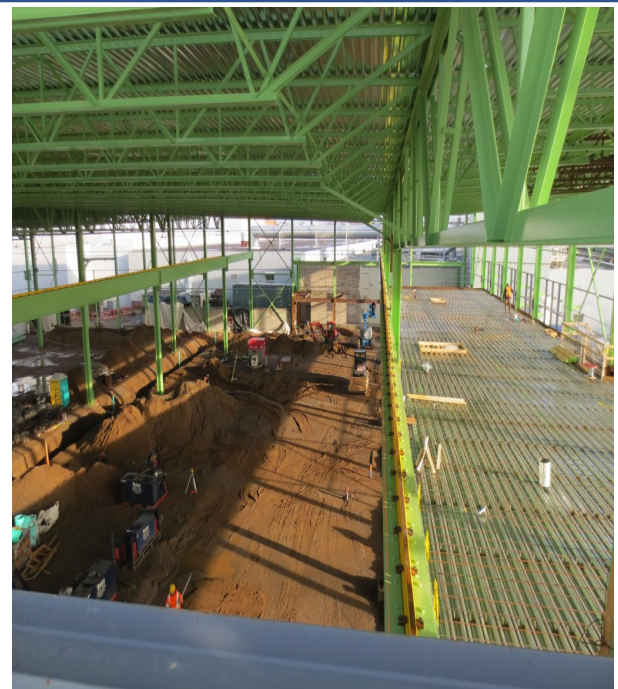




Mount Dennis Economic Development Strategy - Project Overview and Draft Action Plan

City of Toronto, Economic Development and Culture

January 27, 2020



Study Purpose

- To create an **economic development strategy** for the Mount Dennis area that will:
 - stimulate revitalization, investment and job growth; and
 - enhance opportunities for area residents to access jobs
- Led by City's Economic Development and Culture Division working with TCI Management Consultants

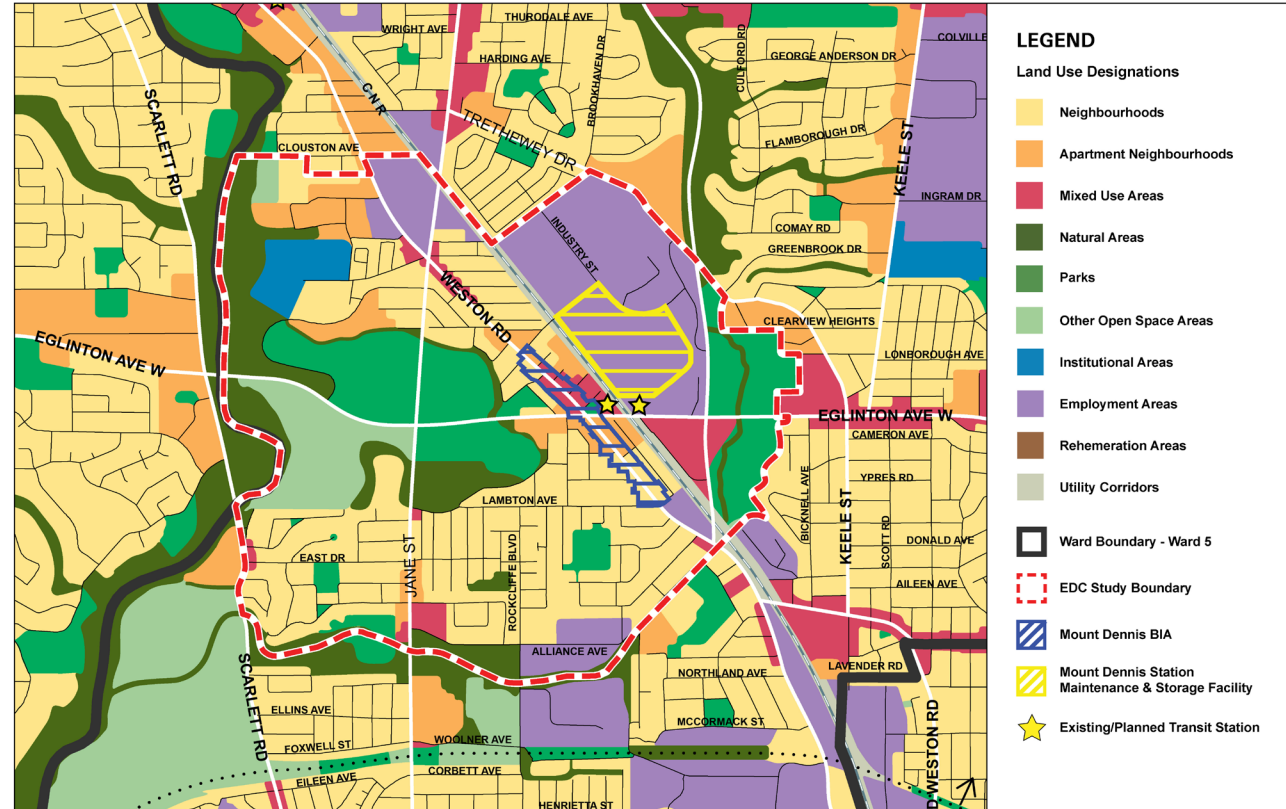
Why Mount Dennis?

