

ECONOMIC DEVELOPMENT AND PARKS COMMITTEE**AGENDA
MEETING NO. 5**

Date of Meeting:	Monday, June 7, 2004	Enquiry:	Betty Henderson
Time:	9:30 a.m.		Administrator
Location:	Committee Room 1		416-392-8088
	City Hall		bhender1@toronto.ca
	100 Queen Street West		

Declarations of Interest Under the *Municipal Conflict of Interest Act*

Confirmation of May 3, 2004 Minutes

Deputations/Presentations - A complete list will be distributed at the meeting.

9:45 a.m.	Item No. 1 The Greater Toronto Marketing Alliance
10:00 a.m.	Item No. 14 Canadian Military Support for Air Shows
10:10 a.m.	Item No. 15 2004 Concept Plan for Exhibition Place
10:20 a.m.	Item No. 8 Pilot Project for Twenty-five Information Pillars Request for Proposal No. 3012-03-7369
11:00 a.m.	Various Grant Appeals (All Wards) (Item Nos. 2 to 7)

Communications/Reports

1. The Greater Toronto Marketing Alliance

(Presentation)

Ms. Karen Campbell, President and CEO, the Greater Toronto Marketing Alliance will give an overview presentation and update on the activities of the Greater Toronto Marketing Alliance over the past year.

2. 2004 Recreation Grants Program - Recommendations

(All Wards)

(Deputation)

Report (May 17, 2004) from the Commissioner of Economic Development, Culture and Tourism, presenting the recommended grant allocations for all community organizations that have applied for municipal support in the Recreation Grants Program for 2004.

Recommendations:

It is recommended that:

- (1) Minor Recreation Grant allocations totalling \$325,500.00 to 113 community organizations listed in Attachment No. 1 and described in Attachment No. 4 be approved;
- (2) Major Recreation Grant allocations totalling \$1,040,961.00 to 23 community organizations listed in Attachment No. 2 and described in Attachment No. 5, be approved;
- (3) Lawn Bowling Grant allocations totalling \$30,850.00 to 10 lawn bowling clubs listed in Attachment No. 3 and described in Attachment No. 6, be approved;
- (4) \$8,059.00 be set aside for the appeals process;
- (5) any applicants wishing to appeal their recommendations be allowed to make deputations at the Economic Development and Parks Committee meeting on June 7, 2004; and
- (6) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

(NOTE: A copy of Attachment No. 4, Individual Agency Summary of Recommendation for Minor Recreation Grants, Attachment No. 5, Individual Agency Summary of Recommendation for Major Recreation Grants and Attachment No. 6, Individual Agency Summary of Recommendation for Lawn Bowling Grants, was forwarded to all Members of Council with the agenda of the Economic Development and Parks Committee for its meeting on June 7, 2004.)

3. 2004 Grant Recommendations for the Economic Development Sector Initiatives Program (EDSIP) and the Economic Sponsorship Initiatives (ESI) (All Wards)

(Deputation)

Report (May 18, 2004) from the Commissioner of Economic Development, Culture and Tourism, presenting the recommended 2004 grant allocations for the Economic Development Sector Initiatives Program (EDSIP) and the Economic Sponsorship Initiatives (ESI), discusses the evaluation criteria applied to the applications and summarizes the grant requests.

Recommendations:

It is recommended that:

- (1) Economic Development Sector Initiatives Program (EDSIP) grants totalling \$245,000.00 be allocated to 13 projects listed in Attachment No. 1 and described in Attachment No. 3;
- (2) Economic Sponsorship Initiatives (ESI) grants totalling \$120,990.00 be allocated to three projects listed in Attachment No. 2 and described in Attachment No. 4;
- (3) the disbursement of the Economic Development Sector Initiatives Program (EDSIP) and Economic Sponsorship Initiatives (ESI) allocations be conditional on satisfying the 2004 EDSIP goals and criteria set out in Attachment No. 5 and on project specific conditions set out in Attachments No. 3 and No. 4;
- (4) any applicant wanting to appeal its recommendations be allowed to make a deputation at the Economic Development and Parks Committee meeting on June 7, 2004;
- (5) the \$10,000.00 approved in the 2003 Economic Development Sector Initiatives Program (EDSIP) allocation to McLuhan Global Network Conferences be re-allocated to McLuhan Global Network Conferences in 2004;

