

NOTICE OF MOTION

City of Toronto's Economic Recovery from the SARS Outbreak

Moved by: Mayor Lastman

Seconded by: Councillor Ootes

“**WHEREAS** Council at its special meeting held on April 24, 2003, was advised by Mayor Lastman that he had established the SARS Advisory Task Force to the Mayor (now known as the Mayor's 'Toronto You Belong Here' Task Force), with a mandate to address the City's social and economic recovery following the SARS outbreak by addressing the public health needs of the City, combating fears, promoting Toronto to Torontonians, business and leisure travellers, and ensuring economic relief for individuals and businesses; and

WHEREAS the Task Force has been working actively since April 24th to develop and implement a comprehensive campaign along with detailed workplans to address these objectives; and

WHEREAS Council at its special meeting held on April 24, 2003, requested the Chief Financial Officer and Treasurer to report on a financing source for the City's share of funding for economic relief to businesses for the year 2003 due to Severe Acute Respiratory Syndrome (SARS) related costs incurred up to May 2, 2003; and

WHEREAS the City has committed to co-finance with the other levels of government, a program to assist with economic recovery of business, the City's share being \$5 million of the initial \$25 million and a further \$500,000.00 as seed funding to develop a comprehensive action plan to address economic and tourism impacts of SARS; and

WHEREAS the 2003 Operating Budget contains no provision for unanticipated expenditures nor is there a contingency account set up for such purposes, and any incremental SARS related expenditures will result in a pressure on the 2003 Operating Budget; and

WHEREAS a recommended interim financing source for the \$5 million economic recovery commitment is the Land Acquisition Reserve Fund; the purpose of this reserve fund is to provide funding for various capital projects from the net sale proceeds generated from the disposal of surplus properties; and

WHEREAS authorization is required to close the Marketing Campaign Reserve Fund (\$4,257.00), the Special Events Reserve Fund (\$216,166.00), the Special Festival Events Reserve

Fund (\$48,479.00), the Bi-Centennial Celebrations Reserve Fund (\$108,563.00) and the 200th Birthday Reserve Fund (\$2,468.00) with a total balance of \$379,933.00; and

WHEREAS the \$500,000.00 seed funding could be partially financed from balances in a number of inactive reserve funds totalling \$379,933.00 and the net shortfall of \$120,067.00 would be temporarily financed from the Land Acquisition Reserve Fund;

NOW THEREFORE BE IT RESOLVED THAT Council consider the following reports and that such reports be adopted:

- (1) (May 15, 2003) from the Chief Financial Officer and Treasurer, entitled 'Funding the City's Contribution to Economic Recovery from SARS'; and
- (2) (May 21, 2003) from the Chief Administrative Officer and the Commissioner of Economic Development, Culture and Tourism, entitled 'Mayor's SARS Recovery Task Force – Status Report';

AND BE IT FURTHER RESOLVED THAT the necessary provisions of Chapter 27 of the City of Toronto Municipal Code be waived to permit introduction and debate of this Notice of Motion at the meeting of Council to be held on May 21, 22 and 23, 2003.”

May 21, 2003

Attachments Nos. 1 and 2

According to Chapter 27 of the Municipal Code, the foregoing Notice of Motion:

Notice was previously given	
Meets Municipal Code provisions and only requires a simple majority to introduce and debate	
Requires two-thirds to waive notice	(√)
Requires two-thirds to re-open	
Fiscal Impact Statement provided	*
Should have Fiscal Impact Statement prior to debate	*
Requires two-thirds to waive requirement if Council wishes to debate	
Should be referred to the Policy and Finance Committee	(√)
Requires two-thirds to waive referral if Council wishes to debate	
Recommendations are time sensitive	(√)

* Chief Financial Officer and Treasurer to advise.

TORONTO STAFF REPORT

May 15, 2003

To: City Council

From: Chief Financial Officer and Treasurer

Subject: Funding the City's Contribution to Economic Recovery from SARS

Purpose:

This report responds to City Council's request at its Special Meeting held on April 24, 2003 that the Chief Financial Officer and Treasurer inform the Budget Advisory Committee and the Policy and Finance Committee of a financing source for the City's share of funding for economic relief to businesses for the year 2003. The report also discloses the amount of Severe Acute Respiratory Syndrome (SARS) related costs incurred up to May 2, 2003 by the City.

Financial Implications and Impact Statement:

Council has committed to co-finance with the other levels of government a program to assist with the economic recovery of businesses in the City. The City's share of the initial \$25 million approved by Council is \$5 million. Council further authorized expenditures in an amount of \$500,000 as seed funding to develop a comprehensive action plan to address the economic and tourism impacts of SARS on the City.

A recommended interim financing source for the \$5 million economic recovery commitment is the Land Acquisition Reserve Fund. The purpose of this reserve fund is to provide funding for various capital projects from the net sale proceeds generated from the disposal of surplus properties. The \$500,000 seed funding could be partially financed from balances in a number of inactive reserve funds that staff is recommending for closure. These reserves funds (detailed in the Comments section below and in Appendix 1) have remaining balances totalling \$379,933. The net shortfall of \$120,067 would be temporarily financed from the Land Acquisition Reserve Fund.

Financing the City's contribution from the Land Acquisition Reserve Fund is not consistent with the purpose for which that reserve fund was created. While sufficient funds are available in the fund to temporarily finance the required \$5,120,067, Council would have to specifically approve the intended use, along with a strategy to replenish the fund. The CFO and Treasurer will closely monitor spending in 2003 and will report any under-expenditure through the operating variance reports. Any available surplus will be first used to reimburse the Land Acquisition Reserve Fund.

In addition to the above, the City has incurred, and continues to incur costs associated with the SARS outbreak. The 2003 Operating Budget contains no provision for unanticipated

expenditures nor is there a contingency account set up for such purposes. Therefore, any incremental SARS related expenditures will result in a pressure on the 2003 Operating Budget. To alleviate this pressure, the will be requesting full cost recovery from the Province.

Up to May 2, 2003, the City has incurred estimated costs totalling \$10.494 million to manage and contain the SARS outbreak (see Appendix 2). As yet, it has not been determined what the total cost of managing SARS to the City will be. Nevertheless, it is expected that SARS related costs will be recovered in full from the Province. Revenue losses are similarly being tracked including the Toronto Transit Commission, for instance, which has experienced a revenue loss of \$2.2 million to April 30th. Other City programs including the Toronto Zoo, Exhibition Place, Parks and Recreation will suffer revenue losses. A separate report disclosing the full financial impact of SARS on the City of Toronto will be presented to the BAC in June/July 2003.

Recommendations:

It is recommended that:

- (1) the Chief Financial Officer and Treasurer be authorized to recover all SARS related operating expenditures from the Province;
- (2) the \$5 million committed by City Council to assist with the economic recovery of businesses in the City of Toronto be financed temporarily from the Land Acquisition Reserve Fund;
- (3) Council authorize closure of the Marketing Campaign (\$4,257), Special Events (\$216,166), Special Festival Events (\$48,479), Bi-centennial Celebrations (\$108,563) and 200th Birthday (\$2,468) Reserve Funds with a total balance of \$379,933;
- (4) the balances of the reserve funds identified for closure in recommendation (3) above totaling \$379,933 be transferred to a non-program account for the purpose of partially financing the City's \$500,000 seed funding commitment to develop a comprehensive action plan to address the economic and tourism impacts of SARS, and further, that the difference of \$120,067 be financed temporarily from the Land Acquisition Reserve Fund;
- (5) all City Agencies, Boards, Commissions and Department staff be directed to make every effort to minimize reallocation of under-expenditures during the 2003 fiscal year and that any available surplus at year end be first used to reimburse the Land Acquisition Reserve Fund for the \$5,120,067 borrowed to temporarily finance Council's SARS initiatives;
- (6) the 2003 Operating Budget be adjusted by \$5.5 million gross and zero net to be financed first from the balances in special events reserve funds identified for closure and then through contributions from the Land Acquisition Reserve Fund be approved and that the budget for SARS economic recovery be placed in a Non-program account;
- (7) the Chief Financial Officer and Treasurer be authorized to draw up to \$5,120,067 from the Land Acquisition Reserve Fund on an as needed basis;

- (8) the Chief Financial Officer and Treasurer monitor City spending and report back on the status of SARS related costs and spending, as part of the quarterly variance reports; and,
- (9) the appropriate City officials be authorized to the necessary action to give effect thereto.

Background:

At its Special Meeting on April 24, 2003, Council adopted a number of recommendations addressing the significant impact of SARS on the City's economy and authorized proposals to help alleviate the economic hardship imposed on businesses in the City. The recommendations included the following:

- that the Federal and Provincial Governments be requested to each provide funding in the amount of \$10 million and the City of Toronto provide \$5 million, for a total of \$25 million, to assist with the economic recovery of businesses in the City of Toronto and to provide that advertising be targeted to key cities whose residents are known to visit Toronto, such funds to be spent once the 20-day period of no new SARS cases elapsed, a portion of the funding to be used for a local campaign;
- that the appropriate City staff be authorized to commence the necessary program expenditures, once funding is available, to assist with the economic recovery of businesses in the City of Toronto;
- that the Chief Financial Officer and Treasurer be requested to submit a report to the Budget Advisory Committee (BAC) and the Policy and Finance Committee on a recommended source of financing for the City of Toronto's share of funding for 2003; and
- that City Council authorize expenditures in an amount up to \$500,000.00, as a seed fund to deal with the SARS situation and to develop a comprehensive action plan to address the economic and tourism impacts on the City of Toronto, and the Chief Administrative Officer, in consultation with the SARS Advisory Task Force to the Mayor, determine the allocation of this fund.

The City has been incurring unanticipated expenditures dealing with the SARS outbreak. It is expected that all SARS related expenditures incurred to manage and contain SARS will be recovered from the Province. Based on this premise a system has been developed to track and account for incremental SARS related costs.

Comments:

Financing \$5.5 million Economic Recovery Assistance:

In March 2003, Council approved a balanced Operating Budget for fiscal 2003. The budget contains no provision for dealing with emergency or unanticipated expenditures; therefore any

SARS costs processed through the operating budget would constitute a pressure on the operating budget. Moreover, if a sufficient and compensating funding source were not found then there is a risk that the City would be in a deficit position at year-end.

A review of financing options included examination of existing reserves and reserve funds. This review indicated that the Land Acquisition Reserve Fund has sufficient uncommitted funds to temporarily finance the SARS economic recovery initiatives. This reserve fund was created to provide funding to acquire land for capital projects from the net proceeds generated from disposal of surplus properties.

Financing the specified SARS related initiatives from the Land Acquisition Reserve Fund is inconsistent with the purpose for which it was established. Therefore, it is recommended that the Land Acquisition Reserve Fund be used only as a temporary financing source for the \$5 million committed to assist with the economic recovery of businesses in the City of Toronto. The reserve fund should be replenished by year-end from any available under-expenditure / surplus. It is further recommended that the Chief Financial Officer and Treasurer monitor spending and report through the quarterly operating variance report, and that all City Agencies, Boards, Commissions and Departments be advised to make every effort to minimize reallocation of under-expenditures to other purposes.

