

**THE CITY OF TORONTO**

**City Clerk's Office**

**Minutes of the Economic Development and Parks Committee**

**Meeting No. 4**

**Monday, June 9, 2003**

The Economic Development and Parks Committee met on Monday, June 9, 2003, in Committee Room 1, 2nd Floor, City Hall, Toronto, commencing at 9:40 a.m.

Attendance:

Members were present for some or all of the time period indicated.

	9:40 a.m. to 12:40 p.m.	2:14 p.m. to 5:07p.m.
Councillor Denzil Minnan-Wong, Chair	X	X
Councillor Michael Feldman, Vice Chair	X	X
Councillor John Filion	X	X
Councillor Suzan Hall	X	X
Councillor Norman Kelly	R	R
Councillor Chris Korwin-Kuczynski	X	X
Councillor Giorgio Mammoliti	X	X
Councillor Joe Pantalone	X	X

Also Present:

Councillor Fred Dominelli	Councillor Howard Moscoe
Councillor Joanne Flint	Councillor Jane Pitfield
Councillor Peter Li Preti	Councillor Kyle Rae
Councillor Peter Milczyn	Councillor David Shiner

### **Confirmation of Minutes**

On motion by Councillor Korwin-Kuczynski, the Minutes of the Economic Development and Parks Committee meeting held on May 5, 2003, were confirmed.

#### **4.1 High Speed Hover Craft Service**

The Economic Development and Parks Committee had before it a communication (undated) from Mr. Dale K. Wilson, DHS - Corporate Division, informing the Committee of a High Speed Hover Craft Service which is currently under development and being proposed for Lake Ontario covering the GTA and surrounding areas from Pickering to St. Catharines and offering an economical solution at a substantial cost savings compared to alternatives such as development of new highways or rail systems.

The following persons appeared before the Economic Development and Parks Committee in connection with the foregoing matter:

- Mr. Ryan Wilson, President, DHS - Corporate Division; and
- Mr. Dale K. Wilson, Vice President, DHS - Corporate Division, and filed a copy of his submission.

- A. Councillor Pantalone moved that the Economic Development and Parks Committee received the overhead presentation.

**Carried**

Councillor Minnan-Wong appointed Councillor Feldman Acting Chair and vacated the Chair.

- B. Councillor Minnan-Wong moved that the Economic Development and Parks Committee requested the proponents to provide staff with a business plan, such plan to include all the principles involved.

**Carried**

Councillor Minnan-Wong resumed the Chair.

(Commissioner of Economic Development, Culture and Tourism -  
June 11, 2003)

**(Clause No. 15(a), Report No. 5)**

**4.2 Harbourfront Parks and Open Space Design Competition**  
**Request for Proposal No. 9118-03-7181**  
(Ward 20 Trinity-Spadina)

The Economic Development and Parks Committee had before it a joint report (June 2, 2003) from the Commissioner of Economic Development, Culture and Tourism and the Chief Financial Officer and Treasurer reporting on the results of the Request for Proposal No. 9118-03-7181, the evaluation committee's recommendation on a winning conceptual design, and to obtain authority to award and enter into a contract with Janet Rosenberg and Associates Landscape Architects Inc. for Phase I implementation of the Harbourfront Parks and Open Space Design Competition; and recommending that:

- (1) this report, regarding the Harbourfront Parks and Open Space Design Competition, be approved;
- (2) members of the Harbourfront Parks Steering Committee and Councillor Pantalone, Chair of the Committee, be thanked for their efforts and support throughout this detailed process;
- (3) staff negotiate with Janet Rosenberg and Associates Landscape Architects Inc., the highest scoring proponent, and execute a contract for professional services based on 9 percent of the \$7.5 million construction value;
- (4) the balance of the Harbourfront Phase I park implementation projects estimated to cost \$5.0 million (net "0"), funded from designated reserve funds, be submitted as part of the 2004 Parks Capital Works pre-approval request, recognizing the need to initiate this project as part of the waterfront renewal;
- (5) staff retain additional professional services to investigate site and environmental conditions necessary for the staging of Phase I park development projects;
- (6) based on the three submissions and the evaluation committee recommendations, the Harbourfront Parks Steering Committee report to the Economic Development and Parks Committee and City Council on future implementation phases of the Harbourfront Parks and Open Space system, and an Urban Design Framework Study for the Harbourfront area to be carried out in co-operation with Urban Development Services; and
- (7) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

The following persons appeared before the Economic Development and Parks Committee in connection with the foregoing matter:

- Ms. Janet Rosenberg, Janet Rosenberg & Associates Landscape Architects Inc.;

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- Mr. Claude Cormier, Claude Cormier Architects Paysagistes Inc.;
- Ms. Vanessa Anderson, on behalf of Mr. Lou Boles, Member, Queen's Quay Disabled Sailing Program, and filed a copy of her submission;
- Mr. Dave Corrigan, Harbourfront Canoe and Kayak Centre; and
- Mr. Craig Pattinson, President, Queen's Quay Yachting Club.

A. Councillor Pantalone moved:

- (1) the Economic Development and Parks Committee recommend to Council the adoption of the aforementioned joint report; and
- (2) the Commissioner of Economic Development, Culture and Tourism and Janet Rosenberg and Associates Landscape Architects, be requested to meet with the boating community, as represented by the deputants, to discuss accommodating them as part of the implementation of the plan.

**Carried**

- B. Councillor Feldman moved that motion A.(2) by Councillor Pantalone be amended by adding, "and report thereon to the Harbourfront Parks Steering Committee and the Economic Development and Parks Committee."