- (6) the Economic Development and Parks Committee make recommendations regarding the allocation of the \$15,470.00 set aside for appeals under Economic Development Sector Initiatives Program (EDSIP) and \$16,000.00 under Economic Sponsorship Initiatives (ESI); and
- (7) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

(NOTE: A copy of Attachment No. 3, Individual Agency Summary of Recommendation for Economic Development Sector Initiatives Program (EDSIP) and Attachment No. 4 the Economic Sponsorship Initiatives (ESI) and Attachment No. 5 - EDSIP and ESI Grant Program Guidelines, was forwarded to all Members of Council with the agenda of the Economic Development and Parks Committee for its meeting on June 7, 2004.)

4. 2004 Commercial Research Grant Program Grant Recommendations (All Wards)

(Deputation)

Report (May 17, 2004) from the Commissioner of Economic Development, Culture and Tourism, seeking approval of the 2004 Commercial Research Grant Program recommended grant allocations.

Recommendations:

It is recommended that:

- (1) Commercial Research Program grants totalling \$41,625.00 be approved as per Attachment No. 1, conditional upon the applicants satisfying the Program Guidelines for the 2004 Commercial Research Grant Program as contained in Attachment No. 2;
- (2) the \$2,135.00 remaining in the Commercial Research Grant Program budget be set aside as a program appeal provision to be allocated, if necessary, at the discretion of Council; and
- (3) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

**5. 2004 Community Festivals and Special Events Grants Program
Recommendations (All Wards)**

(Deputation)

Report (May 18, 2004) from the Commissioner of Economic Development, Culture and Tourism, presenting the recommended grant allocations for all community organizations and Business Improvement Areas that have applied for municipal support in the Community Festivals and Special Events Grants Program for 2004.

Recommendations:

It is recommended that:

- (1) Community Festivals and Special Events Grant allocations totalling \$132,500.00 to 56 of the 67 organizations that applied for funding as listed in Attachment No. 1 (Community Groups) and Attachment No. 2 (Business Improvement Areas and Business Associations) and described in Attachments 3 and 4 be approved;
- (2) \$7,560.00 be set aside for the appeals process;
- (3) any applicants wishing to appeal their recommendations be allowed to make deputations at the June 7, 2004 meeting of the Economic Development and Parks Committee; and
- (4) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

(NOTE: A copy of Attachment No. 3, Community Groups - Parks and Recreation and Attachment No. 4 - Business Improvement Areas - Economic Development, was forwarded to all Members of Council with the agenda of the Economic Development and Parks Committee for its meeting on June 7, 2004.)

**6. 2004 Cultural Grants Recommendations
Major Cultural Organizations (All Wards)**

(Deputation)

Report (May 17, 2004) from the Commissioner of Economic Development, Culture and Tourism, seeking approval of the recommended allocations for the major cultural organizations that have applied through the Culture Division for municipal support within the Cultural Grants Program.

Recommendations:

It is recommended that:

- (1) cultural grants be approved for the following organizations:

Art Gallery of Ontario	\$402,600.00;
Canadian Opera Company	\$928,850.00;
National Ballet of Canada	\$834,450.00;
National Ballet School	\$98,300.00;
Toronto Symphony Orchestra	\$833,700.00;
Caribbean Cultural Committee (Caribana)	\$366,700.00;
George Gardiner Museum of Ceramic Arts	\$97,100.00; and

- (2) the balance of the 2004 grant installments to the Art Gallery of Ontario, Canadian Opera Company, National Ballet of Canada, Toronto Symphony Orchestra and George Gardiner Museum of Ceramic Arts be made as one payment following adoption by Council and that monthly grant installments to these organizations resume in January 2005; and
- (3) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

**7. 2004 Arts and Culture Grants Recommendations
Local Arts Service Organizations (All Wards)**

(Deputation)

Report (May 17, 2004) from the Commissioner of Economic Development, Culture and Tourism, presenting the recommended grant allocations for the four organizations that have applied for municipal support within the Local Arts Service Organizations (LASOs) category of the Arts and Culture Grants Program.

Recommendations:

It is recommended that:

- (1) Arts and Culture Grants allocations totalling \$305,200.00 to four Local Arts Service Organizations (LASOs) be approved as follows:
- | | |
|----------------------------------|----------------|
| Arts Etobicoke | \$155,000.00; |
| Lakeshore Arts | 33,200.00; |
| Scarborough Arts Council | 77,000.00; |
| urbanArts Community Arts Council | 40,000.00; and |
- (2) the appropriate City officials be authorized to take the necessary action to give effect thereto.

