

City Council**Notice of Motion**

MM51.13	ACTION			Ward:All
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Tasting Toronto: Promoting a Culinary Tourism Trail - by Councillor Mary Fragedakis, seconded by Councillor Paula Fletcher

** Notice of this Motion has been given.*

** This Motion is subject to referral to the Economic Development Committee. A two-thirds vote is required to waive referral.*

Recommendations

Councillor Mary Fragedakis, seconded by Councillor Paula Fletcher, recommends that:

1. City Council request the General Manager, Economic Development and Culture to establish a working group composed of staff from the Economic Development and Culture Division and representatives from the restaurant sector, farmer's markets, specialty food stores, Business Improvement Areas and Tourism Toronto, to develop a strategy to promote a Toronto Culinary Tourism trail that can be marketed to visitors and locals alike, and request the General Manager, Economic Development and Culture to report to the Economic Development Committee by August 2014 on the recommended strategy including any funding requirements.

Summary

According to the Ontario Culinary Tourism Alliances website, "culinary tourism is one of the fastest growing segments in the travel industry today. According to the Travel Industry Association of America, 60 percent of American leisure travelers indicate that they are interested in taking a trip to engage in culinary activities within the next 12 months. Travel enthusiasts are willing to pay big bucks for insider tips, immersive cooking classes, wine and agricultural experiences, as well as authentic cultural exchanges." Toronto has been described as one of the most culturally diverse cities in the world and our food offerings reflect this diversity. The new food cart and food truck regulations recently passed by Council will go a long way to promote our culinary expertise as well. How we begin to promote our culinary diversity will determine the success of making Toronto one of the top culinary destinations in North America.

(Submitted to City Council on May 6 and 7, 2014 as MM51.13)

Background Information (City Council)

Member Motion MM51.13

(<http://www.toronto.ca/legdocs/mmis/2014/mm/bgrd/backgroundfile-68908.pdf>)