**Carried**

(Commissioner of Economic Development, Culture and Tourism; c. Interested Parties - June 11, 2003)

**(Clause No. 1, Report No. 5)**

**4.3 Culture Plan for the Creative City**  
(All Wards)

The Economic Development and Parks Committee had before it the following report and communications:

- (a) (May 13, 2003) from the Commissioner of Economic Development, Culture and Tourism, seeking approval of the Culture Plan for the Creative City; and recommending that:
  - (1) the Culture Plan for the Creative City (Attachment No. 1) be approved;

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- (2) the Commissioner of Economic Development, Culture and Tourism report to Council with an implementation strategy for the Culture Plan in six months; and
- (3) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto;
- (b) (June 1, 2003) from Ms. Linda Rogers, General Manager, Soundstreams Canada, supporting the inclusion of the Toronto Arts Council's Culture Plan for the Creative City in the City of Toronto's Official Plan;
- (c) (June 3, 2003) from Bengt Jorgen, Artistic Director and Producer, Ballet Jorgen Canada, in support of the Culture Plan for the Creative City to improve Toronto's economic vitality and quality of life;
- (d) (June 3, 2003) from Mr. David Baile, General Manager, Opera Atelier, in support of the Culture Plan for the Creative City;
- (e) (June 4, 2003) from Mr. Richard M. Always, President, University of St. Michael's College, in support of the Culture Plan for the Creative City;
- (f) (June 5, 2003) from Mr. Don Moffat, FRAIC, RCA, President, Toronto Arts Council, in support of the Culture Plan for the Creative City;
- (g) (June 5, 2003) from Ms. Nalini Stewart, former Chair, Ontario Arts Council, in support of the Culture Plan for the Creative City;
- (h) (June 6, 2003) from Mr. Richard Bradshaw, General Director, Canadian Opera Company, in support of the Culture Plan for the Creative City; and
- (i) (June 6, 2003) from Mr. William Thorsell, Director and CEO, Royal Ontario Museum, in support of the Culture Plan for the Creative City;

The following persons appeared before the Economic Development and Parks Committee in connection with the foregoing matter:

- Ms. Karen Kain, Artistic Associate, National Ballet of Canada;
- Mr. Atom Egoyen, Filmmaker, Ego Film Arts, and submitted a copy of his submission;
- Mr. Gerald Smith, Toronto Community Arts Alliance, and submitted a copy of his submission;
- Councillor Peter Milczyn, Ward 5 Etobicoke-Lakeshore;
- Councillor Howard Moscoe, Ward 15 Eglinton-Lawrence;
- Councillor Kyle Rae, Ward 27 Toronto Centre-Rosedale; and
- Councillor David Shiner, Ward 24 Willowdale.

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- A. On motion by Councillor Mammoliti, the Economic Development and Parks Committee recommended to Council the adoption of the Recommendations embodied in the “Culture Plan for the Creative City”, subject to amending Recommendation No. (18) to read as follows:

“(18) the Culture Division work with all relevant City departments, agencies, boards and commissions to implement Council Policy dedicating one percent of the capital budget of all major municipal buildings and structures, including agency, board and commission buildings and structures, to public art;”;

**Carried**

- B. Councillor Pantalone moved that:

(1) Councillor Mammoliti’s motion A. be amended by the following:

(a) Recommendation No. (20) to read as follows:

“(20) the Culture Division, in conjunction with Urban Development Services and the Public Art Commission, and working through the development review process, encourage the allocation of one percent for public art in the budgets of all significant private-sector developments across the City through the development process; the Planning Division, in conjunction with the Culture Division, to develop an objective criteria for defining “significant” within this context;”;

(b) Recommendation No. (21) to read as follows:

“(21) the Culture Division promote the Toronto Public Art Reserve Fund and solicit tax-deductible gifts and contributions from developers to implement the Public Art Master Plan; Council, through the Planning and Transportation Committee, to develop criteria for eliciting contributions to the Public Art Master Plan on a comprehensive, co-ordinated basis;”;

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(c) Recommendation No. (33) to read as follows:

“(33) the City work with other levels of government to:

(i) implement tax incentive programs using mutually agreed standards, guidelines and procedures for evaluation; and

(ii) remove legislative and regulatory barriers for the preservation and retention of the City’s history and culture;”;

(c) Recommendation No. (51) to read as follows:

“(51) the Culture Division develop a plan to establish a surcharge for ticketed events at City-owned and other City supported cultural facilities, where market conditions allow; the proceeds from any surcharge be held in facility-specific reserve funds to support capital repairs;” and

(2) the Commissioner of Economic Development, Culture and Tourism be requested to work with the City of Ottawa on a strategy to collect a 3 percent visitor levy and report thereon directly to City Council.

**Carried**

C. Councillor Hall moved that Councillor Mammoliti’s motion A. be amended by adding the following Recommendations:

(1) the Culture Division assist Urban Development Services in holding the City’s Urban Design Awards on a regular basis so as to recognize exceptional current architecture and design; and

(2) any additional levies be subject to those parties affected being properly consulted.

Councillor Minnan-Wong appointed Councillor Feldman Acting Chair and vacated the Chair.

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- C. Councillor Minnan-Wong moved that:
- (1) Councillor Mammoliti's motion be amended by adding the following words to the end of Recommendation No. (20):  
  
"and any additional levies be subject to those parties affected being properly consulted" and
  - (2) the Commissioner of Economic Development, Culture and Tourism be requested to attain an analysis of comparative spending on a per dollar basis broken down in program areas and report thereon directly to Council for its meeting on June 24, 2003.

**Carried**

Councillor Minnan-Wong resumed the Chair.

so that such Recommendations now read as follows:

- (1) the Culture Division and the Tourism Division promote Toronto's culture scene locally, nationally and internationally; the uniqueness of our diverse arts scene and the huge, largely untapped tourism marketing potential of Toronto's live music and theatre scene be a focus of Toronto's destination marketing strategy;
- (2) the City work with community partners to catch the wave created by the Cultural Renaissance capital projects; Council build on this opportunity by declaring 2006 the Year of Creativity and establishing a special fund to develop and promote this unique opportunity for marketing Toronto and building civic pride;
- (3) the Culture Division develop a Creative City Revolving Loan program to provide seed funding for new cultural offerings of sufficient scale to attract cultural tourists to Toronto;
- (4) the Culture Division, in conjunction with the Economic Development Division, review the feasibility of establishing a Cultural Industries Development Service to provide startup assistance and industry networking opportunities;
- (5) the Culture Division, in conjunction with the Economic Development Division, set up an annual Cultural Industries Career Forum for youth in partnership with universities, colleges and training institutions;



