

# **TORONTO** STAFF REPORT

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June 19, 2006

To: Economic Development and Parks Committee

From: Donald G. Eastwood, General Manager, EDCT

Subject: The Winterlicious and Summerlicious culinary programs produced by Toronto  
Special Events  
All Wards

Purpose:

To report back to Toronto City Council on the results from a consultation in partnership with the Ontario Hotel, Motel and Restaurant Association (OHMRA) to discuss other initiatives stemming from the City produced culinary programs Winterlicious and Summerlicious.

Financial Implications and Impact Statement:

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

Recommendations:

It is recommended that this report be received for information.

Background:

The report entitled “The Winterlicious and Summerlicious Culinary Programs produced by Toronto Special Events (All Wards)” was adopted without amendment by City Council on October 26, 27, 28 and 31, 2005.

The Winterlicious and Summerlicious promotions were created by Toronto Special Events in 2003 as added promotions to extend Toronto WinterCity Festival and the Celebrate Toronto Street Festival into city-wide celebrations. Winterlicious and Summerlicious have focused on creating unique dining experiences that showcase not only Toronto’s diverse cultural cuisine but also fine dining experiences at a compelling price point.

Staff facilitated a discussion group with representatives of Toronto's fine dining industry as well as the Ontario Hotel, Motel and Restaurant Association (OHMRA) to review and discuss the Summerlicious and Winterlicious programs. The discussions concluded that both Summerlicious and Winterlicious maintain the current selection process and criteria. This process and criteria were included in the aforementioned report and adopted by council.

The report recommended that Toronto Special Events staff report back to Toronto City Council with the results from another consultation in partnership with the Ontario Hotel, Motel and Restaurant Association (OHMRA) to discuss other initiatives and culinary based programs.

#### Comments:

Recently Toronto Special Events staff met with the President and CEO of the Ontario Hotel, Motel and Restaurant Association (OHMRA) as well as members of Tourism Toronto to discuss industry needs and future program options. Both groups were extremely supportive of the Summerlicious and Winterlicious programs and agreed that they were reflective of the directions set out in the Ontario Culinary Strategy.

It was agreed that currently there is no need to introduce another culinary program as a second tier to the "Licious" promotions. There are already a number of culinary initiatives produced and supported by the City of Toronto. The Winterlicious and Summerlicious promotions address the objectives of culinary tourism and focus on fine dining establishments. Events such as the Tasty Thursdays Series, the WinterCity BBQ and the Celebrate Toronto Street Festival food components include restaurants from all forms of dining.

The City of Toronto supports the development and production of many food related programs and events that meet a wide range of objectives within the hospitality industry and engage a variety of restaurants at all levels. Programs and events addressing the needs of some of the hospitality industry include: Bloor West Village Ukrainian Festival, Corso Italia Toronto Fiesta, Hot & Spicy: The Island Soul Edition, Sante: The Bloor Yorkville Wine Festival, Taste of the Danforth, Taste of Little Italy, Taste of Lawrence, Taste of TEDA, Tastes of Thailand, Toronto Ribfest, Vegetarian Food Fair, Wine and Cheese Show and World's Fare: Celebration of Food and Culture.

#### Conclusions:

Toronto Special Events operates two successful restaurant promotions, Winterlicious and Summerlicious, in order to extend key events and generate further economic impact in Toronto by profiling a unique sector in need of support. The programs have been operating successfully since 2003 with continued increases in participation and economic generation.

The City of Toronto supports the development and production of food related programs that are far-reaching both in scope and audience. Upon consultation with OHMRA and Tourism Toronto, it was determined that currently there is no need to invest in any new programs as second tier

branches of the “Licious” programs. Staff will continue to work with OHMRA and Tourism Toronto to address industry needs. If staff determine that there is a need in the industry to develop a new program, a report would be brought forward for approval from Toronto City Council as there would be budget requirements and implications for new program development.

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