Review of existing reserves and reserve funds disclosed several special event related reserve funds that are inactive and should be reallocated and closed. Five such inactive reserve funds having a total balance of \$379,933 are listed in the table below and detailed in Appendix 1:

Reserve Funds Recommended For Closure	
Reserve Fund	Balances \$
Special Events	216,166
Bicentennial Celebrations	108,563
Special Events and Festival	48,479
Marketing Campaign	4,257
200th Birthday	2,468
Total	379,933

This report recommends that the above noted reserve funds be closed and that the available and uncommitted balances be utilized to partially finance the \$500,000 seed fund set up to develop a comprehensive action plan to address the economic and tourism impacts of SARS. To finance the remaining \$112,450 (the difference between the \$500,000 seed fund commitment and the \$379,933 available from reserve funds recommended for closure) an additional draw from the Land Acquisition Reserve Fund is recommended. This temporary funding arrangement would require reimbursement of the reserve fund by year-end.

Council's economic assistance initiatives above constitute an increase in the 2003 Gross Operating Expenditures with a compensating increase in revenues. Therefore Council is required to approve an in year budget adjustment for \$5.5 million gross expenditures and revenues with no property tax impact. For accounting purposes, the Chief Financial Officer and Treasurer will be required to create a separate Non-program account to record and track SARS expenditures related to Council's economic recovery initiatives.

SARS Operating Cost:

The SARS outbreak has put pressure on the City's public health system and, because considerable resources have been re-directed to attend to SARS, delivery of regular services has been impacted. This has resulted in incremental and unplanned operating cost increases. The City expects to be fully reimbursed for all SARS related operating cost increases from the Province of Ontario. A tracking and accounting system has been instituted to enable accurate reporting of SARS costs. As summarized in the Table below and detailed in Appendix 2, SARS related expenses to May 2, 2003 total \$10,494,246.

SARS Related Estimated Actual Expenditures to May 2, 2003 (in \$000)	
Salaries	5,818
Overtime	754
Benefits	74
Materials and Supplies	2,953
Other	895
Total	10,494

The City will suffer revenue losses given the economic impact of SARS on travel and tourism and the associated decrease use of recreational services provided by the City. Based on estimates by the Conference Board of Canada, the "SARS outbreak is forecast to reduce travel and tourism in Toronto by roughly 22 per cent in the second quarter and by 8.9 per cent for 2003 as a whole." Coupled with a decrease in recreational and outdoors activities by residents, downturn in travel and tourism will result in loss of revenues to the City. It has been estimated that the Toronto Transit Commission (TTC) has lost approximately \$2.2 million in fares to April 30th. Other City programs including the Toronto Zoo, Exhibition Place, Parks and Recreation will suffer revenue losses. A separate report disclosing the full financial impact of SARS on the City of Toronto will be presented to the BAC in June/July 2003.

Conclusion:

SARS has negatively impacted the economy of the City of Toronto and has resulted in incremental increases on operating costs on the City. In order to assist with the economic recovery of businesses, the City has committed \$5 million to a cost-shared program with the Provincial and Federal Governments. In addition, the City has committed \$500,000 as seed funding to develop a comprehensive action plan to address the economic and tourism impacts of SARS.

In order to finance the City's share of the economic recovery, six inactive special event related reserve funds totalling \$379,933 are recommended for closure with their balances being used to partially finance the seed funding commitment. The Land Acquisition Reserve Fund is recommended as an interim financing source for the remaining \$5,120,067 required for the economic recovery initiatives approved by Council. The report also recommends that any under-expenditure in 2003 be first used to reimburse the Land Acquisition Reserve Fund. Also, the City has incurred an estimated \$10.494 million (as at May 2nd, 2003) in its efforts to manage and contain the SARS outbreak which must be fully funded by the Provincial government. The CFO & Treasurer will report to Council on SARS costs and financing on a regular basis through the quarterly variance reports.

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Chief Financial Officer and Treasurer

**APPENDIX 1
RESERVE FUNDS RECOMMENDED FOR CLOSURE**

Name	Purpose	Balance (\$)
Marketing Campaign	Provides Funding for Marketing Plan	4,257
Special Events (Metro)	Provides Funds to promote special events and festivals	216,166
Special Events and Festivals (York)	Provides funding to promote special events and festivals	48,479
Bicentennial Celebrations	Provides funding for long-term service awards for employees	108,563
200 th Birthday (York)	Provides funding for birthday celebration. Fund consists of monies collected for the purpose of the birthday celebration,	2,468
Total		<hr/> 379,933 <hr/>

Appendix 2

**SARS Related Estimated Expenditures
to May 2, 2003**

Program	\$
Community and Neighbourhood Services:	
Children Services	7,861.72
Homes for the Aged	111,821.41
Public Health	3,837,700.00
Shelter, Housing and Support	4,617.32
Social development and Admin	38.00
Water and Emergency Services:	
Emergency Medical Services (Note 1)	5,880,185.72
Fire Services	174,929.68
OEM	34,097.00
Corporate Services:	
Corporate Communications	13,122.75
Clerks	28,951.67
Court Services	60.14
Finance	1,404.56
EDCT	410.85
Total City Departments	10,095,200.82
Agencies, Boards and Commissions (ABCs):	
Exhibition Place	1,920.60
Toronto Public Library	34,869.50
Toronto Police Services (Note 2)	362,255.00
Total ABCs	399,045.10
Total	10,494,245.92

Notes:

1. EMS includes estimated actual of \$2.4 million for materials and equipment.
2. Police includes quarantine salary costs.

TORONTO STAFF REPORT

May 21, 2003

To: City Council

From: Shirley Hoy, Chief Administrative Officer
Joe Halstead, Commissioner Economic Development, Culture and Tourism

Subject: Mayor's SARS Recovery Task Force – Status Report
(All Wards)

Purpose:

To provide an overview and status report of the mandate, workplan and actions of the Mayor's SARS Recovery Task Force.

Financial Implications and Impact Statement:

There are no financial implications resulting from the adoption of this report

Recommendations:

It is recommended that:

- (1) Council endorse and provide concurrence with the actions taken by the Task Force to date;
- (2) the City's SARS economic recovery and hardship relief initiatives be deemed to be municipal purposes and that the Chief Financial Officer/Treasurer be directed to issue income tax receipts for eligible donations;
- (3) The 2003 operating budgets for the donation programs be increased commensurate with the value of donations received and that the Task Force and appropriate City staff be authorized to approve expenditures equivalent to the value of donations received for each of the two purposes;
- (4) That staff report back in September on the actions of Task Force to that date, the impact of the Toronto: You Belong Here campaign, and the value of donations received; and

- (5) the appropriate City Officials be authorized and directed to take the necessary action to give effect thereto.

Background:

At a special meeting of Council on April 24, 2003, Council established the Mayor's SARS Recovery Task Force and adopted a number of motions on specific actions to be taken by staff or to be considered by the Task Force related to ensuring the City's social and economic recovery following the SARS outbreak and the associated local and international media coverage. At the same meeting, Council approved a budget of \$5.5 million for the Task Force to launch and implement the recovery campaign. The funding source for this budget is the subject of a separate report from the Chief Financial Officer.

Membership on the Mayor's Task Force is comprised of the Mayor, Deputy Mayor, Chairs of Standing Committees, the Budget Chief, the Diversity Advocate, and the Chair of the Board of Health. The mandate of the Task Force was identified as addressing the public health needs of the City, combating fears, promoting Toronto to Torontonians, business and leisure travellers, and ensuring economic relief for individuals and businesses.

The role of the Task Force is to provide leadership on the mandate issues, manage the related intergovernmental relationships, and oversee planning, priority setting, and resource allocation decisions. The Task Force commenced meeting on Monday April 28, 2003 and has met on an almost daily basis since that time.

Comments:

In order to operationalize the mandate of the Task Force, a structure was established with five key work streams. The five streams were defined as follows: Public Health, Global Positioning (Tourism and Business Investment), Engaging Torontonians, Hardship Relief and Social/Community. The Task Force receives input from City Council, Community/Business Groups, and individual Councillors and is supported by a small Secretariat comprised of seconded city staff. Motions, requests and input are channelled through the appropriate mandate stream which makes recommendations back to the Task Force. Each mandate stream is led by Councillor Champion(s) and is supported by a staff team (see Appendix 1 – Task Force Structure).

A key element in ensuring the success of the recovery is strategic alignment and working partnerships with the Provincial and Federal Governments. To date, the Province of Ontario has committed \$128.0 million towards SARS recovery efforts, and the Federal Government has committed up to \$100.0 million. It is the goal of the Task Force to clarify the specific purpose for these funds and to determine how they will be directed. In so doing, the Task Force will be able to ensure that the City's funding of \$5.5 million is used most effectively within the overall strategy and will achieve optimum benefit for the City. By partnering with the other levels of government, their agencies and the Tourism Industry Coalition, the City will be able to leverage

our funding and our campaign to generate a more intense impact reaching a broader audience across the Province, the Country and internationally. To this end, the Task Force and staff have been actively communicating with the Federal and Provincial representatives in an effort to secure more clarity on the purpose and direction of their funding commitments.

However, it is also critical that the City move aggressively and proactively to reassure Torontonians that our City is safe, to promote economic activity, and to communicate positive Toronto images to tourists and businesses within and beyond the GTA. Accordingly, the Task Force has determined that the City's funding should be directed towards local engagement initiatives. A number of steps have been taken to develop and implement workplans for each mandate stream as well as a local promotional campaign immediately.

LOCAL CAMPAIGN

Among the motions approved at the special meeting of Council on April 24, 2003 Council authorized the CAO, the Chief Financial Officer and the Commissioner of Economic Development, Culture & Tourism to engage the services of an agency to develop a program to counter the negative perception of Toronto as a result of the SARS outbreak, and to preserve the City's tourism revenue.

By its nature, there are severe time constraints around this strategy as it needed to be launched immediately. "Day 20" without new cases was anticipated during the second week of May, and the immediate opportunities for action were focussed around the Mother's Day weekend (May 11th) and the US and Canada long-weekends (May 17 & 24). Council directed the Task Force and staff to act immediately to engage a public relations/marketing/advertising specialist agency to provide external expertise and resources to develop and implement a comprehensive campaign and to help co-ordinate the City's efforts with other agencies retained by public and private sector partners to work on parallel campaigns.

There was insufficient time available to engage the firm under the normal procurement process which includes a formal solicitation of proposals by the Purchasing Agent and the provision of 15 days for all interested firms to submit proposals. Accordingly, the agency selection was accomplished under the emergency provision, Section 195-5D of the Purchasing By-Law. Specifically, this section reads as follows:

195-5D. When an event occurs that is determined by the Chief Administrative Officer or a department head to be a threat to public health, the maintenance of essential City services, the welfare of persons or of public property, the security of the City's interest, or financial liability arising from environmental conditions, and the occurrence requires the immediate delivery of goods and services and time does not permit for the department to allow the Purchasing Agent to acquire such goods and services, the Chief Administrative Officer or department head may make such purchases without the involvement of the Purchasing Agent. The Chief Administrative Officer or the department head must advise the Purchasing Agent, and in the case of a department head advise in addition the Chief Administrative Officer, of such purchases and report such purchases to the appropriate standing committee in accordance with the provisions

of this chapter. The Chief Administrative Officer or department head, as the case may be, shall report to Council through the appropriate standing committee at the earliest opportunity after making the purchase.

