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 **TORONTO** STAFF REPORT

April 7, 2005

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CLAUSE	9
<i>Economic Dev. & Parks Letter</i>	

To: City Council

From: Joe Halstead, Commissioner Economic Development, Culture and Tourism

Subject: Toronto-Milan Partnership – Private Donations for Princes' Gates
Commemorative Open Space Design Competition
Ward 19 - Trinity-Spadina

Purpose:

To obtain authority to accept private donations in support of the Princes' Gates Commemorative Open Space Design Competition and for the issuing of receipts for income tax purposes:

Financial Implications and Impact Statement:

This report seeks authority to accept private donations in support of the Princes' Gates Commemorative Open Space Design Competition. Any financial implications for the City arising from the project will be considered by Council as part of the 2006 Capital Budget process.

The Chief Financial Officer and Treasurer has reviewed this report and concurs with the financial impact statement.

Recommendations:

It is recommended that:

- (1) the City be authorized to accept private donations in support of the Princes' Gates Commemorative Open Space Design Competition and hold the funds in the Public Art Reserve Fund (XR 4002);
- (2) the Chief Financial Officer and Treasurer be directed to issue receipts for income tax purposes for the donations received;
- (3) the Commissioner of Economic Development, Culture and Tourism be authorized to pay for competition expenses from the donations received;

- (4) the Commissioner of Economic Development, Culture and Tourism be directed to include the Princes' Gates Commemorative Open Space project for consideration as part of the 2006 Capital Budget submission of the Culture Division; and
- (5) the appropriate City Officials be authorized and directed to take the necessary action to give effect thereto.

Background:

At its meeting held on March 10, 2005, the Economic Development and Parks Committee considered a report from the Commissioner of Economic Development, Culture and Tourism on the 2004 activities of the International Alliance Program. The report included discussion of the the Princes' Gates Commemorative Open Space Design Competition in partnership with the City of Milan and directed staff to continue to work on the development of the project.

Comments:

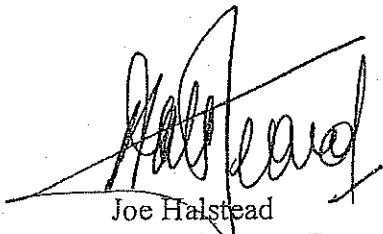
Subsequent to the meeting of the Economic Development and Parks Committee, the Toronto based private sector supporters of the Princes' Gates Commemorative Open Space project have offered to fundraise for the project in 2005. Authority is required to accept donations raised to support the project and to issue receipts for income tax purposes.

Conclusions:

This report provides authority for the Commissioner of Economic Development, Culture and Tourism to accept private donations in support of the Princes' Gates Commemorative Open Space Design Competition.

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Joe Halstead
Commissioner Economic Development, Culture and Tourism

such issues on a site by site basis. TRCA's list of factors to be used in considering acquisition could be used as a guide in the rare situation when all other means of protecting a cultural heritage resource have failed.

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International Alliance Program - Summary Report for 2004 (All Wards)

The Economic Development and Parks Committee recommends that City Council adopt the staff recommendations in the Recommendations Section of the report (February 23, 2005) from the Commissioner of Economic Development, Culture and Tourism:

Purpose:

The purpose of this report is to summarize the activities of the International Alliance Program (IAP) in 2004.

Financial Implications and Impact Statement:

There are no financial implications resulting from the adoption of this report.

Recommendations:

It is recommended that:

- (1) City staff continue to develop the partnership with the City of Milan through ongoing projects such as the Princes' Gate Commemorative Open Space Design Competition; and

- (2) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

Background:

Building city to city relationships can be a valuable mechanism for the City of Toronto to strengthen community and economic ties with world cities and expand and strengthen our recognition as one of a select group of international city-centres. With this in mind Council adopted, at its meeting February 1-3, 2005, a statement of goals and objectives for initiatives related to the International Alliance Program. In addition, Council adopted a policy framework that included decisions regarding existing and new international alliances and the resource implications of these decisions. Specifically, Council reaffirmed the base budget for selected inbound and outbound delegations and investment attraction activities but most importantly it recognized the constraints placed on the existing program and embraced the principle of linking program budget increases with adding new commitments to the program.

