

# Agenda *for* Prosperity

Toronto City Council - January 29<sup>th</sup> 2008



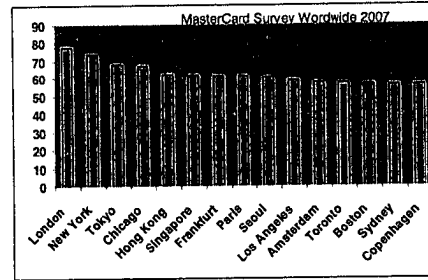
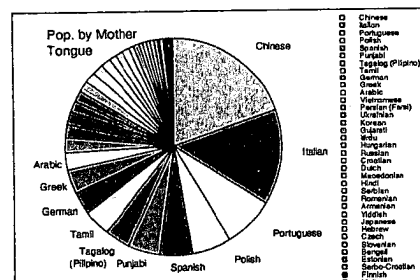
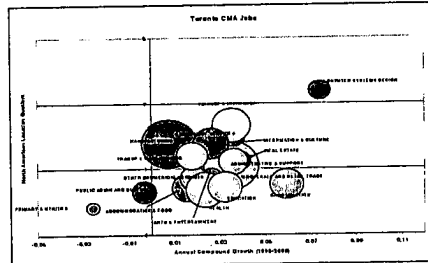
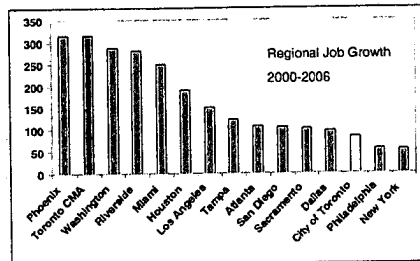
## Starting Point: *The Message*

**Positive:** Our city is on a positive path and poised for future success.

**Time limited:** We have an opportunity to take advantage of our unique position in the world & make the most of our assets .. Or not...



## Starting Point: *The Facts*

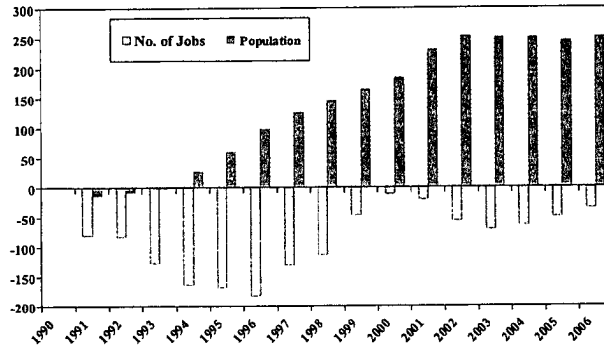


## Starting Point: *The Message*

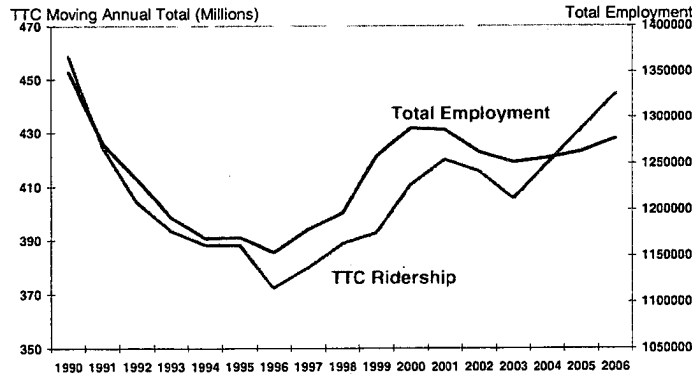
- Calls for Renewed focus on Economic Competitiveness @ City as a whole
- Provides a platform for priority setting @ Economic Development Committee
- Success Measures = Tracking/reporting of performance



# Prosperity is everybody's business



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## Implementing *the Agenda*

- Pillar 1: **Proactive** - Business Climate
  - Toronto Value Proposition: Customer Service & Cost
- Pillar 2: **Global** - Internationalization
  - Connections & Outreach
- Pillar 3: **Creative** - Productivity & Growth
  - Sectors + Creative, Green, Education
- Pillar 4: **One Toronto** - Opportunity & Inclusion
  - Labour force activation



## Implementing *the Agenda*

Facilitate  
Grow  
Green  
Internationalize  
Create value  
Activate  
Transport  
Promote

### City - led:

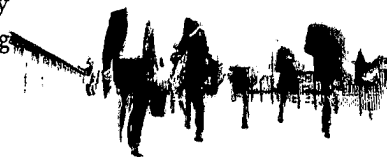
- Leadership & Organization
- Investment in Economic Development
- Proactive Policy Development

### Partner - led

- Cluster Development & Expansion
- Global Outreach & New Market Dev.
- Labour Force Development

### Together

- Advocacy
- Marketing



## Implementing *the Agenda* If We Get It Right

- Rising tax base with lower taxes
- Employment and income for citizens & choice of jobs
- Resources for social and environmental programs
- Multiple distinctive and attractive locations
- Managed growth and investment
- Increased global connectivity.
- Strong & ongoing collaboration



## Investing for *Tomorrow*

Toronto has choices to make that will define its place in a globalized world

A “can do” attitude means being creative, accepting risks and a willingness to do things differently and to do different things

*We can.*



## Economic Development Committee *Recommendations*

- City Council endorse “Agenda *for* Prosperity”
- New GM (EDCT) in consultation with Advisory Committee and Interdivisional Staff Team to develop implementation plan, budget, targets & success measures
- Citizen members and staff be thanked for their work
- Agenda be forwarded to City “ABCs”
- City staff to take necessary actions to implement the Agenda



## Agenda *for* Prosperity

*A Prospectus for a Great City*



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