TORONTO

MM23.4

NOTICE OF MOTION

Issuance of Temporary Special Event Licenses to Toronto-Based Livery Companies During Signature City Events

Moved by: **Councillor Stintz**

Seconded by: **Councillor Feldman**

SUMMARY:

Livery companies are raising an issue that impacts limousines and Toronto tourism. Each year there is an increased demand for chauffeured vehicles during the Toronto Film Festival. There are not enough limousines in the City of Toronto to meet the demand.

Many operators have corporate clients that rely on limousines for service during this peak period. Operators attempt to accommodate demand by partnering with their peers in the City. However, there are just not enough limousines/SUV's/sedans to meet this need.

Over the past few years, operators have attempted to meet the demand by renting vehicles for the week of the Toronto Film Festival, however, since these vehicles are not licensed, the operators were subject to unlicensed vehicle fines. The industry is hoping to work with the City on a solution to this issue.

One idea brought forward by the industry is to obtain a temporary event licence. This request has been put forward continuously, since September of 2007, as this was a particularly busy year. If a temporary event licence cannot be implemented, perhaps staff can work with the industry to come up with a solution that would enable Toronto-based livery companies to meet increased demand for vehicles during the Toronto Film Festival and other signature City events.

Toronto is Canada's largest City and sixth largest government, and home to a diverse population of about 2.6 million people. It is the economic engine of Canada and one of the greenest and most creative cities in North America. In the past three years, Toronto has won more than 70 awards for quality, innovation and efficiency in delivering public services. Toronto's government is dedicated to prosperity, opportunity and livability for all its residents, so I am confident that a solution to this matter can be identified.

RECOMMENDATION:

1. That the Deputy City Manager of Citizen Centred Services, Cluster B, in consultation with the Executive Director of Municipal Licensing and Standards, report back on the feasibility of issuing temporary special event licences to Toronto-based livery companies during signature City events in Toronto.

July 15, 2008

According to Chapter 27, Council Procedures:

Notice given	(v)
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 Licensing and Standards Committee Requires two-thirds vote to consider at this meeting	(v)
Motion Recommendations are Urgent	

* Deputy City Manager and Chief Financial Officer to advise.