This report has been prepared, as per the policy, to summarize the 2004 International Alliance Program activities related to partnership cities and investment attraction.

Comments:

The resources of the International Alliance Program are used to support the three main aspects of the program - inbound delegations, outbound business missions and building local relationships. This report outlines the program activities as they relate to inbound and outbound missions.

Inbound Delegations:

The City of Toronto hosts a wide range of international delegations and study groups. The Economic Development, Culture and Tourism Department handles the economic development needs of those international delegations/study groups while the Protocol Office coordinates the general logistics, and contact with other departments and local partners. Visits by official delegations and business missions from the designated international alliance cities are the responsibility of the Economic Development Division and are planned and managed by the Investment Section with support from the Protocol Office. Visits are based on requests made from other cities as well as work with the relevant Consular officials, community interest groups and the match between the goals of the mission and that of the program.

In 2004, the Economic Development Division hosted 17 inbound delegations comprising a total of 202 delegates. This inbound activity is a return to levels experienced in 2002 (before the war in Iraq and the SARS crisis in Toronto). Table 1 lists the delegations and the purpose of our exchange.

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Table 1
2004 Inbound Delegations

Name of Delegation	Purpose of Visit/Meeting
City of Sagamihara, led by Mayor Ogawa	Formal City to City relationship building
Shanghai Economic Research Institute	Sharing best practices and learning
China City Development Strategies	Sharing best practices and learning
Milan Fashion Industry Delegation led by Vittorio Missoni	Formal City to City relationship building, Investment attraction
New York State Conference Board	Sharing best practices and learning
Lord Mayor of London	Sharing best practices and learning, Investment attraction
Chinese Business Delegation	Formal City to City relationship building and investment attraction
Camera della Opera business delegation	Formal City to City relationship building and investment attraction
Lombardia Region Public Servants	Formal City to City relationship building, Sharing best practices and learning
Sagamihara City Council Members	Formal City to City relationship building, Sharing best practices and learning
Chinese Minister of Civic Affairs	Sharing best practices and learning
St. Petersburg Delegation	Sharing best practices and learning
Milan City Council	Formal City to City relationship building, Sharing best practices and learning
Vice Mayor of Chongqing and city officials	Formal City to City relationship building, Sharing best practices and learning
Frankfurt Citizen's Delegation	Formal City to City relationship building, Sharing best practices and learning
Korean Training Institute	Sharing best practices and learning
Liaoxang High Tech	Sharing best practices and learning

Outbound Missions:

The goal of outbound missions is to further economic development, cultural, tourism and international marketing opportunities that are best realized through face-to-face contact.

Outbound mission destinations are selected by giving priority to cities that most fully meet the key goals of the IAP, particularly those with strong economic and investment opportunities. Developing city-to-city relationships to generate economic results is best achieved with regular face-to-face contact.

Three separate outbound missions were planned in 2004, one to New York City, one to Europe and one to Japan. The European mission included the following cities: Frankfurt, Berlin, Milan and London.

New York Mission, May 2004:

The purpose of the mission to New York was to:

- (a) increase the City of Toronto's profile as a competitive business location;
- (b) promote investment in Toronto;
- (c) attract tourism to Toronto;
- (d) hold substantive business meetings with companies that have relevance to Toronto (e.g., relevant sector with business links, development potential, learning potential); and
- (e) benchmark waterfront development initiatives and the role of artists in area development and transformation.