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- (6) the Culture Division facilitate Creative Youth Internships in local and international cultural enterprises;
- (7) the Culture Division establish a Youth Passport system, allowing free or low-cost admission to cultural events for people under 20;
- (8) the Culture Division work with the Poet Laureate to implement the Naming Project to honour notable artists, thinkers and important historical figures by naming streets, parks and public buildings;
- (9) Council encourage the provincial and federal governments to sustain a vibrant cultural community through appropriate levels of investment in the arts and culture; the Province of Ontario be encouraged to restore arts funding through the Ontario Arts Council to 1994 levels;
- (10) the City develop partnerships with the private and non-profit sectors and with other levels of government to foster culture through renovated, expanded and new cultural facilities;
- (11) the Culture Division implement Council's policy to provide the arts and culture community with access to City-owned facilities and properties, including surplus properties, for use as venues, in education and training programs and as studio, rehearsal, storage and administrative space;
- (12) the Culture Division direct lease income from the heritage buildings in its portfolio to the restoration of City-owned heritage buildings;
- (13) the City use the Cultural Facilities Database to identify potential public benefits through the development review process and to help implement Council's policy, adopted in the Official Plan, to create Arts Districts and Cultural Corridors that can draw visitors and revitalize communities;
- (14) the Culture Division work with Urban Development Services to identify potential cultural developments in the formation of Community Improvement Plans, Avenue Studies and campaigns that implement the new Official Plan;
- (15) the City transform University Avenue into an Avenue of the Arts to celebrate and promote its new and expanded cultural facilities, works of public art and creative centres of biomedical discovery;

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- (16) the City encourage public art initiatives on its property and that of its agencies, boards and commissions;
- (17) the Culture Division develop a Public Art Master Plan to lay out priorities for the location of new works of public art;
- (18) the Culture Division work with all relevant City departments, agencies, boards and commissions to implement Council Policy dedicating one percent of the capital budget of all major municipal buildings and structures, including agency, board and commission buildings and structures, to public art;
- (19) the Culture Division work with community organizations across the City to create public art projects that celebrate Toronto's rich diversity of cultural life;
- (20) the Culture Division, in conjunction with Urban Development Services and the Public Art Commission, and working through the development review process, encourage the allocation of one percent for public art in the budgets of all significant private-sector developments across the City through the development process; the Planning Division, in conjunction with the Culture Division, to develop an objective criteria for defining "significant" within this context and any additional levies be subject to those parties affected being properly consulted;
- (21) the Culture Division promote the Toronto Public Art Reserve Fund and solicit tax-deductible gifts and contributions from developers to implement the Public Art Master Plan; Council, through the Planning and Transportation Committee, develop criteria for eliciting contributions to the Public Art Master Plan on a comprehensive, co-ordinated basis;
- (22) the Culture Division expand the scope of the Public Art program to allow for the creation of new works in a variety of art forms, including the Poet Laureate program;
- (23) the Culture Division develop initiatives to address the gaps in the history it presents, especially to tell the stories of First Nations communities and of the diverse groups who arrived in Toronto during the 20th century;

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- (24) the Culture Division explore the creation of a significant new cultural facility, a place where the whole Toronto story can be told, which would complement and revitalize the City's existing museum infrastructure;
- (25) the Culture Division work with the Tourism Division to develop a tourism strategy maximizing the potential of the City-owned museums and programs such as Doors Open;
- (26) the Culture Division develop a dynamic museum marketing strategy that includes distinctive products reflective of Toronto's history;
- (27) the Culture Division work with libraries and City archives to establish tools for lifelong learning such as oral history projects, research workshops and resources such as the Bibliography of Toronto;
- (28) the Culture Division further develop the Virtual Museum to increase public access to the entire museum artifact collection as well as to showcase Web-based exhibits;
- (29) the Culture Division develop, with partners, a strategy to fund the artifact acquisition budget for its museums;
- (30) the Culture Division work with the heritage community to develop a City of Toronto Heritage Management Plan;
- (31) the Culture Division develop an Archaeological Master Plan that will identify all areas of the City that have potential archaeological value;
- (32) the Culture Division survey the whole amalgamated City in order to expand its Inventory of Heritage Properties and develop City-wide criteria for priority listing and designation of heritage properties; conducting at least one Heritage Conservation District study each year in order to implement Council's policy, set out in the Official Plan, of conserving heritage resources and establishing such districts;
- (33) the City work with other levels of government to:
  - (a) implement tax incentive programs using mutually agreed standards, guidelines and procedures for evaluation; and

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- (b) remove legislative and regulatory barriers for the preservation and retention of the City's history and culture;
- (34) the Toronto Heritage Grant program be increased to create a financial incentive for heritage preservation by providing property owners with financial assistance to offset the additional cost of doing appropriate heritage conservation work;
- (35) the Culture Division promote awareness in the public and private sectors of the value of heritage resources and the economic virtues of preservation and adaptive reuse;
- (36) the Culture Division and its partners promote inclusivity and celebrate cultural diversity by providing a range of accessible cultural programs and opportunities;
- (37) the Culture Division establish a community cultural reference group that includes youth, seniors, First Nations and diverse communities; linking with existing City initiatives such as the Youth Cabinet;
- (38) the Culture Division partner with Parks and Recreation, Library Services, the Toronto District School Board, City-funded arts organizations and others to increase opportunities for free or low-cost participation in arts and culture programs and events for children, youth, seniors and other underserved populations;
- (39) the City provide leadership development and recognition opportunities for community arts practitioners and youth;
- (40) the Culture Division develop a strategy to help LASOs (Local Arts Service Organizations) provide services to a broader range of communities and arts groups in every part of the City;
- (41) the City recognize the vital role played by non-profit arts groups in the social and economic life of Toronto and reinvest in the arts and culture sector;
- (42) the City restore funding within five years to the Major Cultural Organizations (the Art Gallery of Ontario, the Canadian Opera Company, the National Ballet of Canada, the National Ballet School and the Toronto Symphony Orchestra) to at least the level of 1990, adjusted for inflation;

