July 28, 2014

MEMORANDUM

To: Economic Development Committee

Re: Support for an Ontario Installation and Presence at Expo 2015

The Italian Chamber of Commerce of Ontario (ICCO) has submitted a proposal to the Ministry of Tourism and Culture for financial support for Ontario to set up a booth or pavilion in Milan at Expo 2015. The Commissioner General of the Italian Pavilion for Expo 2015, has also offered space in the Italian Pavilion for a week in July for a Canada Day celebration.

Supporting both of these initiatives to have a Canadian presence in Milan will help demonstrate that there is Canadian Support for Expo. This is of vital importance as Toronto continues to consider a bid to host the 2025 World Expo.

It is important that City Council via the Economic Development Committee as well as Invest Toronto, provide letters that clearly support both of these proposals. Additionally, the City of Toronto needs to begin to consider the specific ways in which to participate in Expo 2015 to raise our Municipal profile and presence at World Expo.

I respectfully request that this matter be added to the Economic Development Committee agenda on Tuesday, August 19, 2014.

Recommendation:

1. City Council direct the General Manager, Economic Development and the President and CEO of Invest Toronto, write letters to the Province of Ontario, endorsing the existence of an Ontario Pavilion in Milan at Expo 2015.

2. City Council request the General Manager, Economic Development to report on the ways in which the City of Toronto can participate in an Ontario Installation at Expo 2015, no later than the January meeting of the Economic Development Standing Committee.

Respectfully Submitted,

Councillor Shelley Carroll
Ward 33 – Don Valley East