The comprehensive two-day mission to New York combined a number of promotional opportunities, business meetings and courtesy calls. Following is a summary of the key meetings and events held during the mission:

- (i) meetings with four major financial services firms were organized to strengthen support for existing business in Toronto; promote Toronto's strength as a premier North American financial centre in terms of competitiveness, breadth and depth of our talent pool, and growth potential; and discuss Toronto's capital needs;
- (ii) a meeting with a key corporate site selector was scheduled to gain a better understanding of how Toronto is perceived among key corporate decision-makers and site selectors, as well as to promote the locational advantages of Toronto;
- (iii) a small dinner reception with key tourism and trade media was held to raise the City of Toronto's profile as a travel destination; approximately 20 tourism and trade representatives attended the event;
- (iv) a site visit to a waterfront development project was organized to share experiences regarding waterfront revitalization, and to support Toronto-based firms involved in the New York redevelopment project;
- (v) a meeting with New York City Deputy Mayor Doktoroff and Canadian Consul General Pamela Wallin was held to discuss issues of mutual interest; and
- (vi) finally, the Mayor spoke at a business lunch of more than 100 to increase awareness of Toronto's comparative advantages in the North American market.

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Key Achievements and Projects Resulting from the Mission to New York:

In summary, the New York program comprised four business meetings, one City-to-City meeting, one site visit and two key business receptions, all taking place over two business days and resulting in approximately 130 business contacts. The intensive program resulted in some key deliverables including the following:

- (i) communicated to key investors that the City of Toronto is an established and experienced participant in global capital markets and is always looking for opportunities to lower its cost of funds;
- (ii) promoted the City of Toronto as a premier financial centre in North America;
- (iii) established personal contact with a key decision-maker in one of the world's largest financial services companies to start dialogue on how and if Toronto could benefit from the company's growth plans;
- (iv) established contacts at the City of New York for city-building and information sharing on common issues including waterfront redevelopment and intergovernmental cooperation;
- (v) built on existing relationships with corporate site locators;
- (vi) raised the City of Toronto's profile as a travel destination; and
- (vii) promoted the City of Toronto as a cost-effective destination for business investment and company growth to a select group of professionals and corporate executives.

European Mission, November 2004:

Mayor Miller led a successful nine-day mission to Europe in November. Economic Development staff worked in partnership with the Italian and German Chambers of Commerce of Toronto to develop the program, build sponsorships and recruit 25 business delegates on the mission.

The main objectives of the mission to Europe were as follows:

- (a) to raise the profile of Toronto as Canada's business address and cultural capital;
- (b) to learn and share experiences with other cities regarding their policies and programs to build local culture, travel and tourism opportunities;
- (c) to promote and attract investment in the City of Toronto and encourage investors to make Toronto their gateway to the North American market;
- (d) to demonstrate the City of Toronto's commitment to the relationship with Frankfurt by signing an agreement to renew our partnership;

- (e) to further the City's partnership with Milan;
- (f) to learn from the Harm Reduction program in Frankfurt;
- (g) to promote Toronto as a tourist destination for Europeans; and
- (h) to incite face-to-face dialogue and relationship-building between Mayor Miller and European big city counterparts.

Below is a summary of the key elements of the European program:

(i) Official City meetings/visits:

There were six official city-to-city meetings in Europe including meetings with: Petra Roth, Mayor, City of Frankfurt; Joachim Zeller, Mayor Berlin Mitte; Harald Wolf, Deputy Mayor, Berlin; Salvatore Carrubba, Minister of Culture, City of Milan; Michael Savory, Lord Mayor of London; and Ken Livingstone, Mayor of London. The meetings with Frankfurt and Milan officials focused on further developing our formal city partnerships while the meetings in Berlin and London focused on city building.

(ii) City learning:

Six meetings were scheduled to broaden city learning and information exchange between Toronto and its European counterparts. The meetings included a site visit to a large waterfront project in Frankfurt, a presentation by the European Central Bank, discussions with City of Frankfurt staff in harm reduction and roundtable discussions with leaders of cultural institutions in Frankfurt and Berlin, a meeting with the Berlin Tourism Marketing Agency, and a roundtable discussion in London which focused on how to promote a city's financial services cluster. The roundtable discussion also provided an opportunity for Mayor Miller to promote Toronto's financial services cluster (see business development meetings below).

(iii) Business Development Meetings:

There were 18 business development meetings scheduled during the course of the mission. The meetings focused on the following sectors.