In order to protect the security of the City's interest by ensuring prompt action towards the City's economic, social and financial recovery from the impact of SARS, and given the significant associated time constraints, staff proceeded under section 195-5D of the by-law. In addition, in accordance with Task Force request, staff consulted with the City Solicitor and the Auditor General related to this issue. The City Solicitor agreed that "our interpretation of Section 195-5D of the Purchasing By-law is correct" and the Auditor General also agreed that we could proceed under the existing purchasing by-law authority.

Notwithstanding the provision to sole source the selection under this section of the by-law, the Task Force approved and utilized an abridged selection process from a short-list of predetermined firms in order to ensure that a reasonable degree of rigour and due diligence was imposed on the process insofar as is possible given the time restrictions. Eight agencies who met key pre-qualifications were provided with briefs describing the objectives for the campaign and were invited to present proposals to the Task Force on Monday and Tuesday, May 5th and 6th, 2003. Five agencies accepted the invitation. Members of the Task Force evaluated the firms giving consideration to the criteria of technical compliance, related experience, creativity, approach and value for money. The Task Force unanimously selected BBDO Canada Inc. as the City's agency. A communication was issued to all Councillors on May 6th, providing an update on the process, rationale and the decision.

The agency's mandate included the development of a campaign slogan and graphic image, as well as an integrated promotional strategy to market new events and existing signature and community events and festivals. Components of this promotional strategy include daily and ethnic television, radio and print advertising, public relations and media relations, website, outdoor advertising such as billboards, transit posters and street banners, as well as Point of Sale materials such as posters, banners, and buttons at restaurants and retail outlets.

Promotional plans for Mother's Day, the Victoria Day weekend celebrations and for other May weekends are either complete or in progress. Plans are underway to develop an overall positioning advertising campaign and an integrated promotional strategy that would provide strong marketing support for existing events and festivals and animate Torontonians to come out and enjoy their City throughout the summer.

Based on staff and Task Force feedback, BBDO finetuned its slogan proposal and the "Toronto: You Belong Here" campaign was adopted by the Task Force and launched at a media conference on May 9. The Mayor's SARS Recovery Task Force was also renamed the Mayor's "Toronto: You Belong Here" Recovery Task Force to focus on the positive aspects of the campaign.

BBDO developed and executed the Mother's Day campaign that included media relations, as well as print and radio advertising. Media coverage generated 36 stories with a total audience reach of more than 12 million. Pro-bono advertising generated 41 TV, radio and print occasions, reaching 84% of Torontonians.

For the Victoria Day weekend, Toronto ambassadors were deployed to Pearson International Airport, Union Station and local malls to welcome visitors and to promote the weekend's events to Torontonians. The Mayor and Task Force members participated in a "meet and greet" opportunity to welcome travellers at the airport arriving in town as part of the Air Canada "Canada loves Toronto" promotion. Additional print and radio advertising promoted the four fireworks parties at Mel Lastman Square, Centennial Park, Albert Campbell Square and Ashbridge's Bay. A total of 128 radio spots and 18 print ads over three days reached 96% of Torontonians. All four fireworks and entertainment events were packed with Torontinians of all ages.

Two video satellite feeds, featuring the Mayor, the Medical Officer of Health and the Deputy Mayor, were organized by Corporate Communications on April 25/26 and May 2/3 to promote the message that Toronto is safe. The first feed in North America hit 108 markets, was played on 264 stations and was used in 1201 segments. The second feed was also well-picked up and used primarily by Toronto and Canadian media.

The agency, together with City staff, will continue to work with provincial and federal partners to coordinate further promotional efforts and plans.

WORKPLANS

To support the strategic recovery initiatives of the Task Force, work teams have been set up for each of the five main areas of focus as identified in the Task Force mandate: Public Health, Global Positioning, Engaging Torontonians, Hardship Relief and Social/Community. Detailed work plans have been developed for each mandate stream and approved by the Task Force. The work plans are based on key outcomes identified by the Task force and on the direction provided by the motions adopted by Council at its Special Meeting held on April 24, 2003. Each work plan includes strategies to realize these key outcomes and provides the status of each Council motion. (attached – Appendix 2). The following provides a summary of the work plans and status for each stream.

Public Health

The mandate of the Public Health stream is to address the public health needs of the City by assuring Torontonians that their key health needs are met through health communication plans and regular updates, planning for future medical emergencies by establishing surge capacity within Toronto Public Health and a plan for adequate and substantial response to infectious diseases, and ensuring the lifting of bans and travel advisories by providing accurate, timely information and clear messages regarding Toronto's health status.

To this end, staff has established and communicated regular updated SARS Fact Sheets and continues to respond to the media as required. Planning is underway regarding the model and resources required to respond effectively and efficiently to future medical emergencies and a

request will be included in the 2004 budget to fund infectious disease response. City officials are also meeting with the Province to discuss 2003/04 funding requirements. In order to remain vigilant as the City manages SARS recovery, public health must maintain a minimum capacity in order to respond appropriately. If the Province does not fund SARS recovery as planned, this will create a pressure on the 2003 Public Health operating budget. The City continues to provide up to date and accurate information to the W.H.O. The travel advisory for Toronto has been lifted and Toronto has now been removed from the list of affected areas.

The Council motions concerning public health have been completed, are in progress or are being addressed by the Federal and Provincial governments. The City is sending daily communications to the Province with updated facts on SARS. Community agencies have been sent SARS fact sheets along with guidelines for universal infection precautions of good hygiene practices. The CAO will be meeting with provincial officials to request increased financial resources for Toronto Public Health for local capacity to manage emerging infectious diseases. Measures are being taken by the Federal government to ensure that possible SARS carriers do not enter Canada including health screening at international airports and the issuance of advisory forms to travellers arriving and departing Toronto. Staff has raised the issue of increasing the Province's internal capacity to address emerging infectious diseases with Provincial representatives. The Province is also addressing the backlog of surgeries and medical procedures postponed by the SARS emergency.

Global Positioning - Tourism

The Global Positioning stream addresses both the Tourism and Business Investment/Economic Development components. The mandate of the Tourism component is to promote Toronto to business and leisure travellers and to international economic development and industry sectors by bringing leisure tourists' back, retaining, rebooking and attracting new conventions. The goal is to target marketing efforts to regions in the United States and internationally.

A key staff role is to participate on the Toronto Tourism Industry Community Coalition. This group is comprised of representatives from Tourism Toronto, Greater Toronto Hotel Association, Ontario Restaurant, Hotel and Motel Association, Board of Trade, Province of Ontario, Retail Council of Canada, Air Canada, Metro Convention Centre, and Canadian Tourism Commission. The objective of this group is to work to develop a recovery plan for the tourism industry and to ensure that all activities undertaken by partners are consistent and that there is no duplication of efforts. The Province's financial commitments are closely tied to the coalition recovery plan. The recovery plan will cover an 18 to 24 month period and covers a wide range of initiatives. It will be critical that the tourism and culture initiatives proposed by the global positioning team are considered in the context of the overall recovery plan.

In an effort to bring leisure tourists back, staff are proposing an aggressive series of consumer promotions using Toronto celebrity endorsements, capitalizing on and enhance promotion of existing events, enhancing on-line marketing and media relations activities. Staff are pursuing celebrity Public Service Announcements with well known Canadians and exploring a celebrity ambassador program on US talk shows.

New tourism products are under consideration including a Toronto Theatre 'Second Night' Program, a visual art promotion strategy and a concierge education program. Staff will be creating a program with the Toronto Theatre Alliance to promote the "off King Street" experience as an addition to traditional theatre experiences.

A program to enhance the cultural tourism experience is being recommended through strengthening of the cultural and promotional linkages between Toronto and international cities, establishment of the Toronto Lifetime Creativity Awards and designating 2006 as the Year of Creativity. Staff will be launching a Creative Youth Envoy professional internship program in partnership with the federal government.

Active efforts are continuing to retain existing conventions by supporting the efforts of Tourism Toronto and the Metro Toronto Convention Centre. Staff will continue to co-ordinate with Toronto Public Health and the Medical Officer of Health to offer reassurance and support letters to event organizers. Staff are also developing a package of incentive offerings such as access to prime street banner positions for convention organizers and providing rent-free space for functions. Tourism Toronto and the Office of the Mayor are communicating directly with organizers of cancelled conventions in order to motivate them to reschedule in Toronto.

Plans are also underway to attract new convention business by supporting the efforts of Tourism Toronto and engaging City of Toronto senior management staff. Staff are preparing a Challenge letter from the Mayor to all senior management to bid to host conferences that staff may be attending in other destinations.

In addition, all Toronto Attractions have been invited by Tourism Toronto to participate in the development of the Tourism Industry Coalition recovery plan. The City of Toronto was represented by Councillor Minnan-Wong at the 3rd Annual Global Travel and Tourism Conference held May 14-18 in Portugal.

Global Positioning - Business Investment/Economic Development

The mandate of the Business Investment/Economic Development component is to project Toronto as a healthy, safe, vibrant location, to revive trade missions and to showcase Toronto to investors.

To address this goal, a magazine advertorial program is under consideration along with a campaign to export Toronto experts. Staff are investigating a Business and Investment themed advertorial in fortune and Enroute magazines. In order to promote Toronto as the best location to visit and a great location to invest, staff will be working with coalition partners to develop business focused video messaging, investment advertising, marketing partnerships, organizing FAM tours and business and investment special event programming.

In order to seize the opportunity to showcase Toronto's management of the SARS crisis as exemplary of a North American modern metropolis, media and public relations initiatives are

being developed and staff are working with Universities and sector leaders to facilitate the presentation of papers at conferences. In an effort to re-establish the objectives of key sectors such as biomedical and Film & TV, staff will be implementing a corporate outreach program and presenting displays in key US markets jointly with federal and provincial partners.

For the Business Investment/Economic Development portion of this mandate stream, the motions have been addressed. The CBC has corrected an internal directive to suspend all non-essential travel to Toronto. Air Canada is encouraging citizens to come to Toronto by offering low fares and has established the “Canada loves Toronto” campaign. Air Canada is also consulting with Health Officials as requested.

Engaging Torontonians

The primary mandate of the Engaging Torontonians stream is to sell Toronto to Torontonians by enhancing civic pride, by promoting shopping, dining, and exploring, and by mobilizing citizens to participate and engendering “pride of place”.

There are five major areas of focus within the Engaging Torontonians plan. They are: support and enhance the marketing of exiting signature and community events; mobilize Torontonians by engaging community and business leaders; create new initiatives and events; clean city -- shining the city; and positioning the City by selling Toronto to Toronto. Activities and workplans are being developed for each of these major areas. Discussions are also underway with the Federal Government to secure support for special events and clean city initiatives through existing HRDC programs.

BBDO has been hired to develop a local market campaign to achieve these objectives. They have created a slogan and graphic identifier – ‘Toronto: You Belong Here’ which will aid in the positioning of the City. The slogan and advertisements have been effectively used in Public Service Announcements for Mother’s Day and Victoria Day weekend and a broader infusion strategy is in progress.

