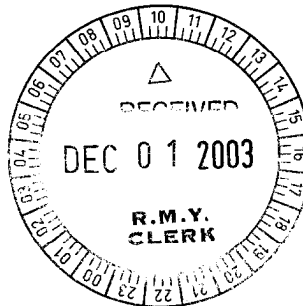


November 26, 2003



REGION OF YORK
CLERK'S OFFICE

FILE No. -

Mr. Dennis Kelly
Regional Clerk
The Regional Municipality of York
17250 Yonge Street
Newmarket, ON L3Y 6Z1

RE: **SARS RECOVERY PROGRAM UPDATE ((7.6 & 16.24, 13.4.4))**

Dear Mr. Kelly:

This will confirm that at the meeting of Council held on November 25, 2003, Clause 6 of Report No. 65, was approved as follows:

"That the report entitled "SARS Recovery Program Update" be received;

And that the \$90,500 expended in 2003 be the maximum amount for the SARS Recovery Program;

And that the Markham Hotel Consortium has until June, 2004 to implement key aspects of their July 4, 2003 proposal to SERTF, (SARS Economic Recovery Task Force), with the \$30,000 already disbursed by the Town, or the funds are to be returned to the Town;

And that if York Region's funds are not committed by calendar year end, then the Markham Hotel Consortium has to immediately secure matching funds from another partner(s). If they are unable to find matching funds then Markham Council has the right to request the return of any unspent funds."

Yours sincerely,



Sheila Birrell
Town Clerk

Copy to: Ted Northcott, Sr. Economic Development Officer



REPORT TO FINANCE AND ADMINISTRATIVE
COMMITTEE

TO: Mayor and Members of Council

FROM: Ted Northcott, Sr. Economic Development Officer

PREPARED BY: same as above

DATE OF MEETING: November 17, 2003

SUBJECT: SARS Recovery Program Update

RECOMMENDATION:

That the report entitled "SARS Recovery Program Update" be received,

And that the \$90,500 expended in 2003 be the maximum amount for the SARS Recovery Program,

And if the Province of Ontario does not approve the revised application by the Markham Hotel Consortium (which is to be submitted by the York Region Hotel Marketing Group) by June 30, 2004, that the \$30,000 is to be returned to the Town by the Markham Hotel Consortium.

PURPOSE:

To provide an update on the Town's SARS recovery program with a focus on the activities of community organizations that received Council approval for financial support to help with economic recovery.

EXECUTIVE SUMMARY:

A total budget of \$100,000 had been approved by Council for SARS recovery initiatives. Of this, \$80,500 has been approved for disbursement this year to 5 organizations, with an additional \$10,000 allocated to other activities (e.g. International Air Rally event, and airplane towed banner announcing retail opening on specific statutory holidays). In most cases, funding was contingent upon the organization finding matching funds from private or public sources. The initiatives supported by the Town have contributed to a revitalization of many aspects of the local economy, particularly in the retail and restaurant sectors. The hotels however, suffered significant financial losses and although some of the business has come back, they are not at their usual levels.

DISCUSSION:

A SARS Economic Recovery Task Force ("SERTF") was established by Council in the Spring of 2003 "for the purpose of recommending an action programme promoting the economic

recovery of Markham businesses negatively affected by the SARS epidemic." The Task Force is chaired by Regional Councillor Bill O'Donnell and includes Deputy Mayor Scarpitti, Councillor Usman and Councillor Chiu (until his election as a MPP, T. Wong was also an active member of the SERTF). Town staff from Economic Development, Finance, Clerks and Corporate Communications have also been actively engaged in the SERTF.

The SERTF (with Council approval) developed and implemented various activities to help bolster the economic vitality of the Markham business community. These activities included:

- creating and flying a banner "Shop and Celebrate Markham"
- hosting an airplane rally for 60 out of province pilots, their crews, and 4 international journalists
- attendance and participation for Council at the Town's activities
- regular media releases to the community
- together with the Region, introduced legislation to allow for store openings on key Spring/Summer/Fall statutory holidays
- Markham Council appreciation to staff and volunteers at the Markham Stouffville Hospital

The SERTF received 5 applications from various business groups within Markham for SARS recovery assistance: The Richmond Hill & Markham Chinese Business Association; The Markham Chinese Business Association; The Markham Village BIA; The Unionville BIA; and a hotel consortium comprising 10 hotels. An overview of the amounts approved and disbursed, activities undertaken and results of each are described below.

