

Presentation to the  
**Scarborough Community Council**

# **Scarborough Community Renewal Campaign**

January 19, 2016

# Agenda

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1. Background
2. Purpose of Presentation
3. *Scarborough Community Renewal Campaign Update*
4. *Description of Scarborough Community Renewal Organization (SCRO)*
5. Plans for 2016 and Beyond
6. Other Asks
7. Questions/Comments

# Major Purpose of Presentation

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1. Can we have your ongoing encouragement for the *Scarborough Community Renewal Campaign* and for the formation of a *Scarborough Community Renewal Organization* on February 23rd?
2. As Councillors, are you are aware of people/groups that we should be inviting to join the *Scarborough Community Renewal Organization*?

# Background

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- In February 2014, the Rotary Clubs in Scarborough initiated an action plan with the purpose of advancing community renewal.
- This is not about what government should do, but what we as a community should do.
- Heading into Year 3

# Goals

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The goals of the Renewal Campaign are to:

1. Raise the profile on the need for renewal;
2. Create space for open dialogue among community members, businesses and professionals and political leaders;
3. Foster greater interaction and collaboration across the community and businesses;
4. Through public consultation, seek to identify specific actions to implement renewal; and
5. Work to build a stronger economy and community in Scarborough and across the City.

# Supportive Groups

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- Centennial College
- University of Toronto Scarborough Campus
- Toronto Zoo
- Metroland Media
- Scarborough Mirror
- Global News
- Toronto Region Board of Trade
- Scarborough Hospital
- Conservation Council of Ontario
- Toronto Region Conservation Authority
- Scarborough Philharmonic Orchestra
- Scarborough Arts Council
- Cathedral Bluffs Symphony Orchestra
- Scarborough Integrated Local Labour Market Group
- Scarborough Businesses Association
- Bridletown Neighbourhood Centre
- Centennial Community and Recreation Association
- Midland Park Ratepayers
- West Rouge Ratepayer
- Curran Hall Ratepayers
- C.D. Farquharson and other ratepayer groups
- East Scarborough Storefront
- Agincourt Community Services
- Malvern Family Resource Centre and other community agencies
- Rotary Clubs in Scarborough
- Multi-cultural groups such as Tropicana, Chinese Business Association
- Faith groups
- Businesses
- Many more....

# Recommendations & Status

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The Action Plan had 14 recommendations.



# Recommendations & Status

## ECONOMIC DEVELOPMENT

Recommendation	Status
Develop a Scarborough Community Renewal Organization (#1)	<ul style="list-style-type: none"> <li>• To be established in early 2016 (kick-off meeting on Feb 23).</li> <li>• Will represent anchor institutions, arts and culture groups, businesses, developers, ethnic groups, faith groups, first nations, community organizations, residents, resident associations, service clubs, and social development agencies.</li> </ul>
Initiate a Scarborough Business Association and host a Business Charrette (#2)	<ul style="list-style-type: none"> <li>• SBA was formally launched on Oct 22<sup>nd</sup>, 2015.</li> <li>• 14 founding members (UTSC, Centennial College, Metroland Media, Metrozen Capital Inc., Telus, Meridian, BMO, TD, RBC, Scarborough North Dental Group, Fast Signs, Canfinse, Blue Umbrella and TPASC).</li> </ul>
Launch a Scarborough-specific tourism initiative (#3)	<ul style="list-style-type: none"> <li>• Open Policy Ontario is now advocating for Scarborough-based sites in Toronto Guide.</li> <li>• City's Economic Development Office presented to potential investors to attract tourism to Ontario municipalities, including Scarborough.</li> </ul>



# Recommendations & Status

## SOCIAL DEVELOPMENT

Recommendation	Status
Engage in a community-led rebranding exercise (#4)	<ul style="list-style-type: none"> <li>• Established the “Institute for New Suburbanism” in Scarborough in June 2015 as a non-profit.</li> <li>• It research's suburban issues and brands Scarborough as a source of city-building ideas.               <ul style="list-style-type: none"> <li>• A think-tank that is giving greater depth and breadth to ideas and voices of suburban residents.</li> </ul> </li> <li>• Still need City of Toronto support for rebranding Scarborough, including an iconic signature facility for Scarborough (recommendation #14).</li> <li>• Possibly rethinking Scarborough Civic Centre function.</li> </ul>
Engage youth in Scarborough Renewal (#5)	<ul style="list-style-type: none"> <li>• Plans to actively engage high school students (TCDSB and TDSB) in early 2016.</li> <li>• University student involvement through “New Suburbanism Conference” in Scarborough in 2016 or 2017.</li> </ul>

# Recommendations & Status

## ARTS AND CULTURE

Recommendation	Status
Launch Scarborough-wide 'passport' Scarborough Food Festival (#6)	<ul style="list-style-type: none"> <li>• To be explored in the future.</li> </ul>
Create a hub for music, arts and culture in Scarborough (#7)	<ul style="list-style-type: none"> <li>• Dinner and a Song started on April 23, 2015.</li> <li>• Grassroots support for singer songwriters and recording artists while supporting local restauranteurs.</li> <li>• 13 events and approx. 340 patrons.</li> <li>• \$10,000+ of food/beverages sales and \$7,000+ for artists.</li> <li>• Now funded by TD Canada Trust.</li> </ul>
Host network of block parties to celebrate thriving neighbourhood arts and culture (#8)	<ul style="list-style-type: none"> <li>• To be explored in the future.</li> </ul>
Host outdoor orchestra event (#9)	<ul style="list-style-type: none"> <li>• Scarborough Philharmonic Orchestra interested in finding a venue for their concerts.</li> </ul>