1. Identification of **key community assets** in Mount Dennis (major transit, main street BIA, employment lands)
2. Alignment with the City's new **EDC Divisional Strategy**, focusing on traditionally underserved areas (e.g. NIAs)
3. Opportunities for **strategic coordination** with related studies/initiatives (City Planning, ULI, etc.)
4. Strong **local community support and engagement**

This is a Pilot Project

- Process will be **documented** to develop a study framework that is **replicable** in other areas of Toronto
- Development of **criteria to identify other areas** of the city for study

Study Area Map



Key Questions/Opportunities for the Study

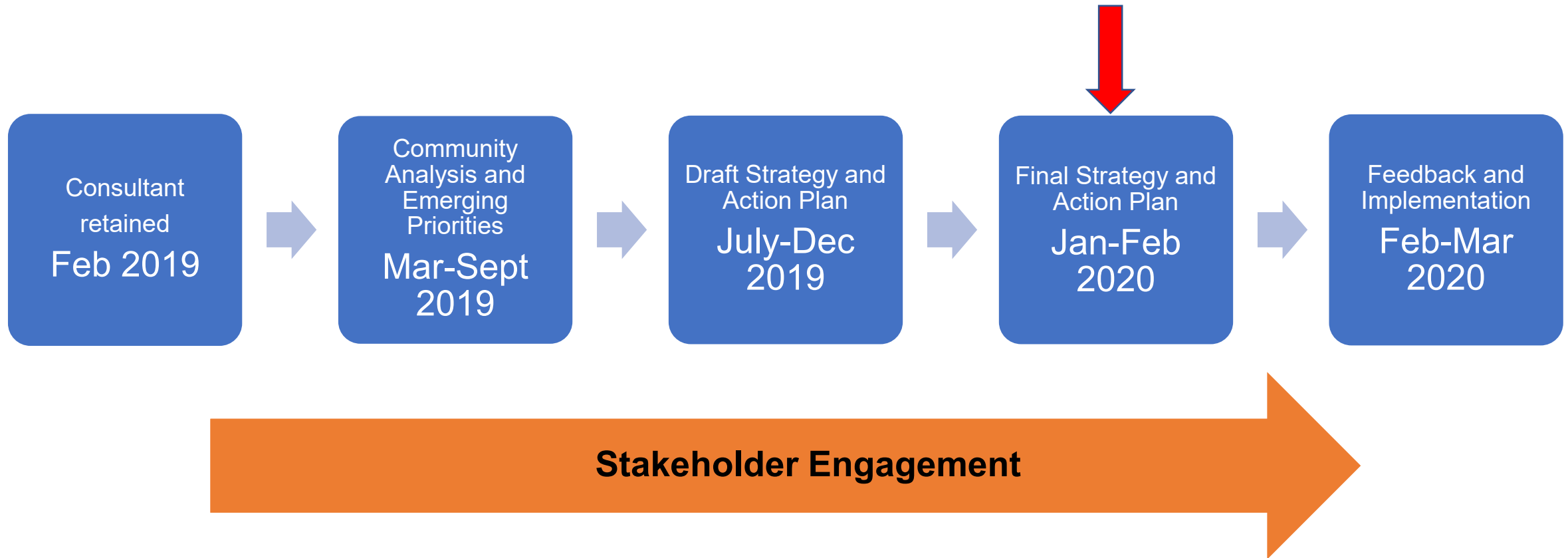
1. How do we **best leverage** major transit, the area's strategic location and key community assets to realize new economic growth opportunities in Mount Dennis?
2. How do we encourage the provision of **affordable space for business** formation, retention and expansion within a local growth context?
3. What **synergies** could be created between the main street BIA and the industrial areas, to benefit the overall Mount Dennis business community?

