses that receive micro loans are likely to generate sustainable investment and employment.

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Application #2

Agency Name: The Association of Registered Interior Designers of Ontario (ARIDO) and the Interior Designers of Canada (IDC)

Address: C536 – 43 Hanna Avenue, Toronto ON, M6K 1X1

Ward: 19

Service Area: City-Wide

Project Name: Building Excellence: Toronto and Canada's Best Green Buildings

Project Description: Feature exhibit at IIDEX / NeoCon Canada showcasing Toronto's best examples of sustainable architecture and environmental design of green buildings. This will support Toronto-based SMEs by providing a platform to interact with and educate potential clients on the value of building green.

Total Project Budget	Other City Funding	Other Government Funding
\$110,000	\$0	\$0
Corporate Sector Contributions	Revenue Generated by Activity	Value of In-kind Contributions
\$0	\$10,000	\$50,000
	2011 Amount Requested	2011 Amount Recommended
	\$50,000	\$24,857

Comments: Showcasing Toronto-based service and product providers can contribute to the City being seen as a leader in 'green building'. Although the IIDEX Conference is a limited term event, the strategic plan includes the creation of a travelling exhibit combined with hands-on educational sessions that will continue to bring practitioners and clients together. The panel recommends funding the project for a portion of the requested amount.

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Application #3

Agency Name: Canada's Walk of Fame

Address: 210 St. Clair Avenue West, 3rd Floor, Toronto, ON M4V 1R2

Ward: 22

Service Area: City-Wide

Project Name: Canada's Walk of Fame Festival

Project Description: Four-day festival dedicated to the celebration of Canada's cultural heritage and developing emerging talent. The festival will feature performers, visual artists, vendors, and artisans. Its main aim is to attract visitors and to increase Toronto's profile as a great city to live and work in.

Total Project Budget	Other City Funding	Other Government Funding
\$9,608,832	\$0	\$1,030,000*
Corporate Sector Contributions	Revenue Generated by Activity	Value of In-kind Contributions
\$725,000	\$2,075,000	\$5,808,752
	2011 Amount Requested	2011 Amount Recommended
	\$50,000	\$0

**Ask in place but not confirmed*

Comments: The City of Toronto provides capital funding for the installation of sidewalk stars along Canada's Walk of Fame. However, it is difficult to demonstrate that as a limited term event, this associated festival will create long-term employment. Additionally, this project has significant funding sources apart from CCCIP.

2011 Competitiveness, Creativity and Collaboration Investment Program Application Summary

Application #4

Agency Name: Centennial College of Applied Arts & Technology

Address: P.O. Box 631 Station A, Toronto ON, M1K 5E9

Ward: 29, 37, 38, 44

Service Area: City-Wide

Project Name: Student Business Incubator

Project Description: Proposed expansion of a 2010 pilot program to help Centennial entrepreneurs start businesses and nurture their initial growth. Expansion would make available business incubation space for Centennial students at all four of the College's Toronto campuses.

Total Project Budget	Other City Funding	Other Government Funding
\$80,000	\$0	\$0
Corporate Sector Contributions	Revenue Generated by Activity	Value of In-kind Contributions
\$0	\$0	\$40,000
	2011 Amount Requested	2011 Amount Recommended
	\$40,000	\$40,000

Comments: The proposed project aligns well with Centennial College's focus on applied research and learning, and is likely to help develop successful ventures started by students. Most colleges and universities in Toronto are developing business incubators and the City supports their efforts. Each of Centennial's four campuses has a different industry focus, so this project will support business creation and innovation in multiple sectors including robotics, transportation industries, health and digital media.

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Application #5

Agency Name: The Centre for Social Innovation

Address: 215 Spadina Avenue, Suite 400, Toronto ON, M5T 2C7

Ward: 20

Service Area: City-Wide

Project Name: Project Wildfire

Project Description: A youth social enterprise incubator that will offer a comprehensive model of funding, inspiration, resource and education (F.I.R.E.) to support young social entrepreneurs in Toronto. Although open to anyone aged 19-29, the project will encourage participation among youth living in Toronto Community Housing buildings and in neighbourhoods designated by the City as Priority Areas for investment.

Total Project Budget	Other City Funding	Other Government Funding
\$209,000	\$0	\$0
Corporate Sector Contributions	Revenue Generated by Activity	Value of In-kind Contributions
\$82,000	\$10,000	\$72,000
	2011 Amount Requested	2011 Amount Recommended
	\$45,000	\$45,000

Comments: Because it focuses on youth and on priority neighbourhoods, the project supports both economic and social goals. It will advance self-employment as a viable option for youth that currently face significant barriers within the labour market. The F.I.R.E. model of incubation support is a promising comprehensive approach to help establish sustainable social enterprises.