Effort to enhance civic pride include convening new events and initiatives aimed at assisting those areas most affected by SARS – health care workers, Chinese community, restaurants, hotels and retail sectors. For the Victoria Day weekend an ambassador welcoming program was launched with volunteers welcoming visitors as they arrived at Pearson International Airport and Union Station. Ambassadors were also promoting city-wide events at major shopping centres. In addition, special events consisting of music and fireworks were held at four City locations – Mel Lastman Square, Centennial Park, Albert Campbell Square and Ashbridges Bay. Support is being provided to the Chinese community through assistance for five events in a Summer Festival Program – the Downtown-Chinatown Festival, East Chinatown Dragonfest, a Scarborough event (yet to be announced), International Dragon Boat Festival and the Drumming Festival. An appreciation event for the City’s Health care workers took place on May 15, 2003.

In partnership with Tourism Toronto, a postcard has been created to encourage City employees and tourists alike to send a note to friends and family members around the world, sharing a positive message about Toronto, and an invitation to come for “a little TO”.

Ensuring that local businesses feel confident and informed is being accomplished by engaging the corporate community through a blue-ribbon committee of business leaders to act as recovery champions, ensure communication links among groups and develop media strategies that engage city leaders and celebrities in Toronto and outside of Canada. Staff are linking with the Board of Trade and will investigate a link with the City Summit alliance to involve business leaders. Staff are also working with BBDO to develop celebrity campaigns.

There has been progress on the majority of Council motions related to this mandate stream. A five point plan for engaging Torontonians has been adopted by the Task Force and will be fully implemented over the next few months. Staff are actively working with local community events and festivals to provide marketing and public relations assistance, and to ensure that all events are captured as part of the promotional strategies around Toronto: You Belong Here, to leverage the maximum exposure and benefit for all events and attractions.

Hardship Relief

The mandate of the Hardship Relief stream is to provide relief for individuals and businesses by engaging the private sector, working with the Federal and Provincial governments to establish and/or extend support programs, and by dialoguing with landlords to provide relief for tenants.

A number of initiatives in this area have already been implemented. Promotional support for tourism and business travel has been addressed through the theatre/hotel packages, discount air fares and reduced price gasoline. Recovery and hardship relief is being provided through the five major banks which have collectively committed to a \$1.0 million contribution to SARS recovery efforts and which have implemented direct relief programs including mortgage payment postponement for both businesses and individuals.

Two donation accounts have been established to accept contributions from individuals and corporations towards the City's SARS recovery efforts in the categories of hardship relief and economic recovery. Such donations would be eligible for income tax receipts and the funds would be directed appropriately by the Task Force.

Staff are actively working with the provincial and federal governments to seek financial assistance packages for local, regional and international tourism and business travel promotion, obtaining targeted PST and GST relief and providing additional relief for affected workers and businesses. The Province and the Federal governments have committed funding of \$128.0 million and \$100.0 million respectively. The Province has passed legislation to forgive PST on accommodations and attractions from May through to September 2003 and the Federal government has agreed to relax the Employment Insurance eligibility requirements. The Task Force has supported the extension of emergency assistance to individuals affected by SARS through the Ontario Works program conditional on such a program extension being fully funded

by the Province. Contingent on Provincial funding of this program extension, Community and Neighbourhood Services staff will establish a community hotline that will provide information and referral for financial, medical and other emergency relief to SARS affected residents.

Options for Property Tax relief were considered by the Task Force but are not recommended as the costs, ranging from \$2.5 million to more than \$5.8 million, are prohibitive and the tax relief cannot be targeted at specific affected groups. Furthermore, the majority of establishments are in multi-tenanted properties and there would be no way of ensuring that any such relief would be passed on from the property owner to the tenant.

Progress has been realized on the majority of the Council motions directed at relieving hardship. A donation account has been established. Community and Neighbourhood Services will establish a community hotline based on corresponding Provincial funding. Accounts have been established to accept donations towards the City's recovery efforts. Economic Development staff will handle inquiries from affected businesses and associations. Options have been developed to address financial, medical and other emergency relief requirements. The Federal government, through HRDC, has responded by waiving the 2 week qualifying period for people quarantined or impacted by SARS and EI regulations have been amended to remove the usual 2 week waiting period for EI sickness benefits for SARS-related cases. The Federal government has also indicated in the media that they will consider changes/flexibility for EI eligibility rules for part-time employees and self-employed residents.

Social/Community

The mandate of the Social/Community stream is to combat fears and provide accurate information to the public, to mobilize community agencies, to ensure adequate health promotion for socially disadvantaged groups, and to assure Torontonians that there is government action to combat negativity towards residents and specific communities.

Toronto Public Health and Corporate Communications have confirmed that all media outlets, including the ethnic media, are receiving the regular SARS updates to ensure accurate and timely information is available to the public. In recognition of the critical role that community-based agencies played in ensuring residents received accurate timely information and response to community issues, the Mayor and Diversity Advocate will be sending out a letter to agencies thanking them for their support and response. In addition media events with the local Chinese community and, more broadly, for the ethnic media across the City are being developed as part of the Engaging Torontonians initiatives. Staff are also developing an outreach strategy to address discrimination and negative backlash of those communities and areas affected by SARS.

For this mandate stream, many of the Council motions have already been addressed and there has been progress made on the remainder of Council's directions. SARS press releases are distributed to all Toronto media including the ethnic media/newspapers. Toronto Public Health is continuing to work with both school boards to ensure increased levels of sanitization and promote increased awareness of personal hygiene. The Commissioner of Community and Neighbourhood Services reported to the May Community Services Committee on the strategies implemented by the Department on responding to SARS, including the adequacy of the Kingston

Road quarantine facility for homeless persons affected by SARS. Further, the Commissioner will be reporting to the June Community Services Committee on the specific Council motions related to the shelter and drop-in system, including the development of an infectious diseases strategy.

Conclusions:

The overall objectives of the recovery plan are to rejuvenate and reassure the City, to elicit a strong sense of local pride, to engage Torontonians to participate, to drive sales for businesses, to focus on multicultural diversity, and to establish a long-term positioning platform for the City of Toronto. The strategic plan which has been developed promises to bring together and strengthen the full spectrum of new and existing events and activities across the City. It optimizes City resources to deliver effective local positioning for Toronto and provides leveraging opportunities to partner with federal, provincial, corporate and industry partners for significant national and international impact.

The campaign is off to a strong start and the new slogan is catching on quickly. Media coverage has been significant and positive. It is critical to seize the current momentum and to continue to act with urgency to implement the full scope of the plan in order to realize the maximum potential and benefit for the City of Toronto.

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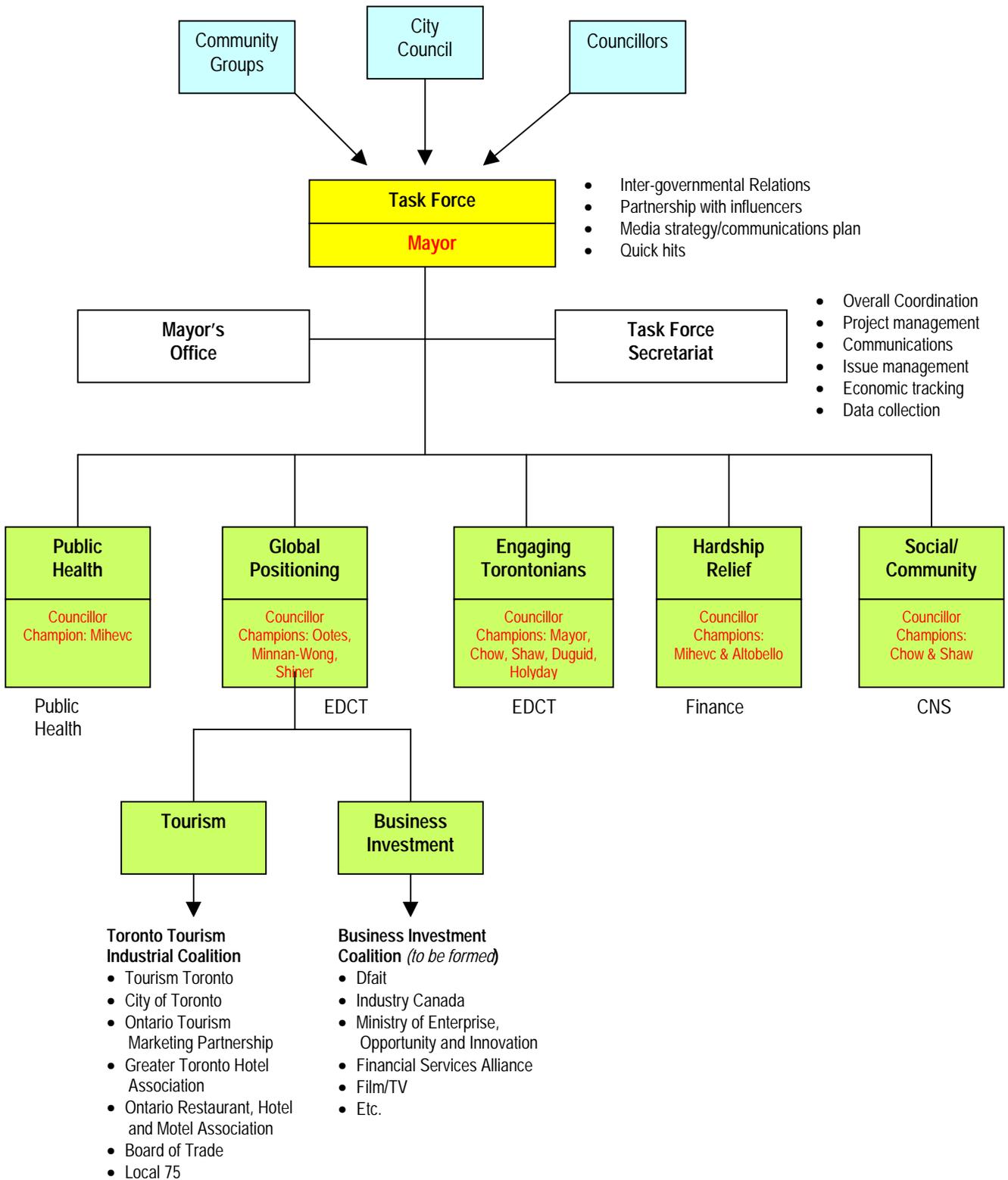
Joe Halstead
Commissioner, Economic
Development, Culture & Tourism

List of Attachments:

Appendix 1: Task Force Structure
Appendix 2: Detailed Workplans

MAYOR'S SARS RECOVERY TASK FORCE

Appendix 1: Structure



Tasks for each mandate stream:

- Data and information collection, compilation and analysis
- Creation, implementation and management of work plan
- Communications
- Managing relations/partnerships

REVISED MAY 20/03
APPENDIX 2
WORKPLANS FOR FIVE MANDATE STREAMS
PUBLIC HEALTH, GLOBAL POSITIONING, ENGAGING TORONTONIANS, HARDSHIP RELIEF AND
SOCIAL/COMMUNITY

Public Health

Key Outcomes

- Assure Torontonians that their health needs are being met
- Provide future planning for medical emergencies
- Lift bans (WHO) and travel advisories (overseas countries, major corporations)
- Insurance coverage for visitors