Financial Services:

Meetings with three major financial services firms/organizations, and a roundtable discussion on Financial Services and Investment Marketing.

Design:

An information session was held in Milan to promote the Princes' Gates Commemorative Open Space design competition being organized as a partnership between the City of Toronto, Exhibition Place and the City of Milan. The competition will bring together young designers from Milan, teamed with designers from Toronto, to propose enhancements to the commemorative open space in front of the Princes' Gates at Exhibition Place. Private sector sponsors in Toronto have committed to raise funding for this design competition that is intended to strengthen cultural and economic ties between Toronto and Milan.

Tourism:

Travel and tourism trade dinner in Frankfurt which elicited valuable insights on Toronto's image in Europe from a wide range of industry experts, along with recommended strategies for positioning and promoting Toronto as an ideal destination.

Trade Promotion:

Frankfurt Chamber of Commerce, Frankfurt Fair Grounds, Frankfurt Book Fair, Frankfurt Airport presentation and site visit, Fiera Milano (Milan Fair Grounds), and presentations by Promos and various Milanese business associations.

Biotechnology/Life Sciences:

Frankfurt Innovation Centre for Biotech, Frankfurt Life Sciences Park, San Raffaele Life Sciences Park (Milan).

(iv) Promotional/Awareness Building Initiatives:

Five promotional events were scheduled in Europe including the following: Frankfurt Business Luncheon and presentation by Mayor Miller, Milan networking reception, Milan Business Lunch and presentation by Mayor Miller, London Business Networking Breakfast and presentation by Mayor Miller, Business Networking dinner with Deputy High Commissioner Guy Saint-Jacques.

(v) Media

The Telelatino Network participated in the mission and also acted as the official media sponsor of the mission. In addition, interviews with media outlets in Milan and London were conducted with Mayor Miller.

Key Achievements and Projects Resulting from the Mission to Europe:

Overall there were 15 city-to-business meetings, six city learning and information exchange meetings, six high level official meetings, six major speaking engagements, and three site visits all resulting in approximately 320 business contacts.

The discussions between Toronto delegates and our international contacts, both in the institutional and business spheres, led to some important findings for Toronto staff. The main lessons are highlighted below:

- (a) Toronto is a diverse and harmonious city in terms of our multicultural population and we can promote ourselves as such with confidence and pride;
- (b) although we are not an Alpha city, Toronto can be an active and influential player with other world cities on municipal issues;
- (c) Toronto's MaRS project is truly exceptional and advanced and others visited are not competitors;
- (d) Toronto has a solid and exceptionally talented labour force;
- (e) International cultural and business organizations are interested in partnering with Toronto agencies; and
- (f) Canada is a very small market and if we are going to become a global player, we need to engage globally; we need to focus on ourselves as the Gateway to North America and NAFTA.

Follow-up is required in: the identification of specific next steps to engage with Frankfurt; the environmental exchange with London; and on the Princes' Gates project with Milan. As well, the Tourism group can expand relationships with travel trade representatives in Germany, MaRS needs to follow-up with contacts in Biotech and the GTAA with FRAPORT.

Japan Mission, November 2004:

Deputy Mayor Mike Feldman and Councillor Gloria Lindsay Luby led the City's mission to Japan in November. The main objectives of the mission were:

- (a) to further Toronto's relationship with Sagamihara by attending their 50th anniversary celebrations and presenting Sagamihara with a gift from the citizens of Toronto;
- (b) to meet with Japan Expo 2005 organizers to learn about planning of its 2005 International Exposition and seek intelligence on bidding strategies as it relates to possible Toronto 2015 World Expo bid; and
- (c) to promote the City of Toronto as a tourist destination for Japanese travellers to the Japanese travel trade.

Below is a summary of the key meetings in Japan:

(i) Official City Meetings/Visits:

City-to-city meetings in Japan took place in Sagamihara, a City of Toronto partnership city since 1991. City of Toronto officials were invited by the City of Sagamihara to attend their 50th anniversary celebrations. The program in Sagamihara included a meeting with Mayor Isao Ogawa, a meeting with Sagamihara City officials, attendance at the City's anniversary ceremony and Celebration Festival, and the planting of Toronto Tulips, the City of Toronto's official gift to the City of Sagamihara.

