



TO:	CHAIR AND MEMBERS INVESTMENT AND ECONOMIC PROSPERITY COMMITTEE MEETING ON FEBRUARY 19, 2013
FROM:	HARVEY FILGER DIRECTOR OF CORPORATE INVESTMENTS AND PARTNERSHIPS
SUBJECT:	Investment and Economic Prosperity Proposal Assessment Process Update #2

RECOMMENDATIONS

The following report **BE RECEIVED** for information.

PREVIOUS REPORTS PERTINENT TO THIS MATTER

1. September 20, 2011 "Industrial Land Development Strategy"
2. November 16, 2011: "Industrial Land Purchase Strategy- Confidential"
3. January 23, 2012: "Developing a Strategic Investment and Economic Prosperity Plan, City Treasurer and City Planner"
4. June 9, 2012: "Investment and Economic Prosperity Overview, City Treasurer"
5. September 25, 2012: "A Paradigm for Economic Prosperity, Director Corporate Investments and Partnerships"
6. November 27, 2012: "Investment and Economic Prosperity Proposal Assessment Process, Corporate Investments and Partnerships"
7. December 18, 2012: "A Path to Prosperity: Community Business Ideas to Stimulate our Economy, Corporate Investments and Partnerships"
8. January 28, 2013: "Investment and Economic Prosperity Proposal Assessment Process Update, Corporate Investments and Partnerships"

BACKGROUND

By way of background, on February 12, 2013, Municipal Council was presented the 'Investment and Economic Prosperity Proposal Assessment Update'. This update outlined prosperity project next steps with respect to the financial plan, public engagement plan and project operational plans. The financial plan was addressed in the context of the budget process. The public engagement plan outlined a multi-forum approach that seeks feedback from both the general public and specific stakeholder groups through a variety of communication means. Specific to each recommendation, initial project overviews were introduced outlining forthcoming project management steps.

January 23, 2012, Municipal Council was presented with the 'Developing a Strategic Investment and Economic Prosperity Plan' report, where a process was proposed for the purpose of developing the Strategic Investment and Prosperity Plan. Outlined in that report was a proposed



process by which selected projects would move from conception to implementation. As a result the City of London received 49 ideas from members of our community. All delegates who brought forth a proposal, and for which contact information was available and communication direction provided, were asked to complete the due diligence checklist for short listing projects.

As part of the due diligence review, the submission and satisfactory completion of the specific elements listed within the checklist were essential for the proposal to move forward. The primary evaluation of the proposals was based on careful review and analysis of the proposed ideas in relation to the listed definition of economic development; this analysis allowed for the appropriate classification of the proposals based on the four proposed categories: Economic Development, Social Prosperity, Idea Bank, or Other.

December 18, 2012, the Corporate Investments and Partnerships staff prepared a report for the Investment and Economic Prosperity Committee (IEPC) that presented a shortlist for the purpose of accelerating London's economy and fostering private sector investment in the city. The report discussed the Industrial Lands Development Strategy and analyzed 49 proposals/ideas that were brought forward to the IEPC in June of 2012, in an effort to present business ideas that would stimulate the economy and would help to grow prosperity in the City. This report presented five proposals best suited to the advancement of the goal and objectives of London's Prosperity Plan:

The Goal: The investment and Economic Prosperity Committee is developing a 10-year plan that will move London's Economy forward faster and ensure long term prosperity for our community.