**8. Pilot Project for Twenty-five Information Pillars
Request for Proposal No. 3012-03-7369**

(Presentation)

Joint report (May 13, 2004) from the Commissioner of Economic Development, Culture and Tourism and the Chief Financial Officer and Treasurer, advising on the results of Request for Proposal (RFP) No. 3012-03-7369 for the design, provision, installation, and maintenance of twenty-five Information Pillars for the Parks and Recreation Division, Economic Development, Culture and Tourism Department, and to obtain authorization to negotiate and enter into an agreement with the recommended proponent, Astral Media Outdoor L.P. for a term of up to five years as a pilot project initiative.

Recommendations:

It is recommended that:

- (1) Astral Media Outdoor L.P., the highest overall scoring proponent meeting the requirements, and their “Streetsmart 100 series” as the preferred design, be selected to provide for the design, provision, installation, and maintenance of twenty-five (25) Information Pillars for the pilot project initiative;
- (2) authority be given to the Commissioner of Economic Development, Culture and Tourism, the Chief Financial Officer and Treasurer, and the City Solicitor to negotiate and enter into an agreement with Astral Media Outdoor L.P. to provide for the design, provision, siting, installation, and maintenance of twenty-five Information Pillars for a term of up to five years as a pilot project initiative in accordance with the terms and conditions set out in the RFP, and in a form and content acceptable to the City Solicitor;
- (3) staff conduct an evaluation in 2007, and submit a report to Council with recommendations on whether the project should be continued, expanded or terminated at the end of the contract period;
- (4) provided that there is a favourable review in accordance with Recommendation No. 3, and Council decides not to pursue a revised comprehensive street furniture program in 2009, and Council authorizes the continuation or expansion of the project, Astral Media Outdoor L.P. be granted the option of first right of refusal to extend the agreement for a further five years, excluding portions of land on the public rights-of-way, in accordance with the terms and conditions set out in the RFP;
- (5) the appropriate City officials be authorized to issue a permit for erecting information pillar(s) in Nathan Phillips Square, and in accordance with the Toronto Municipal Code, Chapter 237, Article II;
- (6) this report be forwarded to the Policy and Finance Committee for consideration;

- (7) any revenue increase arising from implementation of this proposal be reported to the Budget Advisory Committee for consideration with the Parks and Recreation and Facilities and Real Estate 2005 Operating budgets; and
- (8) the appropriate City officials be authorized and directed to take all actions necessary and execute all documents to give effect thereto.

9. Sole Source Purchase Orders for Environmental Improvements with the Toronto and Region Conservation Authority (Various Wards)

Report (May 17, 2004) from the Commissioner of Economic Development, Culture and Tourism, seeking permission from Council to enter into sole source purchase orders with the Toronto and Region Conservation Authority (TRCA) for environmental projects.

Recommendations:

It is recommended that:

- (1) staff be given permission to enter into sole source purchase order totalling \$417,000.00, including all taxes and charges, for 2004 with the Toronto and Region Conservation Authority (TRCA), in order to expedite and complete various approved environmental capital projects; and
- (2) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

10. Winchester Square Capital Facilities Recreation Reserve Funds (Ward 28 Toronto Centre-Rosedale)

Joint report (May 7, 2004) from the Commissioner of Economic Development, Culture and Tourism and the Chief Financial Officer and Treasurer, to establish the 'Winchester Square Capital Facilities Recreation Reserve Fund' to support capital initiatives related to recreation facilities in Ward 28 Toronto Centre-Rosedale.

Recommendations:

It is recommended that:

- (1) Council establish an obligatory reserve fund called the "Winchester Square Capital Facilities Recreation Reserve Fund" to support capital projects related to recreation facilities in the vicinity of the Winchester Square lands, located at 225 Wellesley Street East and 550 Ontario Street;
- (2) the Old Municipal Code Chapter 227 (Reserves and Reserve Funds) be amended by adding the Reserve Fund as noted in Recommendation No. 1 to Schedule B2 (Third Party Agreements Reserve Fund) or to the New Chapter 227 Schedule 10 - Planning Act Reserve Fund;

- (3) this report be forwarded to Policy and Finance Committee for consideration; and
- (4) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto, and leave be granted for the introduction of any necessary bills in Council to give effect thereto.