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- (43) the City increase arts grants through the Toronto Arts Council by at least 25 percent within five years;
- (44) the Culture Division work with the Local Arts Service Organizations to review service gaps and determine levels of funding;
- (45) the City maintain the Cultural Facilities Capital Grants program for at least five years;
- (46) the City create a grants program to foster cultural diversity and social inclusion;
- (47) the City support the newly formed Creative Trust, established to develop a Working Capital for the Arts Fund, and make a contribution in partnership with other levels of government and the private sector;
- (48) the Culture Division review funding for arts service organizations which serve the professional non-profit arts community on a sectoral basis (such as the Toronto Theatre Alliance), to ensure their viable operations;
- (49) the Culture Division work with Urban Development Services to realize community cultural benefits under section 37 of the Planning Act;
- (50) the City deposit the proceeds from the sale of surplus heritage buildings or cultural facilities into a Cultural Facilities Reserve Fund for the development and repair of cultural facilities;
- (51) the Culture Division develop a plan to establish a surcharge for ticketed events at City-owned and other City supported cultural facilities, where market conditions allow; the proceeds from any surcharge be held in facility-specific reserve funds to support capital repairs;
- (52) the City advocate to the Province the creation of a Visitor Levy to fund tourism marketing and the City should direct its current funding to support cultural tourism product development once the Visitor Levy is in place;
- (53) the City advocate to the Province the inclusion of development charges for growth-related cultural facilities under the Development Charges Act;

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- (54) the City advocate to the Province the diversion to the City of a portion of the retail sales tax for five years; two percentage points of the PST on admissions over \$4.00, out of the 10 percent normally collected from Places of Amusement in Toronto, would be put toward cultural development;
- (55) the City advocate to the federal government the diversion to the City of a portion of the goods and services tax for five years; half the GST currently collected on admissions to Places of Amusement in Toronto would be put toward cultural development;
- (56) the City promote the location of cultural facilities within Community Improvement Plan areas, thus gaining eligibility and applicability for various incentive-based programs for appropriate cultural development projects;
- (57) the City work with the Province to create new cultural Tax Incentive Zones to encourage cultural industries and clusters of complementary cultural businesses, including small and medium-sized enterprises;
- (58) the City join the Canada Council for the Arts in its advocacy to the federal government to provide better income tax incentives to individuals who make financial donations in support of culture;
- (59) Council set its target for cultural investment to reach about \$25.00 per capita within five years;
- (60) the Culture Division report to Council every two years on:
  - (a) per capita investment in culture, comparing Toronto with selected other cities;
  - (b) funds leveraged by increased City investment in arts and culture grants;
  - (c) the number of culture sector jobs in Toronto;
  - (d) the impact of the culture sector in Toronto on GDP;
  - (e) Toronto's ranking on the Creativity Index developed by Richard Florida, as compared with other major North American cities;

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- (f) the number of and attendance at City-funded cultural events;
  - (g) the number of and attendance at City-funded cultural programs for youth;
  - (h) the number of new arts organizations funded;
  - (i) the number of designated and listed heritage properties; and
  - (j) the number of location permits issued for film and television productions, and the number of visitors to Toronto;
- (61) the Culture Division assist Urban Development Services in holding the City's Urban Design Awards on a regular basis so as to recognize exceptional current architecture and design; and
- (62) the Culture Division, together with Urban Development Services, encourage design competitions being held for important municipal and other public buildings and projects; and
- (2) Councillor Feldman moved that the Economic Development and Parks Committee receive the aforementioned communications (a) to (i) for information.

**Carried**

(Commissioner of Economic Development, Culture and Tourism; c. Interested Parties - June 11, 2003)

**(Clause No. 2, Report No. 5)**

**4.4 2003 Recreation Grants Program - Appeals Report**  
(All Wards)

The Economic Development and Parks Committee had before it a report (May 20, 2003) from the Commissioner of Economic Development, Culture and Tourism, reporting on the recommended allocations for the community organizations who have appealed their grant recommendation; and recommending that:

- (1) \$18,224.00 be allocated, as listed in Attachment No. 1 and described in Attachment No. 2;

- (2) the remaining \$7,130.00 be allocated to Indian Art-I-Crafts of Ontario for the 2003 Canadian Aboriginal Festival; and
- (3) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

Mr. Eric Moran, North York Aquatic Club, appeared before the Economic Development and Parks Committee in connection with the foregoing matter.

On motion by Councillor Pantalone, the Economic Development and Parks Committee recommended to Council the adoption of the aforementioned report.

**(Clause No. 4, Report No. 5)**

**4.5 Economic Development Sector Initiatives  
Program (EDSIP) - Appeals Report  
(All Wards)**

The Economic Development and Parks Committee had before it a report (May 16, 2003) from the Commissioner of Economic Development, Culture and Tourism, regarding the 2003 Economic Development Sector Initiatives Program (EDSIP) grants; and recommending that:

- (1) the McLuhan Global Network Conferences for the McLuhan Festival of the Future be allocated the remaining \$20,000.00 from the appeal fund;
- (2) the Centre for Media Sciences be encouraged to apply for a grant under the EDSIP grants program in 2004 with respect to supporting the Fashcam project; and
- (3) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

Mr. Len Henry, Fashcam, appeared before the Economic Development and Parks Committee and gave a video presentation in connection with the foregoing matter.

Councillor Minnan-Wong appointed Councillor Feldman Acting Chair and vacated the Chair.

On motion by Councillor Minnan-Wong, the Economic Development and Parks Committee:



- (1) recommended to Council the adoption of the aforementioned report; and
- (2) requested the Commissioner of Economic Development, Culture and Tourism to provide a source of funding in the amount of \$10,000.00 for Fashcam and report thereon directly to City Council for its meeting of June 24, 2003.

Councillor Minnan-Wong resumed the Chair.

(Commissioner of Economic Development, Culture and Tourism; c. Mr. Len Henry, Fashcam, Manger, Council Secretariat Support - June 11, 2003)

**(Clause No. 5, Report No. 5)**

**4.6 2003 Commercial Research Grants Program - Appeals Report**  
(All Wards)

The Economic Development and Parks Committee had before it a report (May 15, 2003) from the Commissioner of Economic Development, Culture and Tourism, reporting on the recommended allocations for the community agencies who have appealed their 2003 Commercial Research Grants Program recommendation; and recommending that:

- (1) the Village of Islington Business Improvement Area be allocated \$2,000.00 from the appeal fund;
- (2) the remaining \$1,110.00 be allocated to Indian Art-I-Crafts of Ontario for the 2003 Canadian Aboriginal Festival; and
- (3) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

On motion by Councillor Hall, the Economic Development and Parks Committee recommended to Council the adoption of the aforementioned report.