(ii) City Learning:

Three meetings/site visits were scheduled to broaden city learning and information exchange between Toronto and its Japanese counterparts. The meetings included site visits to the Yokohama waterfront, Sagamihara waste treatment plant, the EXPO grounds in Aichi/Nagoya, and meetings with the Japanese National Tourist Organization, Japan 2005 EXPO organizers, a meeting with a Japanese Bureau of International Expositions (BIE) representative, Ontario Tourism Japan, and the Canadian Trade Commission.

(iii) Promotional/Awareness Building Initiatives:

Toronto delegates attended a travel trade dinner hosted by the Canadian Tourism Commission to promote Toronto as a tourism destination and to thank Japanese tour operators for their business. Toronto officials also met with the Sagamihara Chamber of Commerce to promote Toronto as a business and tourism destination.

Key Achievements Resulting from the Mission to Japan:

Overall there were three site visits, eight official city-to-city meetings, six meetings that focused on city learning, and two promotional and awareness-building meetings all resulting in approximately 125 contacts. The visit further cemented our partnership city relationship with Sagamihara.

The discussions between Toronto delegates and Japanese institutional, tourism and business contacts led to some important findings for Toronto staff. The main lessons are highlighted below:

- (a) the success of Yokohama's waterfront redevelopment project has been attributed to long term planning, considerable investment, a mixed land use approach, strong emphasis on intergovernmental cooperation, and public engagement and support;
- (b) the Japanese tourism business to Toronto has returned to 2002 pre-SARS levels and all Japanese operators report expanding programs in 2005;

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- (c) strong selling points for a Toronto EXPO bid include multicultural diversity and the little known fact that the GTA is the 4th largest metropolitan area in North America;
- (d) competition for Toronto's 2015 bid includes Russia (Moscow or St. Petersburg) and Mexico. Both have a strong presence at the 2005 Expo and Russia is already lobbying BIE members for support;
- (e) Canada attracts far more international visitors annually than does Japan (20 million to Canada versus 5.2 million to Japan); and
- (f) Japanese tourists have expressed interest in urban outdoor experiences such as walking tours, gardens, and ravines and off-season activities such as the Cavalcade of Lights.

Conclusion:

Toronto compares with a small league of internationally ranked cities and is Canada's only internationally ranked urban centre. Unfortunately, our international ranking is known by few outside Canada's borders. The City of Toronto must proactively market and promote itself as a global city or risk losing international exposure and potential investment. In many respects, our international city connections serve as a platform for Toronto to identify investment opportunities and to develop import-export relationships with foreign businesses in strategic markets. Hosting inbound delegations and conducting Mayor and/or Council led outbound missions is an effective method by which to build long term relationships with cities with significant potential for trade and investment, to raise our international profile, and to share best practices and information. These missions are also important avenues to achieve other corporate goals related to a wide range of urban issues.

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Nomination of a Representative of the Aboriginal Community to the Heritage Toronto Board of Directors

The Economic Development and Parks Committee recommends that:

- (1) City Council appoint Monica Bodirsky, representative of the Aboriginal Community, to the Heritage Toronto Board of Directors for the balance of the current term which expires on November 30, 2006, or until a successor is appointed; and
- (2) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

The Economic Development and Parks Committee submits the communication (February 9, 2005) from the Executive Director of Heritage Toronto:

Purpose:

To recommend to Council the appointment of one Aboriginal Community representative to the Heritage Toronto Board of Directors.

Financial Implications and Impact Statement:

There are no financial implications from the adoption of this report.

Recommendations:

It is recommended that:

- (1) the Economic Development and Parks Committee recommend to Council the appointment of the selected individual listed in Attachment 1, to the Heritage Toronto Board of Directors for the balance of the current term which expires on November 30, 2006, or until a successor is appointed; and
- (2) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