Study Overview

The project consists of **4 main phases**:

- 1. Community analysis** and identification of **emerging priorities**
- 2. Draft shared vision** and **economic development strategy**
- 3. Final economic development strategy**, including a **multi-year action plan**
- 4. Feedback and implementation** (documenting the pilot project and creating a template for future such projects)

Timeline and Deliverables



Stakeholder Engagement

The project includes the following **engagement activities**:

- Stakeholder Advisory Group
- Survey of businesses and community agencies
- Workshop
- Open House
- Community Meeting – to obtain input from area residents

Alignment of Studies in Mount Dennis



October
2018

May
2019



Economic Development and Culture
Mount Dennis Economic Development Study

October
2018

March
2020



City Planning
Mount Dennis Planning Framework Study

March
2020

December
2020

Overview of the Phase 1 Work

- Extensive review of reports, studies, policies...
- Review of demographics, economics, real estate trends
- Benchmarked other (similar) economic development strategies
- Survey of businesses and community agencies
- SWOT analysis (Strengths, Weaknesses, Opportunities, Threats)

Conclusion of Phase 1: Action Framework

1. Development of a **vision** for economic development in the Mount Dennis area:

“A vibrant, creative, sustainable and inclusive economic hub connecting mobility with local opportunity”

2. Creation of an **Action Plan Framework** by major types of initiatives

Vision → 5 Integrated Action Areas



Phase 2: Framework Generates the Strategy

- Several 'supporting themes' identified across 5 action areas
- These gave rise to **85 (!)** individual detailed initiatives
- Priority, responsibility and potential timing identified for each action
- Criteria applied to identify 'Top 20' proposed action plan items

(A) Leveraging Transit Infrastructure and Connectivity

- 1. Actively promote Mount Dennis area for business investment and development**
- 2. Improve access to commercial space**
- 3. Encourage commercial development through land use planning tools**
- 4. Promote active transportation connecting to Mount Dennis transit hub**
- 5. Identify and pursue opportunities for community benefits**

(B) Creating a Unique and Positive Identity

- 6. Initiate streetscape improvement projects**
- 7. Further promote BIA façade improvement program**
- 8. Support and promote public art in Mount Dennis**
- 9. Continue to promote community safety in the Mount Dennis business area**

(C) Encouraging Cluster Investment & Development

- 10. Support the development of a sustainable transportation sector**
- 11. Assess potential for an urban agriculture opportunity and create a farmers' market**
- 12. Promote Mount Dennis as a film location**
- 13. Establish an innovation hub**