**(Clause No. 6, Report No. 5)**

**4.7 2003 Community Festivals and Special  
Events Grants Program - Appeals Report**  
(All Wards)

The Economic Development and Parks Committee had before it a report (May 15, 2003) from the Commissioner of Economic Development, Culture and Tourism, reporting on the recommended allocations for the community organizations who have appealed their grant recommendation; and recommending that:

- (1) \$8,000.00 be allocated as listed in Attachments No. 1 and No. 3 and described in Attachments No. 2 and No. 4 of this report;
- (2) the remaining \$16,760.00 be allocated to Indian Art-I-Crafts of Ontario for the 2003 Canadian Aboriginal Festival;
- (3) the \$2,500.00 allocated to the Queen Broadview Village BIA be re-allocated to the Toronto Chinatown Community Development Association; and
- (4) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

The Economic Development and Parks Committee also had before it the following communications:

- (a) (May 2, 2003) from Councillor Michael Tziretas, Ward 31 Beaches-East York, supporting the appeal brought forward by the Crescent Town Community Association and strongly encouraging the Committee to grant this association the funds needed to continue their wonderful work; and
- (b) (May 27, 2003) from Mr. Jose M. Eustaquio, President, Alliance of Portuguese Clubs and Associations of Ontario, requesting some additional financial consideration over and above the \$6,500.00 previously secured by the City of Toronto.

Councillor Peter Li Preti, Ward 8 York West, appeared before the Economic Development and Parks Committee and gave a video presentation in connection with the foregoing matter.

On motion by Councillor Mammoliti, the Economic Development and Parks Committee:

- (1) forwarded the report (May 15, 2003) from the Commissioner of Economic Development, Culture and Tourism, to Council without recommendation;

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- (2) requested the Commissioner of Economic Development, Culture and Tourism to meet with Councillor Li Preti regarding the Canadian Hispanic Day Parade and report thereon to City Council for its meeting of June 24, 2003; and
- (3) received the following communications:
  - (a) (May 2, 2003) from Councillor Michael Tziretas, Ward 31 Beaches-East York, supporting the appeal brought forward by the Crescent Town Community Association and strongly encouraging the Committee to grant this association the funds needed to continue their wonderful work; and
  - (b) (May 27, 2003) from Mr. Jose M. Eustaquio, President, Alliance of Portuguese Clubs and Associations of Ontario, requesting some additional financial consideration over and above the \$6,500.00 previously secured by the City of Toronto.

(Commissioner of Economic Development, Culture and Tourism; c. Manager, Council Secretariat Support - June 11, 2003)

**(Clause No. 7, Report No. 5)**

**4.8 2003 Arts and Culture Grants Recommendations**  
**Local Arts Service Organizations - Appeals**  
(All Wards)

The Economic Development and Parks Committee had before it a report (May 13, 2003) from the Commissioner of Economic Development, Culture and Tourism, presenting recommendations in relation to the Arts and Culture - Local Arts Service Organizations Grants Program and the appeal by one grant applicant for an increased allocation; and recommending that:

- (1) the allocation to Lakeshore Arts be increased by \$2,700.00 to a total of \$24,200.00; and
- (2) the appropriate City officials be authorized to take the necessary action to give effect thereto.

On motion by Councillor Korwin-Kuczynski, the Economic Development and Parks Committee recommended to Council the adoption of the aforementioned report.

**(Clause No. 8, Report No. 5)**

#### **4.9 North Rexdale Parks Redevelopment Strategy**

(Ward 1 Etobicoke North)

The Economic Development and Parks Committee had before it a report (May 13, 2003) from the Commissioner of Economic Development, Culture and Tourism, presenting the North Rexdale Parks Redevelopment Strategy, which sets out a program to guide improvements in a number of parks in the North Rexdale area; and recommending that:

- (1) the North Rexdale Parks Redevelopment Strategy be adopted as the strategic plan to guide management and improvement of parks in North Rexdale over the next 10-year period;
- (2) the top priority projects in the four identified sub areas, as noted herein be reviewed in the context of other like initiatives throughout the park system in the preparation of the 2004-2013 Capital Works Program; and
- (3) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

On motion by Councillor Hall, the Economic Development and Parks Committee recommended to Council the adoption of the aforementioned report.

**(Clause No. 9, Report No. 5)**

#### **4.10 Persian New Year - Sunnybrook Park**

(Ward 25 Don Valley West)

The Economic Development and Parks Committee had before it a report (May 15, 2003) from the Commissioner of Economic Development, Culture and Tourism, reporting on the Persian New Year Event, which takes place at Sunnybrook Park; and recommending that:

- (1) Parks and Recreation Division staff continue to work closely with the Iranian Community to find an alternate location other than City property to host the Persian New Year event;

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- (2) if a suitable location cannot be found, the use of open fires without the appropriate approvals and for purposes other than to cook food on a grill or barbeque, be prohibited on City property in accordance with the Ontario Fire Code, Section 2.6.3.4; and
- (3) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

Councillor Joanne Flint, Ward 25 Don Valley West, appeared before the Economic Development and Parks Committee in connection with the foregoing matter.

On motion by Councillor Mammoliti, the Economic Development and Parks Committee recommended to Council the adoption of the aforementioned report, subject to adding the following:

“the Iranian Community groups be requested to appoint representatives to a Committee (organized under the auspices of the Parks and Recreation Division) that would take responsibility for the organization, overseeing and cleanup of this event on behalf of all participants.”

**(Clause No. 10, Report No. 5)**

**4.11 Adopt-A-Park Program and Volunteer Work in City Parks**  
(All Wards)

The Economic Development and Parks Committee had before it a report (May 16, 2003) from the Commissioner of Economic Development, Culture and Tourism, seeking City Council authorization for the establishment of a City-wide Parks and Recreation Adopt-A-Park Program and providing information on Volunteer work in City parks; and recommending that:

- (1) the Adopt-A-Park program set out in Appendix A of this report be adopted;
- (2) consultation with the Union occur to discuss Collective Agreement considerations; and
- (3) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

The Economic Development and Parks Committee also had before it the following communications:

- (June 9, 2003) from Ms. Ann Dembinski, President, Canadian Union of Public Employees Local 79, in opposition of the proposal; and

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- (June 9, 2003) from Mr. Bill Guthrie, Vice President, Canadian Union of Public Employees Local 416, in opposition of the proposal.