Council Motions

- 3A-1 Request Province to increase internal capacity for emerging infectious diseases
- 3A-2 Request Province to increase funding to TPH to sustain local capacity to manage emerging infectious diseases
- 3A-3 MOH report to Council on local capacity enhancement, incl. SARS unit
- 4 City provide assistance to identify new SARS clinic locations
- 5F* Thermometers/Masks be provided to Councillors for their constituents
- 6B* Release generic information package to residences across the City
- 7B MOH to obtain 2nd opinion from the CDC to contradict WHO
- 8B* Provide SARS information to outbound travellers from Toronto
- 9C Mayor to contact GTAA and Federal Ministry of Transportation to screen incoming travelers
- 14 Provide infection prevention and other SARS information to agencies, not-for-profit organizations and private organizations
- 17-1 Request federal government to implement health screening at Canadian international airports
- 17-2* Reduce gapping in Toronto Public Health to City average
- 17-3 Request Province to coordinate medial procedures to address backlog
- 18* Mayor and MOH to make presentation to WHO in Geneva
- 25B CAO to review SARS initiatives in other jurisdictions and report to Task Force

- *Items referred to Task Force for consideration*

Public Health Stream Workplan

Key Outcome	Strategies	Actions	Timing
Assure Torontonians that their key health needs are met	<ul style="list-style-type: none"> • Develop health communication plans • Regular health communication updates 	<ul style="list-style-type: none"> • Hire additional staff for health risk communications • Regular updating of Fact Sheets, Media • Response to media as appropriate 	Immediate
Provide future planning for medical emergencies	<ul style="list-style-type: none"> • Develop surge capacity within TPH • Develop plan for adequate & substantial response to infectious diseases 	<ul style="list-style-type: none"> • Decrease gapping in TPH budget • Develop 2004 budget request for infectious disease response • Meet with provincial officials re funding requirements for 2003/04 	June July/Sept.
Lift bans and travel advisories	<ul style="list-style-type: none"> • Provide accurate, timely information • Clear messages re Toronto's health status 	<ul style="list-style-type: none"> • Delegation to WHO • Daily communication to province with updated facts • Response to requests re conferences, international meetings 	Completed

Public Health Stream Council Motions

PUBLIC HEALTH

No.	Motion	Status
3A-1	The Provincial Government be requested to increase its internal capacity to identify, monitor and respond to emerging infectious diseases.	In progress. Raised as an issue at the Provincial Operations Center (POC). Dr. Basrur on federal committee which will also look at this. ALPHA, through Board of Health, will be requested to look at this.
3A-2	The Provincial Government be requested to provide increased financial resources to the Toronto Public Health Department to develop and sustain sufficient local capacity to manage emerging infectious diseases.	In progress. CAO will be meeting with provincial officials. TPH developing proposal for consideration by Board of Health for July or September for the 2004 budget.
3A-3	The Medical Officer of Health be directed to submit a report back to the Board of Health and City Council on a proposal to develop an enhanced local capacity for identification, monitoring and responding to emerging infectious diseases, including the option of creating a SARS program within Public Health.	In progress. Being developed by TPH for July/September Board of Health meeting and 2004 budget.
4	It is recommended that the Commissioner of Corporate Services be requested to expeditiously assist Scarborough Hospital and Rouge Valley Health Systems (Centenary Site), as well as other health care providers and institutions in Toronto, in identifying and securing potential locations in Toronto for SARS-related and/or infectious disease clinics and facilities, and that appropriate City-owned properties be considered for this use.	No longer necessary. No new clinics will be established at this time.
5F	A supply of thermometers and masks be made available to City Councillors in order that local constituents, who request the same, may have their health worries eased by requesting the same from the local Councillor's office in order to monitor and protect their own families.	Not recommended. If constituents require masks, thermometers they can get these from TPH by calling hotline.
6B	It is recommended that the City of Toronto Department of Public Health and the Corporate Services Department be requested to work with Members of Council to release a	In progress. Being developed by communication staff.

PUBLIC HEALTH

No.	Motion	Status
	generic information package to be delivered to all residences in the City of Toronto, funding for which to be found from the Council Budget.	
7B	It is recommended that the Medical Officer of Health be requested to seek a qualified opinion from another organization, such as The Centres for Disease Control in Atlanta, Georgia, in opposition to that expressed by the World Health Organization (WHO), on the SARS situation as it relates to visitors to the City of Toronto.	No longer necessary. Travel advisory lifted by WHO.
8B	To the extent possible, the City of Toronto ensure that travellers leaving Toronto for other parts of Canada, North America, or the rest of the world be given yellow advisory forms, similar to those being given to incoming travellers.	Completed. Federal government is now addressing this.
9C	It is recommended that the Mayor or his designate be requested to meet with representatives from L.B. Pearson International Airport and the Federal Ministry of Transportation, in order to determine what measures are being taken to ensure that possible SARS carriers do not enter our Country.	Completed. Federal government is now addressing this.
14	It is recommended that Toronto Public Health (TPH) and the Medical Officer of Health be requested to immediately develop, establish, and communicate an Infection Prevention Code of Conduct for the City of Toronto, community agencies, non-profit organizations, and private organizations, so that all employees in workplaces in the City of Toronto have consistent, accurate, and standardized infection control information to access and follow.	Completed. Community agencies were sent SARS Fact Sheets as well as universal infection precautions of good hygiene practices (i.e. hand washing & disinfecting). This will be provided to other agencies as requested. Will be referred to provincial scientific advisory committee for consideration.
17-1	Toronto City Council request the Federal Government to implement a health screening program at international airports within Canada.	Completed. Federal government is now addressing this. TPH will participate on a federal/provincial committee that is developing this program.
17-2	Toronto City Council authorize a reduction in staff gapping	In progress. CAO and TPH are looking at how this can be

PUBLIC HEALTH

No.	Motion	Status
	in the Public Health Department to the average for City departments.	done as part of SARS recovery funding.
17-3	The Province of Ontario be requested to coordinate the provision of medical and surgical procedures to other hospitals to address the backlog of surgeries and medical procedures.	Completed. Being done by province.
18	It is recommended that the Mayor and the Medical Officer of Health be authorized to travel to Geneva, Switzerland, as soon as possible to make a formal presentation to the World Health Organization, and that Ambassador Marchi, Canada's representative at the World Trade Organization, be requested to facilitate the meeting.	Completed. TPH accompanied federal and provincial officials to Geneva on April 29 th – made formal presentation.
25B	It is recommended that the CAO be requested to review the SARS initiatives undertaken in other jurisdictions and report to the SARS Advisory Task Force to the Mayor on the applicability of those initiatives to the City of Toronto.	In progress. Will be addressed as part of the Federal Task Force, the Provincial debriefing and the Scientific Advisory Committee, all of which TPH will have representation on.

Global Positioning

Tourism

Key Outcomes

- Bring leisure tourists back
- Retain existing conventions
- Rebook cancelled conventions
- Attract new convention business

Motions

2A-3 (iii) Additional funding for hotel tax to pay for destination marketing

5G* Translate tourism information into French, German, Japanese, Spanish and Korean for tour operators

6C Include major attractions on the Toronto Tourism Crisis Committee

9A Invite NALGA executive members to visit Toronto at City's expense

10F Mayor Lastman to attend Global Travel & Tourism Council May 15-17 in Portugal

11E The city issue a daily good news international media alert on events/success stories

15 Urge Province to institute hotel room tax for economic recovery

19 Mayor and Task Force work to urge American Association for Cancer Research to rebook

**** Items referred to Task Force for consideration***

Global Positioning Stream – Tourism Workplan

Key Outcome	Strategies	Actions	Timing
Bring leisure tourists back	<ul style="list-style-type: none"> • Develop an aggressive series of consumer promotions utilizing Toronto celebrity endorsements • Capitalize on and enhance the promotion of existing events with potential to attract visitors. • Enhance on-line marketing. 	<ul style="list-style-type: none"> • Celebrity ambassador program on US talk shows – Mike Myers, Mike Weir, Wayne Gretzky etc. • Explore “Live from Toronto, its Saturday Night” with Toronto SNL alumni as hosts and all Canadian musical talent. • Celebrity PSA’s with the following: Keanu Reeves (Matrix) Neil Young, Keifer Sutherland (24), Karen Kain, Glenn Lewis, (R&B), Eric McCormack (Will&Grace), Dan Akroyd, Eugene Levy, Jill Hennessy (Crossing Jordan), Tia Carrerre (Relic Hunter) and Neve Campbell. • Promote events such as AGO Thompson exhibition, North by North East Music and Film Festival, Canada’s Walk of Fame, current seasons of COC, TSO and NBC, Pride Toronto, CTSF, Caribana, TIFF, International Authors Festival, Taste of the Danforth, Creative Places and Spaces Festival etc. • Develop an aggressive search engine and web based marketing program to promote Toronto. • Develop “one-stop information” site for Toronto attractions, events, packages and promotions. • Media Tour program for culture and entertainment writers from all international markets. • Develop a “Welcome Centre” providing visitors with information about what to see and do and answering questions • Create a program with the Toronto Theatre Alliance to promote the “off King Street” 	<p>May-Sept</p> <p>September 03</p> <p>May – Sept</p> <p>May-Dec</p> <p>June</p> <p>June – Dec</p>

Key Outcome	Strategies	Actions	Timing
experience.	<ul style="list-style-type: none"> • Commence development of 2006 Year of Creativity. 		
Retain existing conventions	<ul style="list-style-type: none"> • Support the efforts of Tourism Toronto and the Metro Toronto Convention Centre. 	<ul style="list-style-type: none"> • Continue to co-ordinate with TPH and MOH to offer reassurance and support letters to event organizers. • Develop a package of incentive offerings such as access to prime street banner positions for convention organizers or providing rent-free space for functions at City facilities such as Metro Hall Rotunda. 	<p>On-going</p> <p>June 03</p>
Rebook cancelled conventions	<ul style="list-style-type: none"> • Support the efforts of Tourism Toronto. 	<ul style="list-style-type: none"> • Engage Mayor's office as requested. 	On-going
Attract new convention business	<ul style="list-style-type: none"> • Support the efforts of Tourism Toronto • Engage City of Toronto Senior Management staff. 	<ul style="list-style-type: none"> • Challenge letter from either Mayor or CAO to all senior management to attempt to bid to host conferences that staff may be attending in other destinations. For example – International Fire Chiefs conference. 	May 15

Global Positioning Stream – Tourism Council Motions

No.	Motion	Status
2A-3(iii)	Additional provincial funding for a hotel tax to pay for destination marketing.	In progress. Council on record as supporting hotel tax in 2000 and 2002. Hotel Tax recommended by Toronto City Summit Alliance. Hotel Tax/DMF to be recommended in upcoming Culture Plan and Tourism Action Plan. Province announced PST deferral on Hotel rooms and attraction admissions from May through September 2003. Province announced \$128 million recovery package for tourism marketing.
5G	A Toronto Tourism Communique be translated into French, German, Japanese, Spanish and Korean for tour operators.	In progress. All languages complete and issued except for Korean. Revised Mayor's letter and Tourism Toronto general Communique to be translated and made available for wide distribution. Translation to languages to be determined by analysis of visitation statistics by market. Tourism Toronto presently has a multi-lingual lure brochure. Brochure may need to be reprinted and if so, there may be an opportunity to expand the number of languages.
6C	It is recommended that representatives of each of the City's major attractions be included in the Tourism Industry Crisis Committee.	Completed. All Toronto Attractions have been invited by Tourism Toronto to participate in Tourism Coalition recovery plan development.
9A	That the Commissioner of Economic Development, Culture and Tourism, in cooperation with the Auditor General, be directed to intervene on behalf of our city businesses and invite two members of the Executive Members of the NALGA to visit the City of Toronto immediately, at the City's expense, so that this Organization can experience first-hand that the City of Toronto is safe and that 2.6 million people are living and working in Toronto and carrying on with their normal lives.	In progress. Tourism Coalition Recovery Plan is developing Meeting and Convention plan that will enable site visits by potential event organizers. Organization to be referred to Tourism Toronto for follow up.
10F	It is recommended that Mayor Lastman be requested to	Completed. Mayor's office advised that mayor will not