The Objectives: Create Jobs; Leverage Investment; Stimulate spin-off benefits; Build beneficial partnerships; Benefit key sectors; Fuel transformational change in London's economy

DISCUSSION

1. Public Engagement Plan Update

With the support and guidance of the Corporate Communications service area, the public engagement plan has been updated:

Target audiences:

- The community at large
- Various municipal groups/institutions

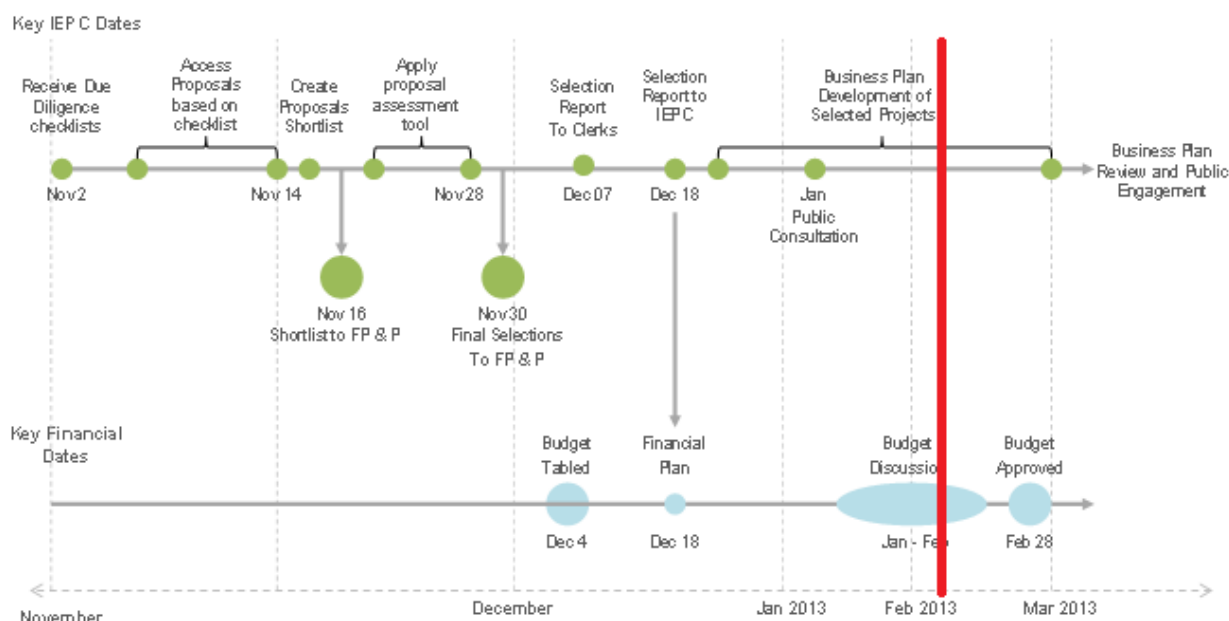
Activities Update:

- Encourage feedback through the comment wall on the prosperityforlondon.ca website; the City of London Facebook page; email; the budget twitter hashtag and via direct contact (ONGOING)
- Accept, review and code feedback received through various communication means (ONGOING)
- Speaking engagements have been scheduled with various municipal groups and institutions. Understandable scheduling difficulties have been experienced resulting in the timeline for completion associated with this activity being delayed until April 2013. (ONGOING)



3. Updated Next Steps for Prosperity Recommendations:

The block line in the below diagram outlines our current position in the prosperity proposal process and the budget process. As different projects require different resources and are in varying stages of maturity, updated next steps are addressed individually by project in the corresponding sections below.



All dates are tentative and contingent upon responses from delegates and timelines from other service areas

Industrial Lands Development Strategy

Recommendation: Development of Strategically Located Serviced Lands for LEDC to Market.

Next Steps (Running concurrently):

Public Engagement	Project Review and Evaluation
<ol style="list-style-type: none"> 1. Continue public consultation on project ideas (Update: March, 2013) 2. Report back to IEPC on result of public consultation process (Update: April 2013) 	<ol style="list-style-type: none"> 1. Through the industrial land development strategy, a business case outlining the need for the strategic acquisition of industrial land has been presented (Complete) 2. Legal review of recommendation (February 2013) <p><i>Update: In consultation with Legal services, no immediate concerns exist with the recommendation with respect to Section 106 of the Municipal act; however, as this recommendation evolves into a more implementable plan, further consultation will be required.</i></p> <ol style="list-style-type: none"> 3. In association with internal and external partners, locate appropriate sites for strategic industrial land development (Ongoing)