1) Richmond Hill & Markham Chinese Business Association (RHMBCA)

- a) amount approved by Council: \$15,000
- b) amount disbursed by the Town: \$15,000
- c) funding from other key sources: \$25,000 York Region; \$50,000 Province; plus funds from Town of Richmond Hill
- d) SARS program: *Business Recovery Campaign*, May 8 – June 15, 2003

An extensive promotional campaign, initially entered on 7 Chinese Malls, was implemented to encourage residents and visitors to shop and dine in the York Region. According to the 50+ page summary report prepared by the RHMBCA, Victoria Day and Fathers Day events (which included a "Lucky Draw" at Markville Mall, for 2 years free usage of a BMW Mini Cooper) combined with their extensive promotions generated business successes. For example, The Times Square reported a sales increase of 20% on Victoria Day and the Pacific Mall regained its regular flow of people on Saturday and Sunday. Plaques and certificates of appreciation have been sent by the RHMBCA to the various levels of government and economic development departments (refer to Attachment 1) for their financial and in-kind contributions.

2) Federation of Chinese Canadians in Markham (FCCM)

- a) amount approved by Council: \$12,500
- b) amount disbursed by the Town: \$12,500
- c) funding from other key sources: \$4,000 York Region; \$15,000 Province; \$10,000 Markham Village merchants; \$5,000 various small businesses

d) SARS program: *Taste of Asia Street Festival*, Sunday, August 3, 2003

The Taste of Asia Street Festival was a day long festival that took place on Kennedy Road (closed from north of Steeles to Clayton Drive). Due to the FCCM's extensive promotional campaign, some 20,000 people from across Markham and the GTA were in attendance. Over 60 booths were set up selling a wide variety of goods including clothing and ethnic foods. The selection of music and dancing at the temporary "band shell" was a highlight for many attendees. Due to the success of this year's festival and the cooperation and support that the FCCM received from Markham and other partners, the FCCM is now planning on making it a 2-day annual event, tentatively scheduled for July 3 & 4, 2004. (refer to Attachment 2 for details).

3) **Markham Village BIA**

- a) amount approved by Council: \$10,500
- b) amount disbursed by the Town: \$10,500 (pending)
- c) funding from other key sources: \$1,086 York Region; \$1,935 Ontario Tourism; \$2,000 Markville Ford; \$2,635 booth rentals

d) SARS program: *Markham Caribbean Day, and Olden Days & Antique Cars*

On Sunday, July 20, the BIA held its first Markham Caribbean Day Festival on Markham Main Street. Five Caribbean tourism boards were sponsors and also set up booths. At its peak, the BIA estimates that there were between 3,500 and 5,000 people in attendance who came to hear music, sample Caribbean foods and partake in shopping on Main Street. The feedback received by the BIA has been positive and the BIA is considering making this an annual event.

On Sunday, September 7, the BIA hosted its annual Olden Days & Antique Cars Festival. More than 200 cars were on display making this years festival the biggest yet. The BIA estimates attendees for the day at around 7,500. Their major sponsor, Markville Ford, has committed their support already for 2004. Many local bands were also featured throughout the day.

In the BIA's July 2 submission to the Town, they indicated various other initiatives that they would like to undertake including the creation of a Main Street directory, and an ad in the "Ontario Tripper" monthly newspaper. However, the BIA has advised the Town that they were unable to undertake these initiatives due to budget restraints and Caribbean Day costs overruns. If the Festival Of Lights on November 28 is successful in raising funds, they may be in a position to undertake these two initiatives.

4) **Unionville BIA**

- a) amount approved by Council: \$12,500
 - b) amount disbursed by the Town : \$12,500 (pending)
 - c) funding from other sources: \$4,000 York Region; \$28,500 Cultural Tourism Marketing Fund (Provincial)
- d) SARS program: *Summer Shopping In Unionville Program*

A copy of the Unionville BIA report is attached. The Chair of the Unionville BIA has expressed his appreciation to the Town for this recovery program and has stated his willingness to make a presentation to Committee/Council, if requested.

5) Markham Hotel "Consortium" (10 hotels)

a) amount approved by Council

b) amount disbursed by the Town

c) funding from other sources

d) SARS program: *Tourism*

The Chair of the Unionville BIA has expressed his appreciation to the Town for this recovery program and has stated his willingness to make a presentation to Committee/Council, if requested.

Together with the Markham Board of Trade \$30,000 in 2003 (and a possible \$27,500 in 2004)

\$30,000 (being held by the Markham Board of Trade pending matching funds)

\$50,000 York Region; rejected by the Ontario Tourism Marketing Partnership for Destination Marketing Partnership Fund.

recovery (pending)

In May, Regional Council approved an allocation of \$250,000 in funding to implement a SARS Emergency Marketing and Recovery Plan. In this funding, \$100,000 was allocated to implement a marketing program to the extent of audience to drive overnight traffic and to assist in rebuilding the significant loss of overnight revenues from the York Region Accommodation sector.

of \$250,000 in funding to implement a SARS Emergency Marketing and Recovery Plan. In this funding, \$100,000 was allocated to implement a marketing program to the extent of audience to drive overnight traffic and to assist in rebuilding the significant loss of overnight revenues from the York Region Accommodation sector.

