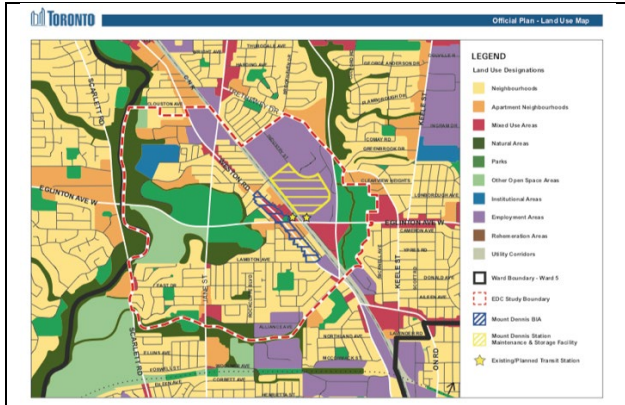


Mount Dennis Economic Development Study

Why is the City developing an economic development strategy for Mount Dennis?



- The City of Toronto has identified Mount Dennis as a neighbourhood for which a local economic development strategy will be created (target completion March 2020).
- The reasons Mount Dennis was selected for the study are:
 - It is a priority Neighbourhood Improvement Area (NIA) in the City's Toronto Strong Neighbourhoods Strategy
 - Presence of both a retail 'main street' on Weston Road and industrial/manufacturing operations
 - Construction of Mount Dennis station, the western terminus of the Eglinton Crosstown Light Rail Transit (LRT), located near the intersection of Weston Road and Eglinton Avenue West, which will also connect to the UP express, TTC, and GO service
 - Strong local community support and advocacy

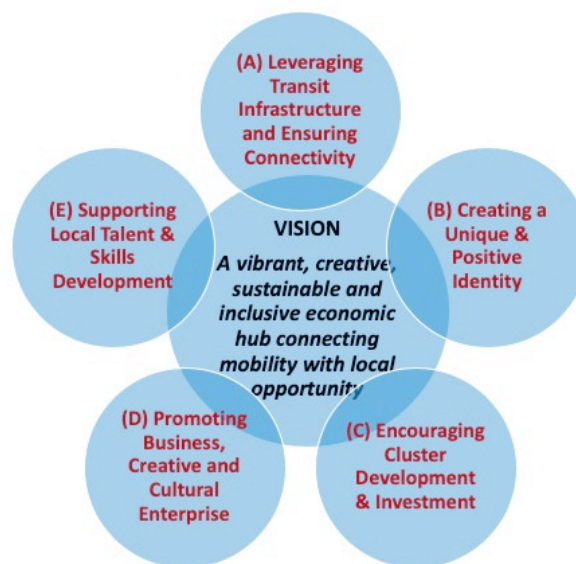
Who is developing the strategy?

- Under the direction of the City of Toronto Economic Development and Culture Division, the strategy is being developed by TCI Management Consultants with input from a Stakeholder Advisory Group including businesses and community groups in Mount Dennis. Businesses and agencies were also surveyed during the research phase and attended a Stakeholder Workshop. Thank you to those that participated!

What will the strategy do?

The local economic development strategy aims to stimulate revitalization, investment and job growth in the Mount Dennis business/employment area and improve access to jobs for residents.

Actions for the 5-year economic development strategy are grouped in five themes and are guided by a vision statement that aligns with the City's drive for inclusive economic development and equity.



Flip the page to learn more about each of the 5 priority areas and the top 20 actions.

(A) LEVERAGING TRANSIT INFRASTRUCTURE AND CONNECTIVITY

1. **Actively promote Mount Dennis area for business investment and development:** (to maximize impact of transit investment)
2. **Improve access to commercial space:** (e.g. programs that enable temporary use, access to vacant or underutilized space, 'meanwhile leases' etc.)
3. **Encourage commercial development through land use planning tools:** (potentially as part of the upcoming Planning Framework Study being led by City Planning)
4. **Promote active transportation connecting existing and future community to Mount Dennis transit hub:** (e.g. walking, cycling, scooter use, etc.)
5. **Identify and pursue opportunities for community benefits:** (e.g. Community Benefits Framework can potentially support voluntary Community Benefits Agreement opportunities between local community groups and developers)

(B) CREATING A UNIQUE AND POSITIVE IDENTITY

6. **Support a local Indigenous place-making initiative in Mount Dennis:** (support a local project to be led by the City's Indigenous Affairs Office and the Indigenous community)
7. **Initiate streetscape improvement projects:** (potentially as part of the upcoming Planning Framework Study being led by City Planning, and/or through BIA/City initiatives)
8. **Support and promote public art in Mount Dennis:** (public art sends a message about community pride and improvement and the importance of the creative sector)
9. **Continue to promote community safety in the Mount Dennis business area:** (promote community safety and maintain evidence-based safety and security measures)

(C) ENCOURAGING CLUSTER INVESTMENT AND DEVELOPMENT

10. **Support the development of a sustainable transportation sector:** (a growing sector where Mount Dennis is anticipated to have a competitive advantage).
11. **Assess potential for an urban agriculture opportunity and create a farmers' market:** (e.g. a community-led farmers' market/urban agriculture project)
12. **Promote Mount Dennis as a film location:** (e.g. through documenting potential locations for shoots and ensuring film-friendly streets)
13. **Establish an innovation hub:** (the combination of available space, relatively low rent, and transit access supports the development of an innovation hub to incubate new businesses)

(D) PROMOTING BUSINESS, CREATIVE AND CULTURAL ENTERPRISE

14. **Promote local art, music and other cultural activity in Mount Dennis:** (encourage additional arts, culture and creative activity to build on the growing creative sector in the area)
15. **Establish new/extended festivals in Mount Dennis (e.g. Nuit Blanche):** (bring Nuit Blanche to Mount Dennis, and support other festivals and events)
16. **Promote existing supports for business in Mount Dennis:** (enhancing awareness and uptake of City programs for businesses e.g. property tax incentives, BIA façade improvement)
17. **Encourage and facilitate Mount Dennis business networking and collaboration:** (e.g. in addition to BIA encourage establishment of a broader-based industry association for the area)

(E) SUPPORTING LOCAL TALENT AND SKILLS DEVELOPMENT

18. **Identify local and/or social hiring and procurement opportunities:** (with local anchor institutions/organizations undergoing major expansions, such as West Park Healthcare Centre)
19. **Support sector-specific access to job opportunities and talent/skills development (e.g. hospitality and tourism, film, music sectors):** (through job fairs, information sessions, etc.)
20. **Initiate effort to attract a post-secondary institution/satellite facility in Mount Dennis:** (with a significant population of post-secondary aged residents establishing a post-secondary institution of some type, ideally supporting the types of sectors seen in the area.)