No.	Motion	Status
	accept the invitation of the World Travel and Tourism Council to attend their 3 rd Annual Global Travel and Tourism Conference, to be held May 15 to 17, 2003 in Portugal, inasmuch as Mayor Lastman is the only international Mayor to be so invited, in order to address and reassure the international tourism industry as to the safety of Toronto as a tourist destination.	attend as he is needed in Toronto. Councillor Minnan-Wong (Chair of Economic Development and Parks Committee) will represent the City and the Mayor at the meeting.
11E	It is recommended that the Commissioner of Economic Development, Culture and Tourism be requested to create a daily 'Good News' international media alert on events and success stories happening in the City of Toronto.	Completed. Global Position staff team to work with Corporate Communications and Tourism Coalition to ensure regular positive messaging. Second video message of Mayor, Deputy Mayor and MOH distributed by satellite on May 2.
15	The City of Toronto urge the Province to implement a dedicated hotel room tax to raise the funds necessary to promote economic recovery in the tourist industry in Ontario, as supported by Tourism Toronto and the Hotel Association.	In progress. Same recommendation as Motion # 2A
19	It is recommended that the Mayor, in consultation with the SARS Advisory Task Force to the Mayor, be requested to contact the American Association for Cancer Research (AACR), and request that in light of the information provided to City Council by the City's Medical Officer of Health on April 24, 2003, the AACR reconsider hosting their convention in Toronto.	In progress. 2003 meeting has been moved from Toronto and will not re-book for 2003. Tourism Toronto will be working to attract AACR to Toronto for a meeting in the future. Tourism Toronto will request letter from Mayor to support future bid once all matters pertaining to the 2003 cancellation have been dealt with.

Global Positioning

Business Investment/Economic Development

Key Outcomes

- Project Toronto as a healthy, safe, vibrant location
- Showcase Toronto's management of the SARS crisis as exemplary of a North American modern metropolis
- Revive trade missions
- Re-establish objectives of key sectors, e.g. biomedical, Film & TV
- Re-connect with foreign missions and intermediaries, e.g. site selectors

Motions

- 3E Mayor send a letter to President of CBC to admonish its internal travel advisory
- 16-1 That CAO consult with federal officials and request Air Canada to refrain from encouraging citizens to delay their flights to Toronto
- 16-2 Request Air Canada to consult with health authorities before advising passengers to delay flight to Toronto

Global Positioning Stream - Business Investment/Economic Development Workplan

Key Outcomes	Strategies	Actions	Timing
Project Toronto as a healthy, safe, vibrant location	<ul style="list-style-type: none"> Develop a Magazine Advertorial Program 	<ul style="list-style-type: none"> Business and Investment themed Advertorial in Fortune and Enroute Magazine FAM tours for investors and site selectors. 	Winter 2004
“The Best location to visit and a great location to invest.”	<ul style="list-style-type: none"> Showcase Toronto to investors 	<ul style="list-style-type: none"> Develop program for Foreign Student graduate recognition 	2003 and 2004
Showcase Toronto’s management of the SARS crisis as exemplary of a North American modern metropolis	<ul style="list-style-type: none"> Export Toronto experts Develop business focused video messaging Partnership Marketing 	<ul style="list-style-type: none"> Work with Universities and target sector leaders to facilitate the presentation of papers at conferences In-flight and speciality channel program development Product Co-marketing with companies like Labatts in US 	2003 to 2005
Revive international contacts and trade connections	<ul style="list-style-type: none"> Business and Investment Special Event Program 	<ul style="list-style-type: none"> Toronto display and receptions in key US markets jointly with federal and provincial partners. 	June to Sept 03 And Spring 04
Re-establish objectives of key sectors, e.g. biomedical, Film & TV	<ul style="list-style-type: none"> Sector Specific Conference and Trade Show attendance with either booth or sponsored event 	<ul style="list-style-type: none"> Attendance and promotion at Cannes Film Festival, BIO, MIPIM Real Estate Market, SIOR, IAMC, CoreNet, CEBIT Hanover Fair, Chicago Manufacturers Show, Toronto International Film Festival Trademart, etc. 	Spring 2004 and 2005
Re-connect with foreign missions and intermediaries, e.g. site selectors	<ul style="list-style-type: none"> Proactive Conference Attraction Investment Advertising 	<ul style="list-style-type: none"> Bid to host major global conference such as Stockholm conference in 2005/06 Bid for sector specific Conventions Advertising in sector specific publications. Real Estate, Film Sector, and General Business Advertising in general business press – Forbes, Fortune, Wall street Journal, etc. 	Summer 03 thru Spring 04
			2003 and 2004
			2003-2005

Key Outcomes	Strategies	Actions	Timing
	<ul style="list-style-type: none"> Media and Public Relations Initiatives 	<ul style="list-style-type: none"> Web banner ads and messaging Co-ordination of TV and Radio talk show appearances and placement of print media stories via publicist Develop a City web page to tell the stories and calendarize offerings/events Finalize elements to re-brand the City 	2003-2004
	<ul style="list-style-type: none"> Corporate Outreach Program 	<ul style="list-style-type: none"> Development of messaging for local corporations to send to parent offices or foreign partners Consult with FLIC on how best to assist Develop “Ambassador Kit” for business leaders 	2003 -2005
	<ul style="list-style-type: none"> Communication Program to International Representatives and Sectors 	<ul style="list-style-type: none"> Regular communication program to Consular offices and Foreign Trade Representatives. Aggressive campaign to foreign student recruiters – meetings in situ Work with Universities local foreign language schools locally 	Immediate
	<ul style="list-style-type: none"> Direct Mail Program 	<ul style="list-style-type: none"> Targeted Direct Mail program to Site Selectors, corporate decision makers and Canadian Missions. 	2004
	<ul style="list-style-type: none"> Inducement Program 	<ul style="list-style-type: none"> Exempt film industry from Parking fee charges from June to December 2003 Increase Provincial Tax incentives to: <ol style="list-style-type: none"> match the area outside of the GTA match the tax incentives of Manitoba Work with hotels and suppliers to offer “best rates” packages 	Immediate thru 2005 Immediate 06/03 to 12/03

Global Positioning Stream – Business Investment/Economic Development Council Motions

No.	Motion	Status
3E	The Mayor be requested to write to the President of the CBC to inform him of City Council’s opposition to the CBC’s internal directive to suspend all non-essential travel to Toronto.	Letter not necessary. CBC has already corrected the matter. Tourism Coalition to address the matter of corporate travel restriction as part of the Tourism Recovery work plan.
16-1	It is recommended that the Chief Administrative Officer, in consultation with Federal officials, request Air Canada to refrain from encouraging citizens to delay their flights to Toronto.	Request not necessary. Air Canada has already corrected the matter. Tourism Coalition to address the matter of corporate travel restriction as part of the Tourism Recovery work plan. Air Canada has responded with low fares from all destinations in Canada and has established the “Canada loves Toronto”
16-2	It is recommended that Air Canada be requested to consult with the proper health authorities before it advises passengers about the possibility to delay their flight to Toronto.	Completed. Air Canada consulting with Health officials as requested.

Engaging Torontonians

Key Outcomes

- Get Torontonians to love Toronto – shop, dine, explore (involve BIAs)
- Enhance civic pride
- Ease fear of SARS
- Mobilize Torontonians to participate and take action
- Enhance knowledge of Toronto
- Ensure that local businesses feel confident and are informed

Motions

- 2B* Portion of \$25 million funding be used to clean streets
- 3C-2 Report to EDPC or Task Force on additional funding for summer events, including Pride and Caribana
- 5A* Pronounce “Toronto – The Best City” weekend with entertainment, multicultural festivities, visitations by all levels of Government and special business offers
- 5E Declare support to South Asian Heritage Month and its activities
- 21A* Waive permit fees for special events between now and fall, including Taste of the Danforth, Canada Day at Riverdale Park East etc.
- 21B CAO to submit report to Policy and Finance on providing grants to businesses for promotional activities to combat negative commercial impacts
- 26A A portion of the \$25 million funding be used for a local campaign

** Items referred to Task Force for consideration*

Engaging Torontonians Stream Workplan

Key Outcome	Strategies	Actions	Timing
<p>“Engaging Torontonians”</p> <ul style="list-style-type: none"> • Demonstrate support to citizens & businesses in the City’s recovery from SARS. • Motivate Torontonians to support each other. • Enhance Civic Pride. • Inform and communicate to public. 	<ul style="list-style-type: none"> • City Task Force approved a <u>5 point plan</u> to “Engage Toronto” (see attached). • Each section has specific activities. 	<p>5 Point Plan:</p> <hr/> <ul style="list-style-type: none"> • Support existing events. <hr/> <ul style="list-style-type: none"> • Engage corporate community (Face of the City). <hr/> <ul style="list-style-type: none"> • Sell Toronto to Toronto (Slogan cross-promotion plan). <hr/> <ul style="list-style-type: none"> • Develop new events/initiatives: <ul style="list-style-type: none"> - Mother’s Day - Victoria Day - Chinese Community <hr/> <ul style="list-style-type: none"> • Shining the City <ul style="list-style-type: none"> - Cleaning the City. 	<p>Phase 1 – May Phase 2 – May to December Phase 3 – 2004</p> <hr/> <p>Phase 1 & 2 - Plan under development.</p> <hr/> <p>Ongoing</p> <hr/> <p>Phase 1 – May</p> <hr/> <p>Phase 1 – May</p> <hr/> <p>Phase 2 –</p>

Key Outcome	Strategies	Actions	Timing
1.Support Existing Events	<ul style="list-style-type: none"> Development of a consistent plan to increase exposure of both ‘signature events and community events 	<ul style="list-style-type: none"> Link with Province on Signature Events Principles of the City Plan: develop a promotional campaign that increases exposure of events across the region – tactics: weekly calendar, public relations, electronic mediums, ads, bill boards etc 	Target for completion - end of May
2. Engaging Corporate and Community	<ul style="list-style-type: none"> Establish a ‘blue ribbon committee of business leaders to champion all aspects of recovery Ensure communications link among all groups – starting up initiatives Develop media strategies that engage city leaders, celebrities, both in Toronto and outside of Canada 	<ul style="list-style-type: none"> Mayor ‘s task force should link with Board of Trade to establish – business leadership and/or link with City Summit Alliance Work with Agency –to develop celebrity campaigns Link with Coalition and Province – share plans 	Immediately – build on the banks donation as a starting point to engage others
3. Sell Toronto to Toronto	<ul style="list-style-type: none"> Hire Agency to develop a local market campaign to sell Toronto to Toronto – build on the City brand to create a slogan and graphic identifier Campaign to be multi-media approach - leverage this opportunity to raise awareness of the City’s history, economic advantages, people and future potential. 	<ul style="list-style-type: none"> Agency selection underway Need to link with Coalition and Province 	Phase 1 – may Phase 2 – to year end Phase 3 – 2004
4. New Events &	<ul style="list-style-type: none"> Create sense of pride and 	<ul style="list-style-type: none"> Mother’s Day Campaign – promotional – focus 	Mothers Day