	<p>Update: <i>Initial discussions have been held with internal partners in the Legal, Realty, Purchasing, Planning, Engineering, Development and Compliance service areas. Upon the approval of the financial plan and with the support and guidance of partner departments, interdisciplinary project plans will be completed.</i></p> <p>4. The Intergovernmental and Community Affairs Office will develop a plan to leverage additional funds from other levels of government with the support of appropriate partner service areas (Ongoing)</p> <p>5. Report back to IEPC (As applicable)</p>
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Kilmer Brownfield Equity L.P.

Recommendation: The City of London enter into more formal discussions with Kilmer Brownfield Equity Fund L.P. and London Hydro regarding the potential sale and redevelopment of the land at 111 Horton St. East.

Next Steps (Running concurrently):

Public Engagement	Project Review and Evaluation
<p>1. Continue first public consultation on project ideas (Update: March, 2013)</p> <p>2. Report back to IEPC on result of public consultation process (Update: April 2013)</p> <p>3. Complete second public consultation on business case (Update: May 2013)</p> <p>4. Report back to IEPC on result of public consultation process (Update: May 2013)</p>	<p>1. Legal review of recommendation (February, 2013)</p> <p>Update: <i>In consultation with Legal services, no immediate concerns exist with the recommendation with respect to Section 106 of the Municipal act; however, as this recommendation evolves into a more implementable plan, further consultation will be required.</i></p> <p>2. Internal partner review of project proposal and recommendation (February - March, 2013)</p> <p>Update: <i>Initial discussions have been held with internal partners in the Legal, Realty, Purchasing, Planning, Engineering, Development and Compliance service areas. Upon the approval of the financial plan and with the support and guidance of partner departments, interdisciplinary project plans will be completed.</i></p> <p>3. Where appropriate, external partner review of project proposal and recommendation (February - March, 2013)</p>



	<p>Update: <i>Initial discussions have been held with the London Economic Development Corporation and Labatt Breweries of Canada.</i></p> <p>4. Develop project business case (March – April 2013)</p> <p>5. Review and evaluate business case (April, 2013)</p> <p>6. Report back to IEPC (April – May, 2013)</p>
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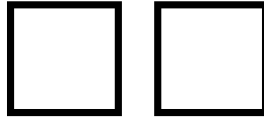
Medical Research Fund

Related Proposals: London Health Sciences Foundation and St. Joseph's Health Care Foundation

Recommendation: Building on ideas presented in the June 15, 2011 Mayor's Economic Prosperity Council Report and Summary, it is recommended that the City of London investigate the possibility of committing \$1.0 million per year over 10 years to support a medical research fund. This initial investment would be used to leverage additional support from the private sector and other levels of government.

Next Steps (Running concurrently):

Public Engagement	Project Review and Evaluation
<p>1. Continue first public consultation on project ideas (Update: March, 2013)</p> <p>2. Report back to IEPC on result of public consultation process (Update: April 2013)</p> <p>3. Complete second public consultation on business case (Update: May 2013)</p> <p>4. Report back to IEPC on result of public consultation process (Update: May 2013)</p>	<p>1. Legal review of recommendation (February, 2013)</p> <p>Update: <i>In consultation with Legal services, no immediate concerns exist with the recommendation with respect to Section 106 of the Municipal act; however, as this recommendation evolves into a more implementable plan, further consultation will be required.</i></p> <p>2. Internal partner review of project proposal and recommendation (February - March, 2013)</p> <p>Update: <i>Initial discussions have been held with internal partners in the Legal and Purchasing service areas. Upon the approval of the financial plan and with the support and guidance of partner departments, interdisciplinary project plans will be completed.</i></p> <p>3. Where appropriate, external partner review of project proposal and recommendation (February - March, 2013)</p> <p>Update: <i>Initial discussions have been held with St. Joseph's Hospital; London Health Sciences; Lawson Health Research Institute and J. Strupat Technologies.</i></p>