In their July 4 submission to the Town's SEAF, the 10 hotels proposed various marketing activities (from trade show participation to various ad campaigns) to help their businesses recover from the estimated millions of dollars of losses due to SARS. York Region in July allocated \$50,000 (now at around \$40,000) to some activities have been undertaken) to the Markham Hotel Consortium for their proposal to the province. The proposal was declined by the Province due primarily to a lack of cash contributions from the hotels and a requirement that they must include other partners e.g. restaurants, attractions, shopping malls etc. Funds from the Region and Town are not enough to satisfy the Province's requirements. As a result, the hotels to-date have not been able to implement the plan.

the 10 hotels proposed various marketing activities (from trade show participation to various ad campaigns) to help their businesses recover from the estimated millions of dollars of losses due to SARS. York Region in July allocated \$50,000 (now at around \$40,000) to some activities have been undertaken) to the Markham Hotel Consortium for their proposal to the province. The proposal was declined by the Province due primarily to a lack of cash contributions from the hotels and a requirement that they must include other partners e.g. restaurants, attractions, shopping malls etc. Funds from the Region and Town are not enough to satisfy the Province's requirements. As a result, the hotels to-date have not been able to implement the plan.

The Region of York has advised the Town that they are working with the York Region Hotel Marketing Group (which includes the Markham Hotel Consortium, and hotels and tourist businesses outside of Markham) on a proposal to re-submit to the Province. The success of this new application is not certain. The funds disbursement by the Town are therefore untouched and sitting in a Markham Board of Trade bank account. The only initiative that has been completed (at no cost) has been an enhancement of the town's website to highlight awareness of hotel accommodations in Markham.

they are working with the York Region Hotel Marketing Group (which includes the Markham Hotel Consortium, and hotels and tourist businesses outside of Markham) on a proposal to re-submit to the Province. The success of this new application is not certain. The funds disbursement by the Town are therefore untouched and sitting in a Markham Board of Trade bank account. The only initiative that has been completed (at no cost) has been an enhancement of the town's website to highlight awareness of hotel accommodations in Markham.

Research generated by the Town's Finance Department regarding the Province's "Vacancy Rebate Program" (a methodology to apply property tax reductions), and shared with all the hotels, proved unsuccessful due to stringent criteria set by the Province which no hotel could meet (i.e., a contiguous group of rooms had to be closed for 90 days to qualify for the rebate).

Department regarding the Province's "Vacancy Rebate Program" (a methodology to apply property tax reductions), and shared with all the hotels, proved unsuccessful due to stringent criteria set by the Province which no hotel could meet (i.e., a contiguous group of rooms had to be closed for 90 days to qualify for the rebate).

FINANCIAL CONSIDERATIONS:

To date, based on all of the activities described above, actual disbursements are \$67,500 (calculated: \$10,000 other activities; \$15,000

above, actual disbursements are \$67,500 (calculated: \$10,000 other activities; \$15,000 RH 1CBA; \$12,500 FCCM; \$30,000 Hotels) with

\$23,000 pending to be disbursed. Council direction is required before the end of the current budget year as to whether:

1. the \$90,500 expended in 2003 is to be the maximum amount for the SARS Recovery Program,
2. if the Province of Ontario does not approve the revised application by the Markham Hotel Consortium (which is to be submitted by the York Region Hotel Marketing Group) by June 30, 2004, that the \$30,000 is to be returned to the Town by the Markham Hotel Consortium

ENVIRONMENTAL CONSIDERATIONS:

none

ACCESSIBILITY CONSIDERATIONS:

none

ENGAGE 21ST CONSIDERATIONS:

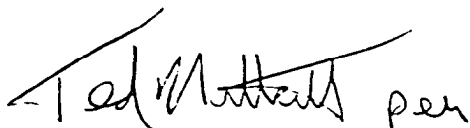
None.

BUSINESS UNITS CONSULTED AND AFFECTED:

The Town's Treasurer has reviewed this report, and is supportive of its contents.