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Application #6

Agency Name: Community MicroSkills Development Centre

Address: 1 Vulcan Street, Toronto ON, M9W 1L3

Ward: 2 (Head Office), 33 (Incubator Location)

Service Area: City-Wide

Project Name: Business Incubator Entrepreneurs Project

Project Description: Will establish and operate a set of business incubator services for women, newcomers and youth business operators that will contribute to their business growth and sustainability. The incubator will be housed in MicroSkills' location at 200 Consumers Road.

Total Project Budget	Other City Funding	Other Government Funding
\$220,450	\$0	\$0
Corporate Sector Contributions	Revenue Generated by Activity	Value of In-kind Contributions
\$13,000	\$100,000	\$58,750
	2011 Amount Requested	2011 Amount Recommended
	\$48,700	\$48,700

Comments: The focus on women, newcomers and youth helps ensure equitable access to incubation services within the City and is likely to help generate viable self-employment for some of those who participate. The incubator builds on the organization's experience delivering self-employment training to women. It is based on a fee for service model that will offset project costs.

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Application #7

Agency Name: The Design Exchange

Address: 234 Bay Street, PO Box 18, TD Centre, Toronto ON, M5K 1B2

Ward: 28

Service Area: City-Wide

Project Name: Design + Innovation Workshops

Project Description: Workshops are designed to help manufacturing and service industry businesses to understand the value of design, the design process, and design thinking. Collaborative sessions at the workshops are intended to provide a basis for future collaboration by participating businesses. Participants will also learn how creativity and design are tied to innovation.

Total Project Budget	Other City Funding	Other Government Funding
\$169,856	\$0	\$0
Corporate Sector Contributions	Revenue Generated by Activity	Value of In-kind Contributions
\$23,700	\$16,200	\$96,156
	2011 Amount Requested	2011 Amount Recommended
	\$50,000	\$24,857

Comments: Workshops that demonstrate the value of the design process have the potential to increase innovation and productivity if taken up by participating companies in a variety of sectors. Based on the program budget, the panel recommends funding the project for a portion of the requested amount.

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Application #8

Agency Name: EqualiTV

Address: 330 Jarvis Street, Unit 205, Toronto ON, M4Y 3A3

Ward: 27

Service Area: City-Wide

Project Name: EQTO COPRO International

Project Description: Launching Canada's first TV Channel for people with disabilities, beginning with broadcast distribution in Toronto. Content for the channel will be developed through international co-productions. The COPRO program's goal is to encourage Toronto film and television workers and companies to become the Canadian side of international co-productions.

Total Project Budget	Other City Funding	Other Government Funding
\$1,500,000	\$0	N/A
Corporate Sector Contributions	Revenue Generated by Activity	Value of In-kind Contributions
\$750,000	\$0	\$375,000
	2011 Amount Requested	2011 Amount Recommended
	\$50,000	\$0

Comments: The application did not adequately explain the project deliverables and budget. It was therefore difficult to assess whether or not it would generate employment and/or investment.

2011 Competitiveness, Creativity and Collaboration Investment Program Application Summary

Application #9

Agency Name: George Brown College School of Design

Address: 230 Richmond Street East, Toronto ON, M5A 1P4

Ward: 28

Service Area: City-Wide

Project Name: Digifest 2011

Project Description: A 5-day digital media festival celebrating the best in animation, mobile computing, virtual reality, gaming, film, interactive and digital art and design in Toronto. Festival will include presentations by established and emerging designers, technologists and artists, along with demonstrations, exhibits and social events.

Total Project Budget	Other City Funding	Other Government Funding
\$515,000	\$0	\$50,000*
Corporate Sector Contributions	Revenue Generated by Activity	Value of In-kind Contributions
\$100,000**	\$100,000	\$215,000
	2011 Amount Requested	2011 Amount Recommended
	\$50,000	\$0

*Preparing request for Provincial Ministry of Research and Innovation

**\$20,000 confirmed

Comments: Because it is limited to the duration of the 5-day festival, and similar events also bring together local digital media stakeholders, this project is less likely to generate long-term employment or investment than other projects that are recommended for funding.

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Application #10

Agency Name: Hot Docs

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

Ward: 20

Service Area: City-Wide

Project Name: Docs on Demand: Phase 2

Project Description: Project will help develop practical solutions to increasing innovation, learning and agility for Toronto's documentary media cluster, specifically in response to the major shifts in creation, distribution, and delivery technologies, as well as sales and financing options. Hot Docs is aiming to develop a prototype of an effective digital content aggregation for the cluster.