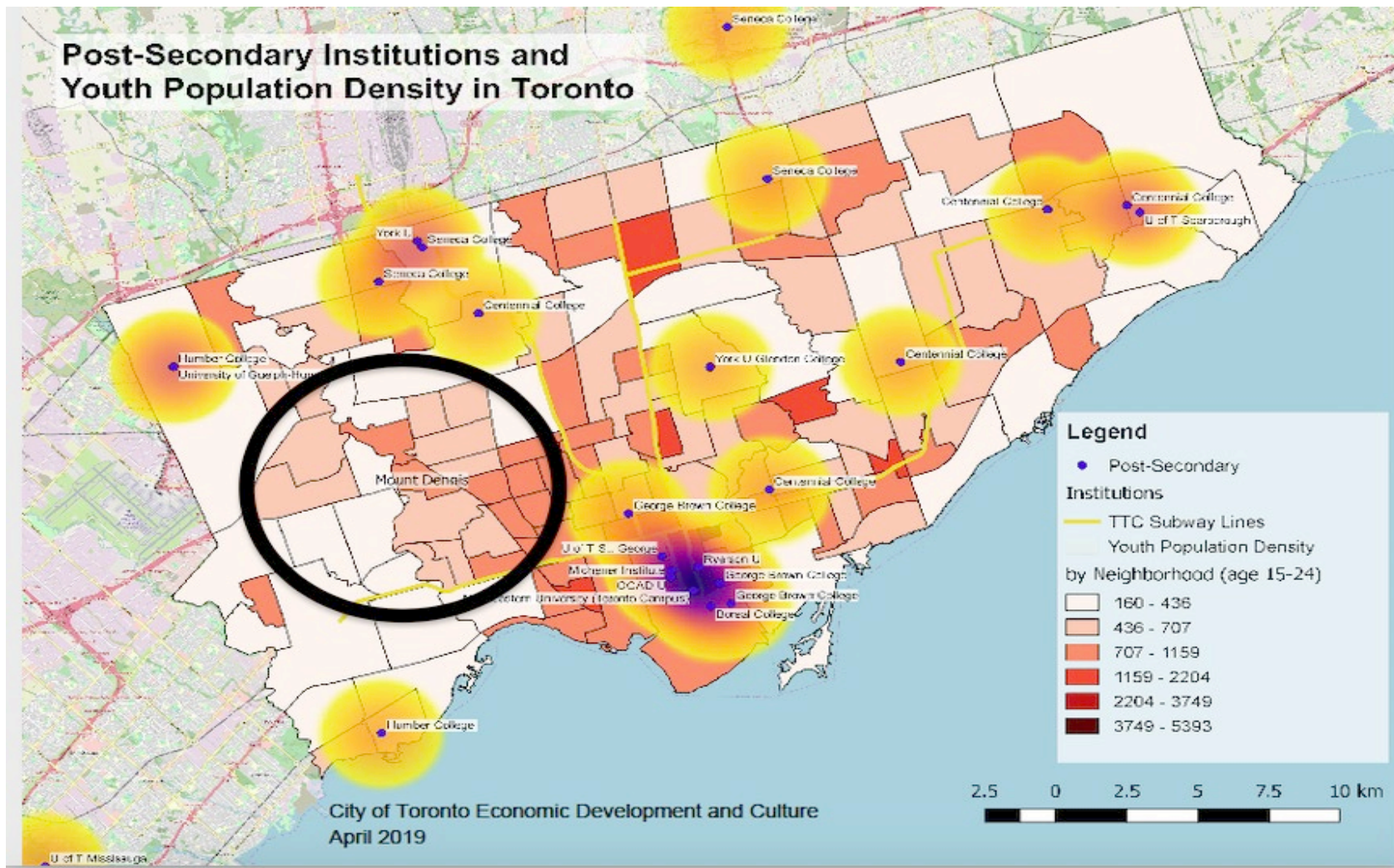
(D) Promoting Business, Creative & Cultural Enterprise

- 14. Promote local art, music and other cultural activity in Mount Dennis**
- 15. Establish new/extended festivals in Mount Dennis (e.g. Nuit Blanche)**
- 16. Promote existing supports for business in Mount Dennis**
- 17. Encourage and facilitate Mount Dennis business networking and collaboration**

(E) Supporting Local Talent & Skills Development

- 18. Identify job/supplier opportunities with West Park Healthcare Centre**
- 19. Support sector-specific access to job opportunities and talent/skills development (e.g. hospitality and tourism, film, music sectors)**
- 20. Initiate effort to attract a post-secondary institution/satellite facility in Mount Dennis**

Post-Secondary Institutions in Toronto



Discussion and Feedback

- Which of the Top 20 do you feel has the greatest potential for positive economic development change and why?
- Which of the Top 20 has the most potential for recognition and awareness-building for Mount Dennis?
- Which action will result in the most positive change for ***residents***?
- Which initiative will be best for ***local businesses***?
- Any other thoughts or suggestions?

Thank You!

For further information (please click):
[Mount Dennis Economic Development Strategy](#)

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