



COUNCIL SERVICES
 2013 APR 12 P 2:01
 CITY CLERK'S OFFICE
 COUNCIL AND SUPPORT
 SERVICES
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City Clerk's Office
 Toronto City Hall
 100 Queen Street West
 Toronto, ON M4H 2N2

April 11, 2013

RE: EX30.1 – Factoring in support for arts, culture, and tourism as part of the proposed New Casino and Convention Centre Development in Toronto

Dear Mayor and City Councillors,

It is with great interest that the staff and Board at TIFF continue to observe the discussions around a casino and convention facility in Toronto.

TIFF does not advocate for either outcome of Council's decision on a potential new facility; however, as we would with any large urban development, we would like to see acknowledgement, appreciation, and consideration for the city's existing vibrant arts and culture sectors factored into the plan.

We would like to draw special attention to one of the *Key Conditions* laid out in Section C4 of the City Manager's recent report, which reads:

"The successful proponent will work with the city's Economic Development and Culture Division to minimize impacts on existing jobs, and businesses, including demonstrating how the facility will contribute positively to existing businesses in the vicinity (e.g. agreements to purchase blocks of tickets from nearby theatres)."

We are pleased to see that this condition has been recommended, but feel that it could be further strengthened. This proposed facility could indeed have the potential to increase visitation to Toronto. However, for tourism growth to be deep and sustainable, the specific importance of the arts and culture sectors should be noted.

As the *Creative Capital Gains* report states, "Toronto must do more to retain and enhance its competitive position" as a creative capital. Visitors may travel to Toronto for the casino, but their experience will be shaped by the films, festivals, art, theatre, music, and dance they enjoy while they're here. According to a report from Research Resolutions & Consulting Ltd, the "arts and culture tourist" spends nearly twice as much per trip, and stays 40% longer, than a typical visitor.

The cultural sector drives Toronto's tourism, and Council should ensure that it is strengthened by any new casino and convention facility. For instance, Council may wish to consider the development of a marketing fund for festivals, cultural attractions, and cultural institutions to access – one that would allow them to draw in out-of-town visitation. This would broaden the city's tourism reach and ensure that all of Toronto's tourism assets can stay successful.

With regards,

maxine bailey
 Vice-President, Advancement

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