Total Project Budget	Other City Funding	Other Government Funding
\$774,500	\$0	\$385,000*
Corporate Sector Contributions	Revenue Generated by Activity	Value of In-kind Contributions
\$60,000	\$144,000	\$135,500
	2011 Amount Requested	2011 Amount Recommended
	\$50,000	\$24,856

* \$345,000 confirmed

Comments: The panel is supportive of Hot Docs' efforts to advance Toronto's documentary media cluster through the development of new commercialization and financing opportunities. This is an extension of the Hot Docs project funded by CCC in 2010. Hot Docs remains in good standing in terms of its use of 2010 CCCIP funds for intended purposes. The panel recommends funding the project for a portion of the requested amount.

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Application #11

Agency Name: Liberty Village Business Improvement Area

Address: 67 Mowat Avenue, Suite104, Toronto ON, M6S 3H9

Ward: 14

Service Area: City-Wide

Project Name: iCAN Pitch Event 2011

Project Description: The proposed event is designed to bring writers with script ideas, documentaries and screenplays face to face with established industry professionals looking for projects to develop.

Total Project Budget	Other City Funding	Other Government Funding
\$83,400	\$0	\$0
Corporate Sector Contributions	Revenue Generated by Activity	Value of In-kind Contributions
\$0	\$21,500	\$36,900
	2011 Amount Requested	2011 Amount Recommended
	\$25,000	\$0

Comments: The panel is concerned that the event lacks financial backing from the industry professionals and established companies that are in a position to buy scripts or story ideas. The reliance on conference attendance fees and government support indicates that the unmet demand for story ideas from the production side may not be as strong as described.

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Application #12

Agency Name: Planet in Focus

Address: 55 Mill Street, Building 74 #402, Toronto ON, M5A 3C4

Ward: 28

Service Area: City-Wide

Project Name: Green Production Showcase

Project Description: Project goal is to make Toronto the leading provider of environmental sustainability services in the Film & Television industry. Includes a workshop during the Toronto International Film Festival showcasing environmental sustainability initiatives taking place on set in Toronto, and a website to similarly market sustainability measures and knowledge within the sector.

Total Project Budget	Other City Funding	Other Government Funding
\$119,500	\$0	\$2,000
Corporate Sector Contributions	Revenue Generated by Activity	Value of In-kind Contributions
\$35,000	\$17,500	\$40,000
	2011 Amount Requested	2011 Amount Recommended
	\$25,000	\$0

Comments: The panel is supportive of Planet in Focus' goal to reduce the environmental impact of local film and television productions, and thereby attract more productions. However, the organization received CCC funding in 2010 for capacity building and although the project remains in good standing in terms of its use of 2010 CCCIP funds, the expected employment benefits relative to other projects do not justify a second round of CCC investment.

2011 Competitiveness, Creativity and Collaboration Investment Program Application Summary

Application #13

Agency Name: Scadding Court Community Centre

Address: 707 Dundas Street West, Toronto ON, M5T 2W6

Ward: 20

Service Area: City-Wide

Project Name: Live Local Marketplace

Project Description: A marketplace along Dundas Street West that will use refurbished shipping containers to create accessible and affordable sites for small and non-traditional businesses, a high-profile neighbourhood-based vending site featuring local goods, and Toronto's only Night Market. The project seeks to formalize a new local community development model that can be replicated by other non-profit and private sector organizations in other areas of the city in order to stimulate local economies.

Total Project Budget	Other City Funding	Other Government Funding
\$97,820	\$0	\$0
Corporate Sector Contributions	Revenue Generated by Activity	Value of In-kind Contributions
\$0	\$33,282	\$17,318
	2011 Amount Requested	2011 Amount Recommended
	\$48,720	\$48,720

Comments: This project is likely to provide opportunities for small-scale retail businesses and for suppliers of locally produced goods. Using CCC funds to coordinate marketing and further animate the market has the potential to revitalize a key downtown streetscape. The panel indicated that the marketplace tenants would benefit from small business mentorship and advisory services and that the organization could work with Enterprise Toronto to develop these services.

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Application #14

Agency Name: Somali Business Development Centre

Address: 1615 Weston Road, Toronto ON, M9N 1T8

Ward: 11

Service Area: City-Wide

Project Name: African Business Exhibition

Project Description: A two day tradeshow that aims to provide attendees with education, resources and networking opportunities while spotlighting the products and services of black businesses and organizations.

Total Project Budget	Other City Funding	Other Government Funding
\$174,800	\$0	N/A
Corporate Sector Contributions	Revenue Generated by Activity	Value of In-kind Contributions
\$0	\$75,000	\$24,000
	2011 Amount Requested	2011 Amount Recommended
	\$50,000	\$0

Comments: Given the limited scope of a two-day tradeshow this project is less likely to achieve the goals of the CCC program than other projects that are recommended for funding.

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Application #15

Agency Name: Toronto Alliance for the Performing Arts

Address: 215 Spadina Avenue, Suite 210, Toronto ON, M5T 2C7

Ward: 20

Service Area: City-Wide

Project Name: hipTix

Project Description: Youth outreach program that offers students (ages 15-29) tickets to live performing arts events (specifically theatre, dance and opera) for \$5.