The following persons appeared before the Economic Development and Parks Committee in connection with the foregoing matter:

- Ms. Livy Holder, C.U.P.E. Local 79, and filed a copy of a submission on behalf of Ms. Ann Dembinski, President, C.U.P.E. Local 79; and
- Mr. Bill Guthrie, President, Toronto Civic Employees' Union, Local 416, and filed a copy of his submission.

On motion by Councillor Feldman, the Economic Development and Parks Committee deferred consideration of the report (May 16, 2003) from the Commissioner of Economic Development, Culture and Tourism, until its meeting of July 7, 2003, and requested the Commissioner of Economic Development, Culture and Tourism to consult further with the unions in that regard.

(Commissioner of Economic Development, Culture and Tourism; c. Interested Persons - June 11, 2003)

**(Clause No. 15(a), Report No. 5)**

**12. Proposed License Agreement for the Use of Land Owned by the Governing Council of the University of Toronto by the City of Toronto for Recreational Purposes Located at the North-East Corner of Morningside Avenue and Military Trail (Ward 44 Scarborough East)**

The Economic Development and Parks Committee had before it a report (May 23, 2003) from the Commissioner of Economic Development, Culture and Tourism, regarding the proposed License Agreement for the use of land owned by the Governing Council of the University of Toronto by the City of Toronto; and recommending that:

- (1) City Council approve a License Agreement with the Governing Council of the University of Toronto for the use of land owned by the University for recreational purposes, located at the north-east corner of Morningside Avenue and Military Trail, in accordance with the terms and conditions set out in the body of the report and in a form acceptable to the City Solicitor; and
- (2) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

On motion by Councillor Feldman, the Economic Development and Parks Committee recommended to Council the adoption of the aforementioned report.

**(Clause No. 11, Report No. 5)**

#### **4.13 Use of Biosolids Pellets on City Property**

The Economic Development and Parks Committee had before it a joint report (May 20, 2003) from the Commissioner of Works and Emergency Services and the Commissioner of Economic Development, Culture and Tourism, responding to the Budget Advisory Committee's request made on January 29, 2003 to report to the Economic Development and Parks Committee on the opportunity to use biosolids pellets on City property; and recommending that this report be received for information.

The following persons appeared before the Economic Development and Parks Committee in connection with the foregoing matter:

- Ms. Karey Shinn, Chair, The Safe Sewage Committee, and filed a copy of her submission; and
- Ms. Karen Buck, Citizens for a Safe Environment, and filed a copy of her submission.

On motion by Councillor Korwin-Kuczynski, the Economic Development and Parks Committee:

- (1) received the aforementioned joint report; and
- (2) requested the Commissioner of Economic Development, Culture and Tourism to conduct a thorough review on the safety of this product.

(Commissioner of Economic Development, Culture and Tourism; c. Interested Persons - June 11, 2003)

**(Clause No. 15(c), Report No. 5)**

**4.14 Status of the Humber-Sheppard Community Centre Site**  
(Ward 7 York West)

The Economic Development and Parks Committee had before it a report (May 13, 2003) from the Commissioner of Economic Development, Culture and Tourism, reporting, as requested by the Economic Development and Parks Committee at its meeting held on January 14, 2003, on the status of the Humber-Sheppard Community Centre Site; and recommending that this report be received for information.

On motion by Councillor Mammoliti, the Economic Development and Parks Committee received the aforementioned report for information.

**(Clause No. (15(d), Report No. 5)**

**4.15 Toronto Black History Project**  
(All Wards)

The Economic Development and Parks Committee had before it a report (May 13, 2003) from the Commissioner of Economic Development, Culture and Tourism, providing the results, to date, on the Toronto Black History Project; seeking Council authority to disburse private sector funds designated for the project and currently held by the City; and recommending that:

- (1) funding in the amount of \$133,333.00 (plus interest earned since March 2001) be provided to the Ontario Black History Society from the Public Art Reserve Fund (XR 4002) to undertake a Business Plan for the African Canadian Museum and Cultural Centre;
- (2) the Ontario Black History Society provide a copy of the Business Plan to the Commissioner of Economic Development, Culture and Tourism when it is complete;
- (3) funding in the amount of \$30,000.00 be provided to the Ontario Black History Society from the Public Art Reserve Fund (XR 4002) to produce a book on the history of black churches in Ontario; and
- (4) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

On motion by Councillor Pantalone, the Economic Development and Parks Committee recommended to the Policy and Finance Committee, and Council, the adoption of the aforementioned report.



(Policy and Finance Committee; c. Commissioner of Economic Development, Culture and Tourism - June 9, 2003)

**(Clause No. (15(e), Report No. 5)**

**4.16 Amendment to Purchase Order No. 6006617  
Fort York - Bake Oven Restoration  
(Ward 19 Trinity-Spadina)**

The Economic Development and Parks Committee had before it a report (May 13, 2003) from the Commissioner of Economic Development, Culture and Tourism, amending Purchase Order No. 6006617 by \$14,224.01 (inclusive of GST) for extra work encountered during the restoration of the Bake Oven in Historic Fort York; and recommending that:

- (1) Purchase Order No. 6007867 be amended by \$14,224.01 including all taxes and charges, in order to complete restoration work for the bake oven at Historic Fort York with the new contract value of \$48,233.06 (inclusive of GST); and
- (2) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

On motion by Councillor Pantalone, the Economic Development and Parks Committee recommended to Council the adoption of the aforementioned report.

**(Clause No. 12, Report No. 5)**

**4.17 Report on “Breaking Barriers, Building Bridges: A Conference  
for Internationally Educated Professionals”, Toronto, February 20, 2003  
(All Wards)**

The Economic Development and Parks Committee had before it a report (May 13, 2003) from the Commissioner of Economic Development, Culture and Tourism, providing an update on the February 20, 2003 conference, “Breaking Barriers, Building Bridges: A Conference for Internationally Educated Professionals”, that was co-organized by the City of Toronto’s Economic Development Division; and recommending that this report be received for information.

