



Councillor
Mary-Margaret McMahon

Ward 32 Beaches / East York

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Chair Ainslie,
Government Management Committee

July 12, 2016

Re: Feasibility of a City Hall Store

City Hall is among Toronto's most popular sites for local and international tourists. Unfortunately, there is very little infrastructure to support the tourist experience in this historic building. Tourists who visit City Hall can often be found wandering aimlessly or attempting to pay a water bill just for something to do.

I believe that we should offer visitors to this important building a place to sample the best of Toronto's locally-made products as well as souvenirs of their visit. It is a lost opportunity that a visitor to Toronto City Hall can't purchase a book on our city's history. Furthermore, the TTC has one of the strongest brands in Toronto unfortunately, there is no central place to purchase a TTC mug or T-shirt.

Toronto is behind many other cities when it comes to city-run stores. For instance, New York City's popular 'CityStore' offers a variety of books, souvenirs, clothing and gifts related to that city's history and culture. CityStore has 2 locations inside municipal buildings and 100% of the sales benefit New York City.

Retaining an independent operator through a public process for a City Hall store will ensure that the store has a minimal impact on the City's budget.

Recommendation:

City Manager instruct appropriate staff to report to the Government Management Committee at its November 14th, 2016 meeting on the feasibility of creating a City of Toronto Store within City Hall which sells City of Toronto & TTC branded goods as well as the best locally produced and/or themed products.

Report to include:

- *A transparent selection process to choose a store operator;*
- *Potential for satellite locations across Toronto;*
- *The feasibility of online retail of City of Toronto and TTC branded goods;*
- *Appropriate space within City Hall or Nathan Phillips Square;*
- *Next steps needed to create a City Hall store.*

Thank you,

Mary-Margaret McMahon