11. The Allocation of the Usage of Two Dates Each Year Provided for in the Lease Agreement with the Royal Woodbine Golf Course (Ward 2 – Etobicoke North)

Report (May 17, 2004) from the Commissioner of Economic Development, Culture and Tourism seeking authority to allocate the usage of two dates each year provided for in the Lease Agreement with the Royal Woodbine Golf Course.

Recommendations:

It is recommended that:

- (1) the Commissioner of Economic Development, Culture and Tourism be granted authority to allocate the usage of two dates each year provided for in the Lease Agreement with the Royal Woodbine Golf Course; and
- (2) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

12. Initiatives to Implement Toronto's Food Sector Development Strategy (All Wards)

Report (May 17, 2004) from the Commissioner of Economic Development, Culture and Tourism, providing an update on the progress of initiatives to implement the Toronto Food Sector Development Strategy.

Recommendation:

It is recommended that this report be received for information.

**13. Public/Private Partnership Opportunities
40 Wabash Avenue (Ward 14 Parkdale-High Park)**

Report (May 17, 2004) from the Commissioner of Economic Development, Culture and Tourism, responding to the February 9, 2004 request from the Economic Development and Parks Committee to investigate opportunities to provide Municipal Capital Facilities by way of public/private partnerships under Section 110 of the Municipal Act, specifically related to the development of a community recreation facility at 40 Wabash Avenue.

Recommendation:

It is recommended that this report be received for information.

14. 2003 Business Investment Activity Report (All Wards)

Report (May 18, 2004) from the Commissioner of Economic Development, Culture and Tourism, summarizing Economic Development's Investment, Attraction and Retention activities for the year 2003.

Recommendation:

It is recommended that this report be received for information.

15. Framework for Report on Recreation Facilities and Response to Various Motions Referred by Council (All Wards)

Report (May 25, 2004) from the Commissioner of Economic Development, Culture and Tourism, providing a framework for a report on recreation facilities to be submitted to the Economic Development and Parks Committee in September 2004 and providing responses to a number of motions related to the Parks and Recreation Capital Program that were referred to the Commissioner of Economic Development, Culture and Tourism by Council at its meeting of April 19-23, 2004.

Recommendation:

It is recommended that this report be received for information.

16. Tourism Event Enhancement Strategy (All Wards)

Report (May 18, 2004) from the Commissioner of Economic Development, Culture and Tourism, presenting an update on issues facing Toronto's Festival and Event industry as well as an overview of the elements in the Tourism Event Enhancement Strategy being developed by Toronto Special Events of the Tourism Division.

Recommendation:

It is recommended that this report be received for information.

17. Canadian Military Support for Air Shows

(Deputation)

Report (May 4, 2004) from Ms. Dianne Young, General Manager and CEO, Exhibition Place.

Recommendations:

It is recommended that:

- (1) City Council endorse the motion adopted by the Board of Governors of Exhibition Place and the Board of the Canadian National Exhibition Association (CNEA) respecting continued support from the Canadian government of the Snowbirds and Canadian Air Shows; and
- (2) the appropriate Exhibition Place and CNEA Officials be authorized and directed to take the necessary action to give effect thereto.

18. 2004 Concept Plan for Exhibition Place

(Deputation)

Report (May 6, 2004) from Ms. Dianne Young, General Manager and CEO, Exhibition Place.

Recommendations:

It is recommended that:

- (1) City Council approve the attached 2004 Concept Plan for Exhibition Place (Appendix “A”); and
- (2) the appropriate Exhibition Place and City officials be authorized and directed to take the necessary action to give effect thereto.