On motion by Councillor Korwin-Kuczynski, the Economic Development and Parks Committee received the aforementioned report for information.

**(Clause No. (15(f), Report No. 5)**

**4.18 Establishment of an Official Toronto Marathon**  
(Various Wards)

The Economic Development and Parks Committee had before it a report (May 23, 2003) from the Commissioner of Economic Development, Culture and Tourism, reporting on the designation of “official” being designated on one of the two marathons being produced in the City of Toronto and related issues; and recommending that:

- (1) the City of Toronto not designate an “official” marathon in the City as there are presently two marathons, the Toronto Waterfront Marathon and the Toronto Marathon;
- (2) the Commissioner of Economic Development, Culture and Tourism be requested to review the support being given to the two marathons and determine if there are any means by which the City of Toronto can assist such marathons based on the positive economic impact marathons bring to the City;
- (3) both marathons be permitted to occur as scheduled in 2003 and 2004 and the Commissioner of Economic Development, Culture and Tourism be requested to work with the event producers to move one of the marathons to a spring month in the year 2005; and
- (4) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

On motion by Councillor Korwin-Kuczynski, the Economic Development and Parks Committee:

- (1) recommended to Council the adoption of the aforementioned report; and
- (2) requested the Commissioner of Economic Development, Culture and Tourism to report to the Economic Development and Parks Committee on the usage of City facilities, i.e., Centennial Park and the Downsview site, for such events.

(Commissioner of Economic Development, Culture and Tourism -  
June 11, 2003)

**(Clause No. 13, Report No. 5)**

#### **4.19 Canada's Walk of Fame**

The Economic Development and Parks Committee received a presentation by Mr. Peter Soumalias, Chair, Board of Directors, Canada's Walk of Fame, regarding a major event scheduled to be held on June 24 and 25, 2003 in the City of Toronto and appeals for City support to revamp the Entertainment District.

Councillor Joanne Flint, Ward 25 Don Valley West, appeared before the Economic Development and Parks Committee in connection with the foregoing matter.

On motion by Councillor Feldman the Economic Development and Parks Committee:

- (1) received a presentation by Mr. Peter Soumalias, Chair, Board of Directors, Canada's Walk of Fame, regarding a major event scheduled to be held on June 24 and 25, 2003 in the City of Toronto;
- (2) requested the Commissioners of Economic Development, Culture and Tourism, Urban Development Services and Corporate Services, together with other appropriate staff, to work with staff from Canada's Walk of Fame to put together an Urban Design for the purpose of developing a strategic plan for the Walk of Fame, including other sites, and report thereon to the Economic Development and Parks Committee for its meeting of September 8, 2003.

(Commissioner of Economic Development, Culture and Tourism; Commissioner of Corporate Services; Commissioner of Urban Development Services; c. Interested Parties - June 11, 2003)

**(Clause No. 15(g), Report No. 5)**

#### **20. Tourism Development Action Plan - A Five-Year Tourism Development Action Plan for the City of Toronto (All Wards)**

The Economic Development and Parks Committee had before it a report (June 3, 2003) from the Commissioner of Economic Development, Culture and Tourism, recommending actions that will strengthen and revitalize Toronto's tourism industry and reverse the loss in market share and employment that has occurred in this important economic sector over the last five years; and recommending that:

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- (1) City Council adopt the Five Year Tourism Action Plan as a basis for coalescing action across the industry to strengthen Toronto's success as a visitor and convention destination;
- (2) the Commissioner of Economic Development, Culture and Tourism be requested to:
  - (a) report back to the Economic Development and Parks Committee on the terms of reference for a Tourism Advisory Committee, to provide industry leadership during the next two year period;
  - (b) lead the implementation of a communications strategy which informs the tourism community about the Plan and enlists their participation in its implementation; such strategy to include an annual industry forum for reviewing progress and providing input to next steps; and
  - (c) report annually to the Economic Development and Parks Committee on the implementation of the Action Plan;
- (3) City Council endorse exploring an "Integrated Quality Management" approach to addressing environmental issues in tourist destinations, and request the Commissioner of Economic Development Culture and Tourism to lead an IQM team which will develop a proposal for a pilot project; such Team to report to the Tourism Advisory Committee and include representation from Works and Emergency Services, Community and Neighbourhood Services, Corporate Services, Urban Development Services, the Toronto Transit Commission, the Toronto Parking Authority, and the Toronto Police Services Board; and
- (4) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

The following persons appeared before the Economic Development and Parks Committee in connection with the foregoing matter:

- Mr. Bill Duron, Chair, Board of Trade;
- Councillor Kyle Rae, Ward 27 Toronto Centre-Rosedale; and
- Councillor David Shiner, Ward 24 Willowdale.

A. Councillor Feldman moved that:

- (1) the Economic Development and Parks Committee recommend to Council the adoption of the aforementioned report and the Recommendations embodied in the "Five Year Tourism Action Plan";

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- (2) the Commissioner of Economic Development, Culture and Tourism be requested to:
- (a) report to the September 8, 2003 meeting of the Economic Development and Parks Committee on a proposed budget for the Tourism Development Action Plan;
  - (b) include a request for funding within the Economic Development, Culture and Tourism Department's 2004 budget submission; and
  - (b) include the creation of a reserve account in the five-year budget plan so that funding will be available in the event of a slowdown in the tourism sector.

**Carried**

B. Councillor Mammoliti moved that:

- (1) Councillor Feldman's motion A.1 be amended by adding the following:

“Priority 6 be added to protect the City's assets, including, but not limited to, the Toronto Zoo, Canadian National Exhibition, Castle Loma and Pioneer Village.”; and

- (2) the Commissioner of Economic Development, Culture and Tourism be requested to meet with Toronto Zoo officials to discuss the report and how it relates to the Toronto Zoo and that further discussions take place on major Zoo initiatives and the findings be reported at the implementation stage.