	<ul style="list-style-type: none"> 4. Develop project business case (March – April 2013) 5. Review and evaluate business case (April, 2013) 6. Report back to IEPC (April – May, 2013)
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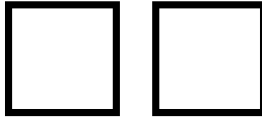
Investment in the Downtown

Related Proposals: Music London and The Grand Theatre

Recommendation: The two proponents would prepare a fairness report to bring forward for review at a public consultation. The community would then review the two proposals and make an independent suggestion as to the most logical investment opportunity for the City.

Next Steps (Running concurrently):

Public Engagement	Project Review and Evaluation
<ul style="list-style-type: none"> 1. Continue first public consultation on project ideas (Update: March, 2013) 2. Report back to IEPC on result of public consultation process (Update: April 2013) 3. Complete second public consultation on business case (Update: May 2013) 4. Report back to IEPC on result of public consultation process (Update: May 2013) 	<ul style="list-style-type: none"> 1. Legal review of recommendation (February, 2013) <i>Update: In consultation with Legal services, no immediate concerns exist with the recommendation with respect to Section 106 of the Municipal act; however, as this recommendation evolves into a more implementable plan, further consultation will be required.</i> 2. Internal partner review of project proposal , and recommendation; including site selection review (February - March, 2013) <i>Update: Initial discussions have been held with internal partners in the Legal, Realty, Purchasing, Planning, Engineering, Development and Compliance service areas. Upon the approval of the financial plan and with the support and guidance of partner departments, interdisciplinary project plans will be completed.</i> 3. Where appropriate, external partner review of project proposal and recommendation (February - March, 2013) 4. Identification and selection of the third party that will complete a fairness review (March, 2013) 5. Develop project business case based on fairness review (March – April 2013)



	<p>6. Review and evaluate business case (April, 2013)</p> <p>7. Report back to IEPC (April – May, 2013)</p>
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Employment Program Support

Related Proposals: Employment Sector Council London Middlesex and London Middlesex Immigrant Employment Council

Recommendation: It is recommended that the joint proposal receive City funding in the amount of \$101,980 for the first year of program delivery. An update to be provided in the 4th quarter of program delivery for re-evaluation; for a potential 2nd yr funding in the amount of \$105,669.

Next Steps (Running concurrently):

Public Engagement	Project Review and Evaluation
<p>1. Continue first public consultation on project ideas (Update: March, 2013)</p> <p>2. Report back to IEPC on result of public consultation process (Update: April 2013)</p> <p>3. Complete second public consultation on business case (Update: May 2013)</p> <p>4. Report back to IEPC on result of public consultation process (Update: May 2013)</p>	<p>1. A business case outlining the need for funding related to two employment support programs was received in November of 2012. (Complete)</p> <p>2. Legal review of recommendation (February, 2013)</p> <p><i>Update: In consultation with Legal services, no immediate concerns exist with the recommendation with respect to Section 106 of the Municipal act; however, as this recommendation evolves into a more implementable plan, further consultation will be required.</i></p> <p>3. Internal partner review of project proposal and recommendation (February – March, 2013)</p> <p><i>Update: Initial discussions have been held with internal partners in the Legal, Social Services and Purchasing service areas. Upon the approval of the financial plan and with the support and guidance of partner departments, interdisciplinary project plans will be completed.</i></p> <p>4. Prepare a formalized contribution agreement (prepare a contract and monitoring tool) (February - March 2013)</p> <p>5. Review and evaluate results of the success of the program after one year (number of job matches) for a potential 2nd year of funding (November -December, 2013)</p> <p>6. Report back to IEPC (December, 2013)</p>



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