

City Council

Notice of Motion

MM7.5	ACTION			Ward:All
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Promoting TO Food: Branding and Marketing Toronto as a Leading International Food and Beverage destination - by Councillor Mary Fragedakis, seconded by Councillor Mike Layton

** 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 Mary Fragedakis, seconded by Councillor Mike Layton, recommends that:

1. City Council direct the General Manager, Economic Development and Culture, in consultation with representatives of the Toronto Culinary Tourism Working Group, the Greater Toronto Area Food and Beverage Industry Cluster Group, the Craft Brewers Association, Tourism Toronto and other food related industry groups to develop a marketing and branding strategy to promote the City of Toronto as an International Food and Beverage destination for both tourists and food businesses from around the world.

Summary

Growing out of the meetings of the Toronto Culinary Tourism Working Group is an understanding of the value of a strategic approach to that sector and the realization that Toronto needs an umbrella marketing and branding strategy to promote itself internationally as a food and beverage destination for tourists and businesses alike as these are intricately linked together.

Toronto's food scene is exploding with a myriad of activities and projects that is placing it on the culinary world stage. Recent announcements of Toronto being chosen as the first foreign destination of Food and Wine Magazine's "Food and Wine Festival", the re-launching of a larger Toronto Food Business Incubator, the formation of a Greater Toronto Area Food and Beverage Cluster, the opening of numerous Farmer's Markets in every corner of the City promoting local fare, the relaxing of rules to assist the growth of a vibrant Food Truck scene, the almost weekly announcements of celebrity chefs opening new restaurants in Toronto, and finally Toronto surpassing Chicago as the second largest food and beverage manufacturing cluster in North America all point to the growth of Toronto's reputation around the world as a leader for great food and beverage.

In 2014, there were 3,500 bars and restaurants employing 45,000 people in the City of

Toronto. Including lounges, bars, coffee shops and fast food outlets, the total number of establishments rises to 8,100 and their total employment to 87,000. This does not include most restaurants in hotels.

About 47.2 percent of Ontario's employment in the food and beverage Sector was in Toronto CMA in 2010. The total annual sales in the Toronto CMA were estimated to be approximately \$17 billion or about 47 percent of Ontario's annual sales of \$35 billion in 2010.

In recent years cities like Las Vegas, once the entertainment capital of the world, have replaced singers and comedians on hotel billboards with celebrity chefs. Food and beverage is one of the most important economic drivers in Toronto. It, along with cultural activities, is one of the most important characteristics when people book their vacations. It is for all of these reasons that Toronto needs to market itself internationally amongst cities like Paris, Rome, New Orleans, and San Francisco as a culinary destination. In order to do this Toronto requires a marketing and branding strategy to promote itself internationally as a food and beverage destination for tourists and businesses alike.

Background Information (City Council)

Member Motion MM7.5