# Recommendations & Status

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## HEALTH CARE

Recommendation	Status
Facilities Renewal at the Scarborough Hospitals (#10)	<ul style="list-style-type: none"><li>• Scarborough-West Durham panel made three main recommendations that would improve health care and bring much needed investment to Scarborough.</li><li>• Rotarians are involved with both hospital systems.</li><li>• The Panel Report recommendations are in the right direction and should be implemented.</li><li>• We support THS and RVHS reaching consensus on core matters.</li></ul>
Improve awareness and education on community health care (#11)	<ul style="list-style-type: none"><li>• To be explored in the future.</li></ul>

# Recommendations & Status

URBAN PLANNING	
Recommendation	Status
Enhance the use and promotion of green space in Scarborough (#12)	<ul style="list-style-type: none"> <li>• Forming “Scarborough Environmental Alliance” in 2016.</li> <li>• A Scarborough-based environmental group to act as a suburban voice on City-wide environmental issues such as climate change.</li> <li>• New Suburbanism delivers green space design.</li> </ul>
Host a regional conference on ‘New-Suburbanism’ in Scarborough (#13)	<ul style="list-style-type: none"> <li>• Planning and organizing a New Suburbanism Conference for 2016 or 2017 at BMO Learning Centre in Scarborough.</li> <li>• UTSC, Centennial College, and Ontario Professional Planners Institute on board.</li> </ul>
Host a Scarborough design competition and develop an iconic signature structure(s) (#14)	<ul style="list-style-type: none"> <li>• To be explored in the future.</li> </ul>

# Additional Campaign Developments

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- Monthly Campaign e-updates to more than 600 contacts.
  - Created foundation for dialogue between diverse Scarborough organizations.
- Coordinated efforts of Scarborough arts community.

# Other Updates Relevant to Campaign

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- UTSC has strengthened their role as an Anchor Institution
  - Anchor Institution Committee now active
- Positive Investments
  - Consilium Place improvements and expansion.
  - Scarborough Town Centre food court reconstruction.
  - Centennial New Residence and Culinary Arts Centre.

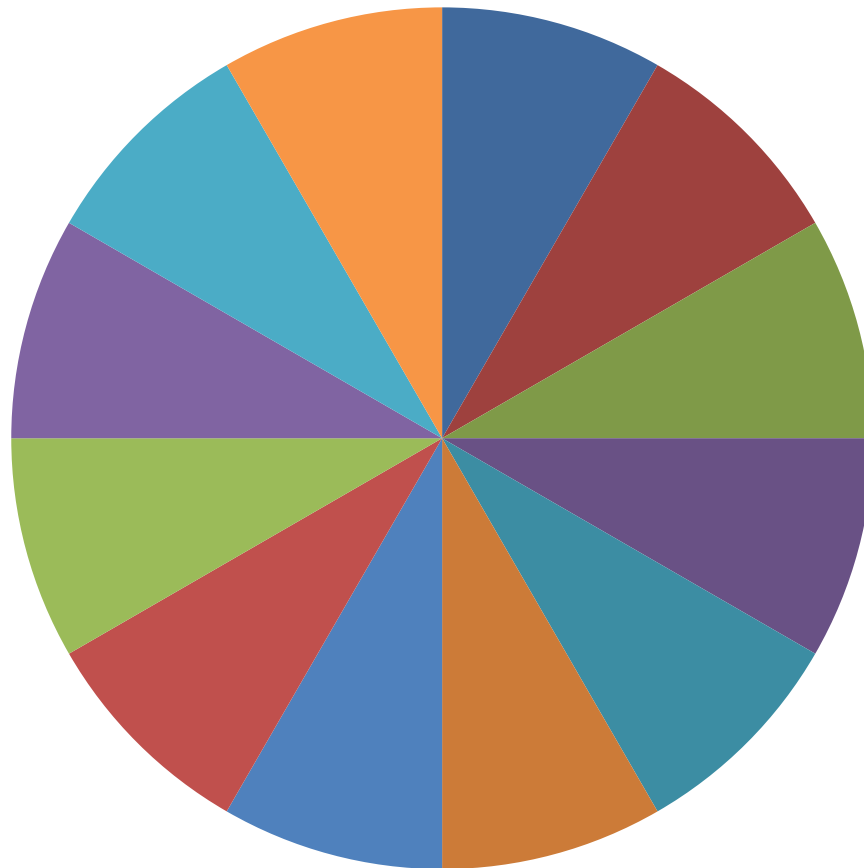
# Scarborough Community Renewal Organization

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- Permanent voice for Scarborough within the City.
- Comment on both local and City-wide issues.
- Members broadly representative of all Scarborough sectors including individual citizens.
- The organization will lead the Scarborough Community Renewal Campaign as Rotary leads in other areas.
- Will identify future actions and areas for ongoing community renewal.
- Bring together local neighbourhood groups and developers, social agencies and businesses etc.

# Scarborough Community Renewal Organization Members

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- Anchor Institutions
- Arts and Culture Groups
- Business (BIA and Scarborough Business Association)
- Developers
- Ethnic Groups
- Faith Groups
- First Nations
- Non-Profit/Community Organizations
- Residents
- Resident Associations
- Service Clubs
- Social Development Agencies



# Other “Asks”

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1. Cooperation of City of Toronto planners.
2. City of Toronto sponsorship and involvement in the New Suburbanism Conference.
3. City of Toronto support the Institute for New Suburbanism.
4. Develop Master Plans on: 1) arts, culture, recreation; 2) economic development; 3) social development; and 4) integrated sustainability planning and incorporate recommendations into the City of Toronto Official Plan.
5. Move City of Toronto jobs to Scarborough as a show of investment support for the community.

# Questions/Comments



Full reports and discussion papers available here:  
[renewscarborough.ca](https://renewscarborough.ca)