Key Outcome	Strategies	Actions	Timing
Initiatives	<p>motivate Torontonians to get out and enjoy the City. Ease their fears and concerns.</p> <ul style="list-style-type: none"> Address areas most hurt by SARS – health care workers, Chinese Community, restaurants, hotels, & retail 	<p>on restaurants, retail, areas</p> <ul style="list-style-type: none"> Victoria Day Weekend – link to Air Canada’s – Canada loves Toronto – need to host a event to receive Canada Chinese Community Strategy – development of plan to host a series of activities to reach this community. Health Care Workers Event – Other Events to be considered. 	<p>campaign under way</p> <p>Victoria Day - Plans: eveloped by staff – on hold until agency is hired</p> <p>Under development</p> <p>Protocol organizing – May 15th</p>
5. Shining the City Getting Ready for the World	<ul style="list-style-type: none"> Need to develop strategy with Works Dept. 	<ul style="list-style-type: none"> Link to “Clean City Campaigns” 	<p>May -September implementation</p>

Engaging Torontonians Stream Council Motions

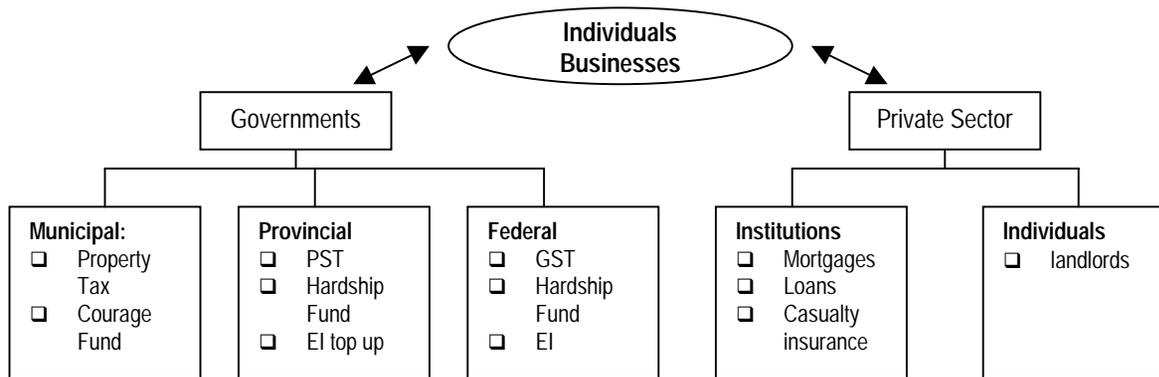
No.	Motion	Status
2B	It is recommended that a portion of the \$25 million requested of the Provincial and Federal Governments and the City be used to clean the streets of litter and unsightly graffiti.	In progress. Component of the 6 point plan for Engaging Torontonians. Amount of funding support to be determined (Shining the City).
3C-2	It is recommended that the Commissioner of Economic Development, Culture and Tourism be requested to submit a report to the Economic Development and Parks Committee and/or to the SARS Task Force on the possibility of providing additional funding for City of Toronto summer events, including PRIDE and Caribana.	Not necessary. Task Force Supporting Existing Events – one of the six major areas. Plan under development for the support of all signature and community events. Agreed focus on marketing and public relations versus direct financial support. Need to link with Province and Coalition related to international marketing of signature events.
5A	<p>The City of Toronto pronounce “TORONTO – The Best City” Celebration Weekend. (The date to be chosen by the Health Department, the Economic Development Committee of the City, and the Toronto Board of Trade).</p> <p>Toronto: Safe to live – safe to visit Just as in New York City after 9-1-1, the City celebrated overcoming the crisis, Toronto can celebrate the return to normal life after the SARS crisis. Activities to include:</p> <ul style="list-style-type: none"> • Entertainment, • Multicultural festivities, • Visitations from all key members from all levels of government, • Businesses (restaurants, hotels, airlines, trains, buses, TTC, etc.) will attempt to draw customers back again with special incentive discount offers 	<p>In progress. Several Options and opportunities being pursued:</p> <ol style="list-style-type: none"> 1. Victoria Day Weekend 2. Province/Coalition Planning a major event 3. Major event under consideration as part of Toronto: You Belong Here campaign
5E	The City of Toronto Council declare its support for the South Asian Heritage Month and the subsequent activities that will take place in the City of Toronto at various venues commencing on May 2 at the Bright Pearl Restaurant in	In progress.

No.	Motion	Status
	Toronto to the culmination of the activities at Nathan Phillips Square on May 31, 2003.	
21A	It is recommended that permit fees and user fees for special events throughout the City of Toronto between now and the fall of this year, such as the Taste of the Danforth and Canada Day in Riverdale Park East, be waived by the appropriate City departments.	Not recommended. Cost Implications: \$5 million plus
21B	It is recommended that the Chief Administrative Officer and the Mayor be requested to give consideration to providing grants to business communities throughout the City who wish to organize promotional activities to combat the negative commercial impacts that have resulted from SARS, and that the Chief Administrative Officer submit a report on this matter to the Policy and Finance Committee at its next meeting.	In progress. Alternative option being developed that would achieve the same outcome without the difficulties of developing a grant program. 6 point plan
26A	(Amendment to Motion 1 re: \$25M) A portion of funding to be used for a local campaign.	In progress. Task Force has determined that the City's funding will be primarily focussed on the Engaging Torontonians campaign.

Hardship Relief

Key Outcomes

- Engage private sector, e.g. banks, to provide mechanisms for relief to individuals and businesses affected by SARS
- Engage provincial and federal governments to set up relief funds and implement other mechanisms to assist individuals and businesses, e.g. PST and GST relief
- Dialogue with landlords to provide relief for tenants



Motions

- 2A-1 Emergency EI measures, including waiving 2-week period, qualification hours and extended benefits
- 2A-2 Provincial top-up to bring EI to 100% level
- 2A-3 Additional provincial funding for medical benefits, training programs and emergency protection from evictions of laid off workers
- 2A-4 Support hospitality workers who are tenants facing eviction and provide access to City dental programs
- 3A-4 Allow hospitality workers and immediate families to access City dental programs
- 5B* City create an immediate SARS relief fund with money from provincial and federal governments to help small businesses

- 5C* City create SARS business hotline for companies to report loss in business, overall loss in dollars/patronage and need of financial assistance
- 5D* City create a SARS community hotline for community to seek financial assistance
- 8A City urge casualty insurance companies to provide relief to businesses by viewing SARS losses as business interruption loss
- 20-1 CFO to report on property tax deferral and impact of delayed payment of education portion of tax bills
- 20-2 Request Provincial and Federal Governments to defer payments for PST and GST for 60 days
- 25-A CAO report to Task Force on establishment of “Courage Fund” details

** Items referred to Task Force for consideration*

Hardship Relief Stream Workplan

Key Outcome	Strategies	Actions	Timing
Engage private sector to provide mechanisms for relief	<ul style="list-style-type: none"> • Secure promotional support for tourism and business travel promotion • Alleviate financial difficulties for targeted business sectors through direct funding commitments • Assistance to victims, others directly affected 	<ul style="list-style-type: none"> • Many examples already executed, e.g. theatre/hotel packages; discount air fares; reduced price gasoline, restaurant marketing • Banks have announced \$1m. contribution • Seek direct support • Discuss hardship relief options with Banks • Establish donation account (e.g. Singapore's Courage Fund) 	<ul style="list-style-type: none"> • In progress • In progress • Ongoing • Week of May 12 • Report May 14
Engage provincial and federal governments	<ul style="list-style-type: none"> • Seek financial assistance package for local, regional and international tourism and business travel promotion • Obtain targeted PST and GST relief • Additional relief for affected workers and businesses 	<ul style="list-style-type: none"> • Provincial funding of \$128m • Federal funding of \$100m • Obtain clarity over funding and decision making roles • Further political discussions on sectors and timing to be targeted • EI waiting period for quarantined workers eliminated • Seek EI relief for laid off workers • Obtain funding for medical, dental benefits, training, etc. • Seek prov./fed.l funding to create SARS relief funds for small businesses 	<ul style="list-style-type: none"> • Complete • Complete • ASAP • ASAP • Complete • ASAP • ASAP • ASAP

Key Outcome	Strategies	Actions	Timing
Additional City actions	<ul style="list-style-type: none"> • Possible property tax relief for affected businesses • Communication with affected individuals, businesses 	<ul style="list-style-type: none"> • Investigate hospitality sector tax relief options, legal basis • Investigate establishment of phone hot lines to advice on programs available and receive information on impacts: Community Hotline Business Hotline 	<ul style="list-style-type: none"> • Report May 14 • ASAP

Hardship Relief Stream Council Motions

No.	Motion	Status
2A-1	<p>Emergency Employment Insurance funds to be made available through HRDC, with the provision of necessary funding and relaxed eligibility requirements in order to allow more workers to qualify for benefits (including the 10 percent unemployment rate threshold), including:</p> <ul style="list-style-type: none"> (i) the elimination of the two-week waiting period; (ii) a reduced number of hours of work needed within the previous 52 week period so more hotel workers can qualify; and (iii) an extended benefit period so low-wage workers won't run out of Employment Insurance in only a few months. 	<p>In progress. HRDC Toronto Region Response re SARS-related EI issues</p> <ul style="list-style-type: none"> • HRDC offices are awaiting policy direction on the implementation of the EI Regulation changes announced on April 4,2003 (see Changes to EI Regulations related to SARS below) • While levels of new EI applications have been increasing across Ontario, the impact of SARS related cases has not been analyzed • There is no provision to fast track SARS related applications and there is no plan to increase staff to process EI claims • Inquiries regarding EI claims can be handled through the normal process of calling the Regional Call Centre (1-800-206-7218 for Toronto). • The lead Director, HRDC for the Toronto Region has met with representatives of several Tourist industry associations and unions. <p>HRDC Actions to Date</p> <ul style="list-style-type: none"> • HRDC has already responded by waiving the 2 week qualifying period for people quarantined or impacted by SARS • HRDC indicates that the normal EI application process will be followed for those impacted by loss of employment or reduced hours. • Recommend that the City continue to urge HRDC to apply enhanced eligibility requirements for the Toronto Region.

No.	Motion	Status
		<p>Changes to EI regulations related to SARS</p> <ul style="list-style-type: none"> • The EI regulations have been amended to remove the usual two week waiting period for EI sickness benefits in SARS-related cases • The requirement for a medical certificate is also removed when the period involved is a SARS-related quarantine (usually 10 days) • If the claimant is ill or falls sick before the end of the quarantine period, a medical certificate is required to continue EI sickness benefits • Application procedures for SARS-related are the same as those for EI sickness benefits • The Federal government has indicated in the media that they will consider changes / flexibility for EI eligibility rules for part-time employees and self-employed residents.
2A-2	A provincial top-up to bring Employment Insurance benefits to a 100 percent level, with payments available for training and skills upgrading during this downturn, which has resulted in reduced hours of work for hospitality sector employees.	In progress. Recommend that the City continue to urge HRDC to top-up EI benefits to 100% for SARS applicants.
2A-3	Additional provincial funding for: (i) the protection of medical benefits of laid-off workers; (ii) the provision of training programs for hospitality workers while laid off; (iii) emergency protection from evictions for laid-off hospitality workers who are unable to pay their rent.	In progress. See Motion No. 3A-4.
2A-4	Support by the City of Toronto for hospitality sector employees: (i) who are tenants threatened with eviction; and (ii) by allowing them and their families access to the	In progress. See Motion No. 3A-4.

