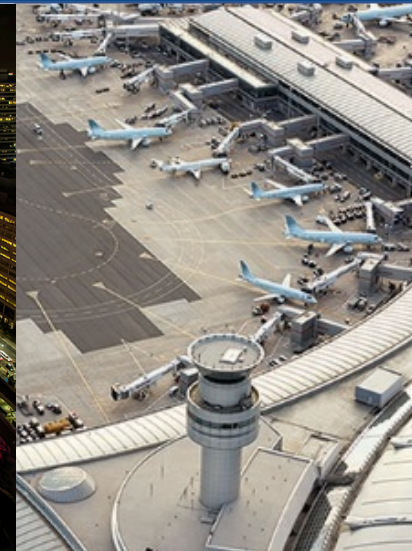




Mount Dennis Economic Development Strategy - Project Overview

City of Toronto, Economic Development and Culture
February 28, 2019



Study Purpose

The overall objective is to create an economic development strategy for the Mount Dennis area that will:

- stimulate revitalization, investment and job and assessment growth within the local business community; and
- enhance opportunities for surrounding area residents to access jobs

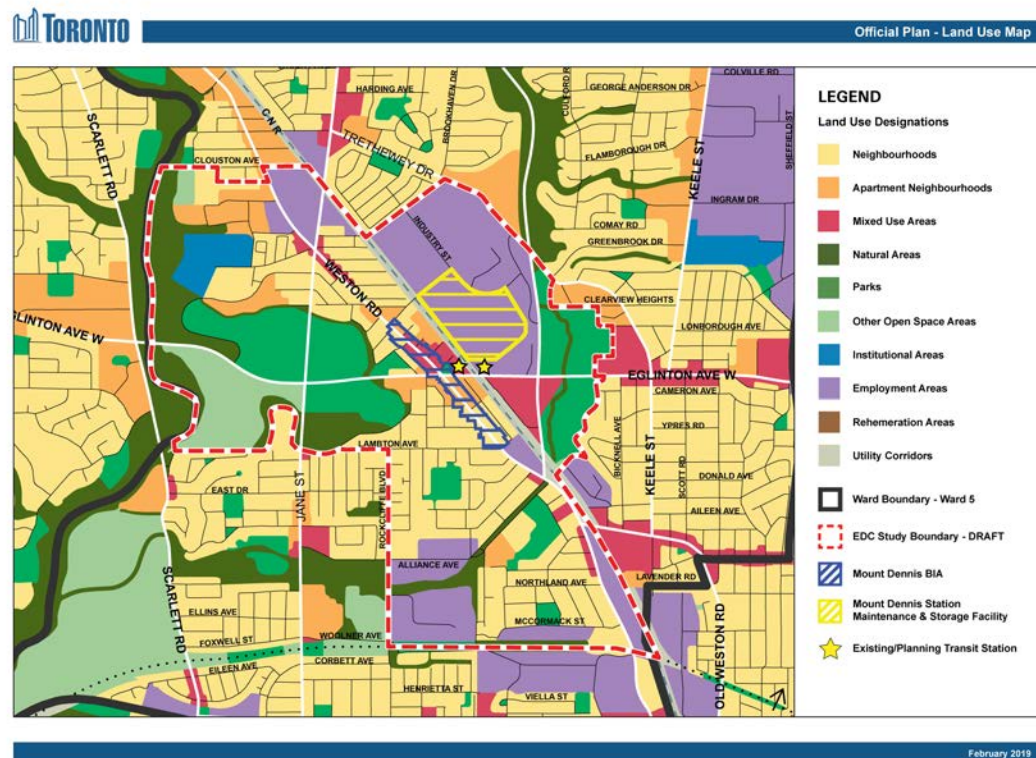
Why Mount Dennis?

1. Identification of key community assets in Mount Dennis (major transit, main street BIA, employment lands) that will create opportunities to drive and support local economic revitalization
2. Alignment with the City's new EDC Divisional Strategy that promotes equity and inclusion across the city, focusing local initiatives on traditionally underserved areas (e.g. NIAs)
3. Opportunities for strategic coordination with related studies/initiatives (City Planning, ULI, eco-neighbourhood project, etc.)

This is a Pilot Project

- Process will be documented throughout in order to develop a study process that is replicable in other areas of Toronto
- Part of this work will involve the development of criteria to identify other areas throughout the city where this process can work

Study Area Map



Please note:
study area is DRAFT.

Key Questions/Opportunities for the Study

1. How do we best leverage major transit investments, the area's strategic location and key community assets to realize new economic growth opportunities in Mount Dennis and drive local employment?
2. With renewed investment and development interest in Mount Dennis, how do we encourage the provision of affordable space for business formation, retention and expansion within this 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 will consist of 4 main phases:

1. Community analysis and identification of emerging priorities
2. Development of draft shared vision and economic development strategy
3. Development of 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

On a preliminary basis, the following stakeholder engagement activities are anticipated:

Stakeholder Advisory Group – a small group of industry and community leaders is being established to provide advice and input at key stages

Survey – to seek input on key economic development issues and opportunities from local business stakeholders

Workshop – to focus on different aspects of economic development in Mount Dennis with input from a broad cross-section of business and community representatives

Open House – a broader community session to present key study findings including the draft economic development strategy and action plan, and to obtain final feedback

Some Key Areas of Focus

The strategy is to be undertaken through a lens that recognizes in particular:

- opportunities to promote and further develop existing and potential competitive sectors and clusters;
- opportunities for the development of cultural and creative enterprises; and
- workforce development opportunities

Potential Strategy Elements

The economic development strategy is anticipated to include:

- Actions to **leverage community assets** including existing/planned major transit
- Actions for **supporting business growth and expansion** in the area (e.g. cluster focus)
- Recommended **physical or operational improvements** (e.g. revitalization, connectivity)
- Recommendations regarding **improved use of building stock** for business/employment
- **Workforce development opportunities** and pathways for local residents to access jobs
- Opportunities for **partnerships, local procurement, community benefits** agreements, etc.
- Opportunities to cultivate and leverage as an economic and community development tool **local arts and culture assets** in the Mount Dennis community
- **Short-term (quick win), medium and longer-term** actions

Alignment of Studies in Mount Dennis



October
2018

May
2019



Economic Development and Culture
Mount Dennis Economic Development Study

October
2018

August
2019



City Planning
Mount Dennis Planning Framework Study

March
2019

December
2020

Thank You!

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