**Carried**

D. Councillor Korwin-Kuczynski moved that the Commissioner of Economic Development, Culture and Tourism be requested to report to the Economic Development and Parks Committee for its meeting of September 8, 2003 on the implementation of the Five Year Tourism Action Plan.

**Carried**

The Recommendations embodied in the Five Year Tourism Action Plan are as follows:

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- (1) To Address Priority One: Leadership and Governance:
  - (a) a medium to long term strategic tourism plan be developed;
  - (b) private sector participation in Tourism Toronto be increased; and
  - (c) a Tourism Advisory Committee be formed to provide sector leadership during the next two year period.
  
- (2) To Address Priority Two: Raising Industry Profile:

A communications plan be undertaken to increase awareness about the value of tourism.
  
- (3) To Address Priority Three: Enhancing Tourism Product:
  - (a) a Tourism Events Strategy be developed;
  - (b) the tourism impact of City produced events be enhanced;
  - (c) a business plan for attracting “mega events” be developed;
  - (d) product development and packaging initiatives for smaller scale attractions be undertaken, including investigating the feasibility of a “City Card”;
  - (e) the capital improvement plans for City and provincially owned attractions be assembled so that synergies, gaps and opportunities can be better identified and input provided to marketing and investment strategies; and
  - (f) a pilot Integrated Quality Management program (IQM) be developed to focus on urban environmental issues, specifically on security, cleanliness and maintenance, and visitor services.
  
- (4) To Address Priority Four: Creating an Investment Friendly City:
  - (a) flexible financing and incentive models be developed;
  - (b) investment capitalizing on Toronto’s unique attributes be proactively sought; and

- (c) culture and tourism opportunities be prominently featured in waterfront development, and that the timing, scope and direction of waterfront development be clarified.
- (5) To Address Priority Five: Increasing Marketing Reach and Impact:
- (a) market research and knowledge of Toronto customers be leveraged to a greater extent and linked to marketing and product development activities;
  - (b) overall awareness be increased by developing and marketing a relevant Toronto brand;
  - (c) the focus on developing and marketing existing and potential niche markets be increased;
  - (d) concerted marketing focused on the expected cultural renaissance that will begin in 2006 be undertaken;
  - (e) tourist access to “sell-out” leisure activities such as sporting events, concerts, theatre events, etc. be increased;
  - (f) stronger relationships be developed between Toronto-based tourism development and marketing activities and those undertaken by the provincial and federal governments;
  - (g) stronger relationships be developed with adjacent destinations (e.g. Niagara Falls, Muskoka);
  - (h) the focus on leisure markets be increased; and
  - (i) destination marketing resources be increased, in the short term by supporting the Greater Toronto Hotel Association’s initiative to introduce a voluntary 3 percent levy on room charges and by the City increasing its financial support for destination marketing, and in the longer term by continuing to work with the provincial government to enable a stable user-pay funding mechanism.

(6) To Address Priority Six: Protecting the City's Assets:

The City's assets be protected, including, but not limited to, the Toronto Zoo, Canadian National Exhibition, Casa Loma and Black Creek Pioneer Village.

(Commissioner of Economic Development, Culture and Tourism; c. Interested Persons - June 11, 2003)

**(Clause No. 3, Report No. 5)**

**4.21 Archaeological Master Plan of the Central**

The Economic Development and Parks Committee had before it a confidential report (May 27, 2003) from the City Solicitor respecting the Archaeological Master Plan of the Central Waterfront, such report to be considered in-camera having regard that the subject matter relates to the receiving of advice that is subject to solicitor-client privilege.

The Economic Development and Parks Committee also had before it a communication (February 19, 2003) from the City Clerk, advising that City Council at its meeting held on February 4, 5 and 6, 2003, struck out and referred back to the Economic Development and Park Committee Clause No. 10 of Report No. 1 of The Economic Development and Parks Committee, headed "Final Report: Archaeological Master Plan of the Central Waterfront", and requested the City Solicitor to submit a report for consideration therewith on the legal implications of the November 1, 2002 report from the Commissioner of Economic Development, Culture and Tourism.

On motion by Councillor Pantalone, the Economic Development and Parks Committee recommended to Council:

- (1) the adoption of the report (November 1, 2003) from the Commissioner of Economic Development, Culture and Tourism, subject to:
  - (a) Chapter 4.0 of the Archaeological Master Plan of the Central Waterfront (the "Master Plan") being revised as outlined in Schedule 1;
  - (b) deleting Recommendation No. (2) and inserting in lieu thereof the following:

“(2) the following Recommendation be referred to the Planning and Transportation Committee:



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‘it is recommended that the City use, and the Committee of Adjustment be requested to use, its powers under the Planning Act, as outlined in Chapter 4.0 of the Archaeological Master Plan of the Central Waterfront, as amended, to require that (an) archaeological assessment(s) and appropriate mitigation measures are completed before any development that involves soil disturbance is permitted on lands that are partially or wholly within a zone of “archaeological potential” as shown on the site potential maps contained in the Master Plan; the archaeological assessment(s) and mitigation must be completed to the satisfaction of the Ministry of Culture, Heritage Operations Unit’;” and

- (c) in the event that Recommendation No. (2) above is adopted, amending Recommendation No. (1) by adding after the word “endorsed” the words “subject to any changes to the implementation procedures that may arise as a result of the recommendations of the Planning and Transportation Committee,” so that such recommendation now reads as follows:

“(1) the Archaeological Master Plan of the Central Waterfront be endorsed, subject to any changes to the implementation procedures that may arise as a result of the recommendations of the Planning and Transportation Committee, and that the Toronto Waterfront Revitalization Corporation incorporate the Plan as a resource document into ongoing work associated with the development plan and the business strategy process for the Central Waterfront;”; and

- (2) that Council receive the confidential report (May 27, 2003) from the City Solicitor respecting the Archaeological Master Plan of the Central Waterfront, which was forwarded to Members of Council under confidential cover; and further that in accordance with the Municipal Act, discussions pertaining thereto be held in-camera having regard that the subject matter relates to the receiving of advice that is subject to solicitor-client privilege.

**(Clause No. 14, Report No. 5)**

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The Economic Development and Parks Committee adjourned its meeting at 5:07 p.m.

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Chair