No.	Motion	Status
	City's dental program should they lose their medical and dental benefits while laid-off.	
3A-4	Hospitality workers and their immediate families be allowed to access the City of Toronto's dental program if they lose their medical and dental benefits while laid off.	<p>In progress.</p> <ul style="list-style-type: none"> • Options have been developed to address financial, medical dental and other emergency relief requirements (over and above existing programs). • Options cover what is available now through Social Services for Ontario Works and variations on emergency assistance. • Costs to the municipality varies by option. • If Ontario Works then 80/20 funding split (costs will depend on number of individuals who use program) • If not Ontario Works, 100% Municipal (pending provincial approvals) estimated at \$78,000 per month per 100 cases • Recommend the City seek necessary provincial approval for 100% funding.
5B	The City of Toronto create an immediate SARS Emergency Relief Fund with money to come immediately from the Federal and Provincial governments in order to help in the provision of relief for small business owners so they could avoid bankruptcy and other daily expenses/costs that the City is experiencing in treating and dealing with the SARS crisis.	<p>In progress.</p> <ul style="list-style-type: none"> • Could be substantial administrative costs for the City. • City staff are seeking clarity on the application of senior government funding. • Not recommended unless there is guaranteed funding from federal & provincial governments • To date, no provincial or federal funds have been made available to implement this program • If federal and/or provincial funds were to become available, program should be implemented.
5C	The City of Toronto create a SARS Business Hotline for the purpose of individual companies to phone in and report: a) Overall loss in business since SARS first surfaced in	<p>In progress.</p> <ul style="list-style-type: none"> • Recommend proceed with providing voice mail box immediately, advertising the phone number through the

No.	Motion	Status
	City of Toronto b) Overall loss in dollars and patronage (c) Whether in immediate need of financial assistance – i.e. interest free or low interest loans from financial institutions, Chambers of Commerce, etc.	City’s website and Chinese business associations. <ul style="list-style-type: none"> • If targeted business assistance programs are implemented, upgrade business hotline to a staffed line, which would serve as the first point of contact for accessing government assistance programs.
5D	The City of Toronto create a SARS Community Hotline for members of the community who have come in contact with SARS, are quarantined and/or have symptoms – to phone in to report to the City if they are in need of financial assistance, groceries, medical help, other types of assistance, such as deferring property tax payments.	<ul style="list-style-type: none"> • Toronto Social Services will establish a community hotline. • Affected residents would contact the hotline to enquire about: <ul style="list-style-type: none"> ▸ financial assistance including, property tax relief ▸ medical and dental related assistance ▸ employment related supports, such as training ▸ other emergency relief requirements, such as evictions, hydro arrears • \$90,000 - 100,000 per month of operating costs, including set up • Recommend that the City pursue the province for 100% funding for all costs related to the establishment of the community hotline.
8A	The City of Toronto urge casualty insurance companies to give consideration to providing relief to businesses by viewing loss of business due to SARS as qualified business interruption losses.	<ul style="list-style-type: none"> • Recommend not proceed due to unlikelihood of success and potential for further international damage to City’s reputation. • Recommend not proceed on basis that insurers do not deem SARS as an insurable peril under a property insurance policy that normally covers business interruption and that casualty liability policies do not provide the coverage to the insured business
34	The Chief Financial Officer and Treasurer be requested to submit a report to Council, through Policy and Finance Committee, on: (A) deferral of property tax payments for all hospitality-	<ul style="list-style-type: none"> • Not recommended. • Various options examined by staff difficult to implement and costly. (No clear definition or consensus of ‘hospitality related, require Provincial regulation to

No.	Motion	Status
	<p>related businesses for a period of 60 days from issuance of the final 2003 tax bills;</p> <p>(B) financing by the Province of the financial impact of delayed payment related to the education portion of the tax bills.</p>	<p>define new class/subclass and MPAC to identify properties eligible to be included in new class, no way to ensure deferral passed on to tenant)</p>
20-2	<p>The Provincial and Federal Governments be requested to defer payment of PST and GST for hospitality-related businesses for 60 days.</p>	<p>In progress. Province has passed legislation to provide relief of accommodations and attractions tax from May to September.</p>
25-A	<p>It is recommended that the Chief Administrative Officer be requested to report to the SARS Advisory Task Force to the Mayor, as soon as possible, on the viability of establishing a fund along the lines of the ‘Courage Fund’ established by the City of Singapore, such report to include, but not be limited to:</p> <ol style="list-style-type: none"> (1) Naming of the fund; (2) Fundraising from the public and private sectors; (3) Patronage of the fund; (4) Publicity for donors to the fund; (5) Tax relief for donors; and (6) Recipients for the fund 	<p>Complete.</p> <ul style="list-style-type: none"> • Donation account has been established. Will have two categories – Tourism and Hardship, permitting donor to specify benefiting account. • Disburse funds to City programs benefiting SARS victims especially Public Health and Tourism. • Program spending priorities to be determined in accordance with value of donations received. • Individual victim benefit schedule (similar to Singapore example) not recommended due to privacy issues, unpredictability of donation levels. • Disbursing funds to intermediary organizations not recommended due to tax credit liability issues, lack of consistency with City responsibilities.

Social/Community

Key Outcomes

- Mobilize community agencies
- Get the facts known among the general public (medical/quarantine individuals, ethnic)
- Assure Torontonians that there is government action to combat negativity towards Torontonians
- Ensure adequate health protection for socially disadvantaged groups

Motions

- 3C-1 Hold press conference for ethnic media
- 9B MOH to ensure that SARS press releases are widely distributed to ethnic media and community newspapers
- 10A Commissioner of CNS to equip all shelters with adequate hand sanitizers, soap and paper towels
- 10B Commissioner of CNS to ensure trained personnel to screen patrons at shelters
- 10C Commissioner of CNS to monitor adequacy of Kingston Road quarantine facility
- 10D* Commissioner of CNS to consider new shelter spaces
- 10E MOH to work with school boards to ensure increased level of hygiene in schools
- 17-4 City develop program for homeless to ensure SARS is not spread
- 17-5 Funding continue for non-profit agencies to deliver groceries/medicine for quarantined individuals
- 23 Develop outreach strategy to alleviate negative backlash against certain communities and geographic areas

- *Items referred to Task Force for consideration*

Social/Community Stream Workplan

Key Outcome	Strategies	Actions	Timing
Mobilize community	<ul style="list-style-type: none"> • “Diversity and Recovery” local community media initiative • media event specific to Chinese community • letter to community-based agencies from Mayor and Diversity Advocate 	<ul style="list-style-type: none"> • Corporate Communications coordinating timing of this in context of Engaging Torontonians strategy. 	In progress – coordinated with Engaging Torontonians strategy
Get the facts known among general public (quarantined/ ethnic)	<ul style="list-style-type: none"> • Confirm that ethnic media is receiving SARS updates 	<ul style="list-style-type: none"> • Completed – confirmed by TPH and Corp. Communications 	Completed.
Assure Torontonians that there is government action to combat negativity towards them	<ul style="list-style-type: none"> • Outreach Strategy • Ongoing Issues management 	<ul style="list-style-type: none"> • Data-gathering/ contact with local agencies to get feedback • Data analysis and development of strategy • TPH staff responding to specific incidents as they are made aware of them 	In progress Ongoing
Ensure adequate health protection for socially disadvantaged groups	<ul style="list-style-type: none"> • Shelter Housing and Support Division Response to SARS 	<ul style="list-style-type: none"> • Information Report to May 1, CSC • Report being prepared for June 5, 2003 to identify actions taken in response to April 24 Council motions 	Completed Report to June 5, 2003 CSC

Social/Community Stream Council Motions

No.	Motion	Status
3C-1	The Commissioner of Corporate Services, in consultation with Corporate Communications staff, be requested to hold a press conference specifically for the Ethnic Media, in order to communicate information with respect to SARS and the City's economic revitalization strategy.	In progress. Diversity and Recovery local community media strategy and Chinese media strategy being developed. Letter to community-based sector being developed.
9B	It is recommended that the Medical Officer of Health be requested to ensure that press releases respecting SARS are more widely distributed to the ethnic media and community newspapers in the City of Toronto.	Complete. SARS press releases are currently distributed to all Toronto media including the ethnic media/newspapers.
10A	The Commissioner of Community and Neighbourhood Services be requested to ensure that all shelters and drop-in facilities be immediately equipped with adequate hand sanitizers, soap and paper towels.	In progress. Commissioner to report to June CSC on actions taken
10B	The Commissioner of Community and Neighbourhood Services be requested to ensure that trained personnel, equipment and protocols are in place to screen and refer ill patrons in the shelter system and to minimize the risk of transmission of undetected SARS cases.	In progress. Commissioner to report to June CSC on actions taken
10C	The Commissioner of Community and Neighbourhood Services in consultation with the Medical Officer of Health, be requested to monitor the adequacy of the Kingston Road quarantine facility for homeless persons affected by SARS.	Complete. Commissioner reported to May 1 CSC meeting that 15 people were placed in quarantine. All quarantines are now over and no SARS developed.
10D	The Commissioner of Community and Neighbourhood Services be requested to consider new shelter spaces to lower occupancy and sleeping distances between clients.	In progress. Commissioner to report to June CSC on actions taken
10E	The Medical Officer of Health be requested to continue to work with the Toronto District School Board and the Toronto District Catholic School Board to ensure increased levels of sanitization and hygiene facilities and promote	Complete. TPH staff continue to work with both Boards

No.	Motion	Status
	increased awareness of personal hygiene.	
17-4	The City of Toronto develop a program for the homeless population to ensure SARS is not spread.	Complete. Commissioner reported to May 1 CSC and will update through further report to June CSC on actions taken
17-5	That funding continue to be provided for non-profit community agencies to deliver groceries and medication if needed to those in quarantine or afflicted by SARS.	Complete. TPH is now taking responsibility in-house for delivery of masks and thermometers given that the number of those in quarantine is declining.
23	It is recommended that, since our City's motto is 'Diversity – Our Strength', in order to address the stigmatization being experienced by the Chinese Canadian Community in Toronto and in other affected areas, both business and the residential population, City Council request the Chief Administrative Officer, in consultation with the Medical Officer of Health, the Commissioner of Economic Development, Culture and Tourism, the SARS Advisory Task Force to the Mayor, and the Community Advisory Committee on Race and Ethnic Relations, to develop concrete initiatives and an outreach strategy to alleviate and curb any further discrimination and negative backlash that have been outlined by our Chinese Canadian Communities and other geographic affected areas such as Scarborough-Agincourt, Dundas-Spadina, and Gerrard-Broadview.	<p>In progress. TPH is responding on a case-by-case basis to those incidents related to access to health care</p> <p>TPH has held information outreach session with the Filipino community over a week ago to address issues specific to this community</p> <p>As part of TF work plan, Access and Equity office is coordinating an outreach strategy, with support from CNS and TPH</p>