Total Project Budget	Other City Funding	Other Government Funding
\$336,864	\$0	\$8,000
Corporate Sector Contributions	Revenue Generated by Activity	Value of In-kind Contributions
\$15,000	\$25,000	\$248,864
	2011 Amount Requested	2011 Amount Recommended
	\$40,000	\$40,000

Comments: The hipTix program will enhance the ability of performing arts organizations to attract young people, and is therefore likely to help sustain employment within the sector by developing future audiences.

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Application #16

Agency Name: Toronto Association of Business Improvement Areas

Address: 2257 Bloor Street West, Toronto ON, M6S 1N8

Ward: 13

Service Area: City-Wide

Project Name: Citywide Promotion Campaign

Project Description: Project will promote local BIAs on a citywide basis through print, radio and other formats highlighting the various activities, initiatives and marketplace improvements undertaken. In addition the campaign will assist BIAs in further developing and marketing their festivals and special events which take place throughout the year.

Total Project Budget	Other City Funding	Other Government Funding
\$310,000	\$0	\$0
Corporate Sector Contributions	Revenue Generated by Activity	Value of In-kind Contributions
\$50,000	\$110,000	\$115,000
	2011 Amount Requested	2011 Amount Recommended
	\$35,000	\$35,000

Comments: The project will help position small businesses within Business Improvement Areas as viable alternatives to larger format retail stores. Efficiencies resulting from a citywide promotion campaign will help multiple BIAs serve as anchors for neighbourhoods and destinations for consumers and tourists.

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Application #17

Agency Name: Toronto Association of Business Improvement Areas

Address: 2257 Bloor Street West, Toronto ON, M6S 1N8

Ward: 13

Service Area: City-Wide

Project Name: What Exactly is Happening on Toronto's Main Streets

Project Description: Will create a survey of all commercial and industrial spaces and tenants within all BIAs. The information collected will go into a BIA database to be used for business recruitment and retention. The database will also include the condition of existing buildings and can be used to identify priority infrastructure improvements.

Total Project Budget	Other City Funding	Other Government Funding
\$250,000	\$0	\$0
Corporate Sector Contributions	Revenue Generated by Activity	Value of In-kind Contributions
\$0	\$0	\$200,000
	2011 Amount Requested	2011 Amount Recommended
	\$50,000	\$0

Comments: The benefits of this project are not as clear as TABIA's other proposal to develop a city-wide promotional campaign.

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Application #18

Agency Name: Toronto International Film Festival

Address: TIFF Bell Lightbox, Reitman Square, 350 King Street, Toronto ON, M5V 3X5

Ward: 20

Service Area: City-Wide

Project Name: TIFF.nexus

Project Description: A two-phased, three-year project designed to integrate fragmented sectors of Canada's film and new media industries through specially designed programming at the TIFF Bell Lightbox. Spanning from June 2011 to September 2012, TIFF.nexus will be thematically organized and consist of four major business conferences and four cross-sector creative jams. The project will establish a new year-round hub for innovation and collaboration between Toronto's film and gaming sectors.

Total Project Budget	Other City Funding	Other Government Funding
\$514,345	\$0	\$196,133
Corporate Sector Contributions	Revenue Generated by Activity	Value of In-kind Contributions
\$22,000	\$177,992	\$68,320
	2011 Amount Requested	2011 Amount Recommended
	\$50,000	\$0

Comments: The panel is supportive of the proposed project but given that TIFF receives significant funding as one of the City's Major Cultural Organizations, and is additionally a recipient of funding from the Ontario Media Development Corporation, this project can be delivered without CCC investment.

2011 Competitiveness, Creativity and Collaboration Investment Program Application Summary

Application #19

Agency Name: Toronto Renewable Energy Cooperative

Address: 401 Richmond Street, Suite 405, Toronto ON, M5V 3A8

Ward: 20

Service Area: City-Wide

Project Name: Green Collar Careers

Project Description: Education initiative that brings students and the growing renewable energy industry together through work placement opportunities. Program aims to position itself as an invaluable support for emerging and established 'green' Specialist High Skills Major schools (a province-wide initiative to steer secondary students into sector-specific learning pathways.)

Total Project Budget	Other City Funding	Other Government Funding
\$95,800	\$0	\$1,800
Corporate Sector Contributions	Revenue Generated by Activity	Value of In-kind Contributions
\$39,000	\$25,000	\$0
	2011 Amount Requested	2011 Amount Recommended
	\$30,000	\$30,000

Comments: This project demonstrates the potential to help match secondary students with the many new employment opportunities being created within the green energy sector. By working to steer youth towards green careers, and finding placements with local companies, the project can both advance the sector and help improve the prospects of the youth labour force.