19. Heritage Property Tax Rebate Program

Communication (May 7, 2004) from the City Clerk, advising that the Toronto Preservation Board at its meeting held on May 6, 2004, recommended to the Economic Development and Parks Committee, and Council, the adoption of the following motion by Mr. Patrick Gossage, Chair:

“WHEREAS the provincial government has amended the Municipal Act to permit municipalities to offer a Heritage Property Tax Rebate Program so that owners of heritage properties may receive a property tax rebate of up to 40 percent of the taxes paid on the heritage features of their property, subject, among other things, to those property owners granting a Heritage Easement Agreement to the City; and

WHEREAS the City of Toronto has approved a report recommending such Heritage Property Tax Rebates be provided, subject to certain conditions; and

WHEREAS the Program has not been implemented due to the caps imposed by the provincial government on the industrial and commercial tax rates, which would require the residential taxpayers to carry 100 percent of the cost of this program; and

WHEREAS the current provincial government has partially removed the industrial and commercial tax caps for 2004 but has provided no guarantee that such relief will be continued in future years; and

WHEREAS these tax caps prevent a fair and equitable sharing of the costs of the Heritage Property Tax Rebate Program within or among the commercial, industrial and residential tax classes;

NOW THEREFORE BE IT RESOLVED that the Toronto Preservation Board recommends to the Economic Development and Parks Committee, and Council, that City Council request the provincial Minister of Finance to amend or remove the tax caps for the year 2005 and beyond to allow the Heritage Property Tax Rebate Program to be financed within each tax class or across all tax classes.”.

**20. Proposed Emery Village Business Improvement Area
Ontario Municipal Board Order Approving By-law 265-2003
(Ward 7 York West)**

Report (May 3, 2004) from the City Solicitor, advising that Clause No. 3 of Report No. 3 of The Economic Development and Parks Committee entitled, “Poll Results - Proposed Designation of Emery Village Business Improvement Area”, was adopted by Council at its meeting held on April 14, 15 and 16, 2003; and forwarding a copy of the Ontario Municipal Board Order which approved By-law No. 265-2003.

Recommendation:

It is recommended that this report be received for information.

21. Toronto Emergency Medical Services Calls to Park Areas (All Wards)

Communication (May 19, 2004) from the City Clerk, advising that the Toronto Cycling Committee at its meeting held on May 17, 2004 recommended that the Economic Development and Parks Committee:

- (1) be advised that the Toronto Cycling Committee supports the Geo-Location Safety Post System; and
- (2) request the Commissioner of Economic Development, Culture and Tourism, in consultation with the Commissioner of Works and Emergency Services, Emergency Medical Services staff and the Parks Sign Committee, to report back to the Economic Development and Parks Committee on the feasibility of developing a plan to provide route geo-location identification and a signage system in the City's parkland system, in order for Emergency Services vehicles to respond to emergency calls in a timely manner.

22. Apotex Group Invitation to Tour Campus of Facilities

Communication (May 18, 2004) from Elie Betito, Director, Public and Government Affairs, Apotex Inc., extending an invitation to the Members of the Economic Development and Parks Committee to take a three hour tour of their campus of facilities and requesting that they be provided with two dates.

ECONOMIC DEVELOPMENT AND PARKS COMMITTEE

SUPPLEMENTARY AGENDA MEETING NO. 5

Date of Meeting:	Monday, June 7, 2004	Enquiry:	Betty Henderson
Time:	9:30 a.m.		Administrator
Location:	Committee Room 1		416-392-8088
	City Hall		bhender1@toronto.ca
	100 Queen Street West		

Communications/Reports

**23. Lakeshore Village BIA Revised 2004 Operating Budget
(Ward 6 Etobicoke-Lakeshore)**

Report (May 26, 2004) from the Chief Financial Officer and Treasurer, bringing forward the Lakeshore Village Business Improvement Area's (BIA) revised 2004 operating budget for approval by Council as required by Section 205 of the Municipal Act, 2001. Council approval is required to permit the City to collect funds through the tax levy on behalf of the BIA.

Recommendations:

It is recommended that:

- (1) Economic Development and Parks Committee adopt and certify to City Council the revised 2004 expenditure request of the Lakeshore Village Business Improvement Area totalling \$63,197.00 and a revised 2004 BIA levy requirement of \$35,719.00;
- (2) this report be forwarded to the Policy and Finance Committee for its information;
- (3) authority be granted for the introduction of the necessary bill in Council; and
- (4) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

In-Camera In accordance with the Municipal Act, a motion is required for the Committee to meet privately, the reason being that it deals with the receiving of advice that is subject to solicitor-client privilege.

**24. Main Square Community Centre
(Ward 22 Beaches-East York)**

Confidential joint report (May 18, 2004) from the City Solicitor, the Commissioner of Corporate Services, and the Commissioner of Economic Development, Culture and Tourism respecting the Main Square Community Centre, such report to be considered in-camera having regard that it deals with the receiving of advice that is subject to solicitor-client privilege.