Notice of Motion

MM55.44  ACTION  Ward:All

Declaring November 29, 2014 "Shop the Neighbourhood Day" - by Councillor Michael Thompson, seconded by Deputy Mayor Norman Kelly

* Notice of this Motion has been given.
* This Motion is subject to referral to the Economic Development Committee. A two-thirds vote is required to waive referral.

Recommendations
Councillor Michael Thompson, seconded by Deputy Mayor Norman Kelly, recommends that:

1. City Council declare November 29, 2014 “Shop The Neighbourhood Day” to celebrate Toronto’s neighbourhood and small business retailers and to promote Toronto’s Business Improvement Areas across the City.

Summary
"Shop the Neighbourhood" is an annual initiative to promote local shopping in support of small businesses. Sandwiched between Black Friday and Cyber Monday on one of the busiest shopping weekends of the year, the event serves as a reminder to residents that their dollars have greater impact in their communities when spent locally. In 2012, an estimated $5 billion was lost by Canadian retailers to their U.S. competitors over the holiday season.

Inaugurated in 2013 in Toronto, this year it will be going national to celebrate the importance of local retailers and neighbourhoods. Toronto's small businesses employ close to 50 percent of Canada's workforce and drive close to 30 percent of Canada's GDP. Shopping local creates jobs, contributes to vibrant neighbourhoods and keeps dollars close to home.
Last year, over 1,800 local businesses across 58 Business Improvement Areas in Toronto offered over 2,000 promotions and deals in conjunction with the event and generated significant media attention about the importance of local retailers in the City. Post-event research showed that 25 percent of residents in Toronto were aware of the event and of those, 84 percent made a local purchase during Shop the Neighbourhood.

On November 29, 2014 Canadians nationwide will be encouraged to shop locally and take advantage of exclusive event day deals as part of “Shop the Neighbourhood”. The City of Toronto’s recognition of this initiative will help to promote the City’s small businesses, Toronto's Business Improvement Area communities, and local neighbourhoods across the City.
(Submitted to City Council on August 25 and 26, 2014 as MM55.44)

**Background Information (City Council)**
Member Motion MM55.44