



Member Motion

City Council

Member Motion

MM24.29	ACTION			Ward:All
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Exploring a friendship relationship between the City of Toronto and the City of Rio de Janeiro - by Councillor Ana Bailão, seconded by Councillor Michael Thompson

** This Motion has been deemed urgent by the Chair.*

** This Motion is not subject to a vote to waive referral.*

** This Motion has been added to the agenda and is before Council for debate.*

Recommendations

Councillor Ana Bailão, seconded by Councillor Michael Thompson, recommends that:

1. City Council request the General Manager of Economic Development and Culture to invite the City of Rio de Janeiro to join the City of Toronto in forming a Friendship City alliance between the two cities.
2. City Council request staff from the City of Toronto Economic Development and Culture Division to consult with the City of Rio de Janeiro, the Brazilian Consulate in Toronto and Councillor Bailão to define the relationship between the two cities, as planning for various world sporting and cultural events in the two cities is increasingly complex and urgent, and establishing this relationship now is important to maximize the benefits to Toronto.

Summary

In 2005, Toronto City Council approved ten city-to-city relationships between the City of Toronto and international friendship and partner cities. To date, nine relationships have been formalized in the City's International Alliance Program (IAP). Toronto's IAP is rooted in the Economic Development and Culture Division as its purpose is to help stimulate economic growth in the Toronto economy. Since amalgamation, the IAP and its activities have helped generate \$57 million in annual GDP impact, 860 new jobs and \$880,420 annually in new municipal property taxes.

There are numerous synergies between Rio de Janeiro and Toronto. Both cities are hosting major world sporting events in the coming years. Toronto will be hosting the Pan American Games in 2015 and Rio de Janeiro will be hosting the World Soccer Cup in 2014 and the Summer Olympics in 2016. Both cities have thriving film industries and the head of the Rio Film Commission has expressed interest in partnering with the Toronto Film and Television Office. Both cities are major economic centers with global business headquarters. Toronto and

Rio de Janeiro are also major culture and tourism destinations within their own national markets, as well as globally. This motion is urgent since TIFF is coming up in September and since planning for all three major world sporting events is becoming increasingly complex and fast-paced, establishing this relationship as soon as possible is important to ensuring maximum benefits to Toronto.

The City of Rio de Janeiro satisfies all of the Council approved criteria to become a Friendship City in the City of Toronto's International Alliance Program. The relationship will also be accommodated within the Economic Development & Culture Division's existing International Alliance program budget and staffing complement.

Toronto's current International Alliance relationships are focussed in Europe (Frankfurt, Germany; Milan, Italy; Warsaw, Poland and Kyiv, Ukraine); Asia (Chongqing, China; Sagamihara, Japan and Ho Chi Minh City, Vietnam) with only two cities in the Americas (Chicago, USA and Quito, Ecuador). Toronto does not have a formal international alliance in one of the world's fastest growing economies – Brazil. Brazil is one of the BRIC countries (Brazil, Russia, India and China). These four countries encompass over 25% of the world's land coverage and 40% of the world's population and have a combined GDP (PPP) of \$18.5 trillion. Many economists suggest that the BRIC countries could become among the four most dominant economies by the year 2050. Brazil is one of the biggest and fastest growing emerging markets. A relationship with Rio de Janeiro would assist Toronto companies enter one of the most rapidly growing markets in the world. It would also provide an entry point for Toronto companies to do business with other countries in the southern South America region including Argentina, Bolivia, Uruguay and Paraguay.

(Submitted to City Council on June 6 and 7, 2012 as MM24.29)

Background Information (City Council)

Member Motion 24.29