ATTACHMENTS:

1. Certificate of appreciation by the RHMCBA
2. Email from FCCM
3. Unionville BIA's report



Stephen Chait, Director of Economic
Development



Mary-Frances Turner,
Commissioner,
Strategy, Innovation &
Partnerships



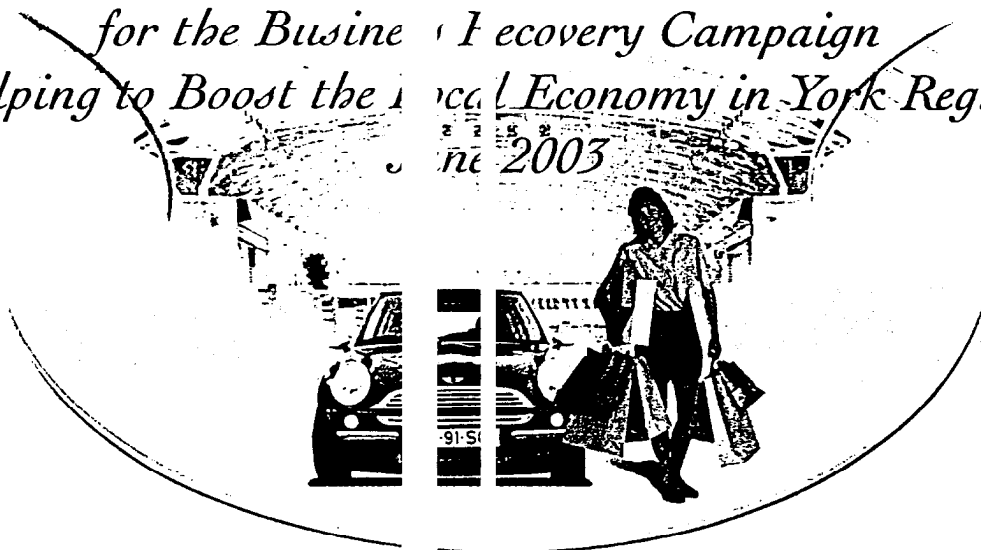
烈治文山 • 萬錦市華商會
Richmond Hill & Markham Chinese Business Association

IN APPRECIATION

Presented to

Ted Northcote
Economic Development Branch
Town of Markham

*In Grate Appreciation of
your Participation and Support
for the Business Recovery Campaign
Helping to Boost the Local Economy in York Region
June 2003*



Organized by:



烈治文山 • 萬錦市華商會
Richmond Hill & Markham Chinese Business Association

Sponsored by:



Ontario's Rising Star
York Region



MARKHAM

MINI Markham
A Division of South-Country Motor

Northcott, Ted

57

From: Northcott, Ted
Sent: Tuesday, September 30, 2003 2:11 PM
To: 'Dr. Ken Ng'
Cc: Chait, Stephen
Subject: RE: Taste of Asia (Thank you)

thank you very much for this nice and complementary note Dr. Ng. I will share it with the committee/council through my report.

ted northcott

-----Original Message-----

From: Dr. Ken Ng [mailto:drkenng@hotmail.com]
Sent: Tuesday, September 30, 2003 1:53 PM
To: tnorthcott@city.markham.on.ca
Subject: Taste of Asia (Thank you)

September 3, 2003

Thank You, Town of Markham!

In its efforts to contribute to the revival of consumer confidence and the fledgling economy after the trauma of SARS, as well as bringing together the many ethnic groups of the Markham community, the Federation of Chinese Canadians in Markham owes a big "Thank You" to Mayor Don Cousens and the Town of Markham in making the "Taste of Asia" Street Festival a huge success.

Throughout the organization period, the Town of Markham had been a mainstay for FCCM, not only in directly funding the festival, but also in lending advice and steering FCCM in the right direction for procuring licences, permits, and extra funding. The blocking-off of such a busy junction as Kennedy and Steeles, a first for the Town, had allowed the function to take place at the densest traffic intersection of Markham, thus guaranteeing a high rate of attendance for the event. In addition, the media conference was held at the grand hall of the Civic Centre, another sign of the unstinting support of the Town.

The festival featured over 60 booths, offering goods and services at discount prices and a variety of ethnic foods. The performances on the huge stage set up on Kennedy Road outside the Market Village Shopping Centre, which another stalwart sponsor, was a reflection of the multicultural mosaic of Canada, such as Chinese, Japanese, Polynesian and Filipino, just to name a few.

The guests of honour were heralded to the stage for the opening ceremony by a marching band and announced by Town Crier John Webster. The Master of Ceremonies was none other than our Deputy Mayor Frank Scarpitti who did an amazing job! Among the dignitaries present were Consul General of the People's Republic of China in Toronto Chen XiaoLing, Ontario's Minister of Culture David Tsubouchi, Japanese Canadian Culture Centre President Martin Kobayashi and Sid Ikeda, Regional Councillor Tony Wong, Councillors Alex Chiu and Khalid Usman, Councillor candidate Tao Qu, plus many more guests that represented the different sectors of the Markham and the greater Toronto communities. The festival was definitely a big success, with a participation of over 20,000 people. Well-encouraged, FCCM is planning to make this an annual event to promote the Town of Markham and its special multi-cultural mosaic. Looking forward to work with the

10/28/2003

good people of the Town of Markham aga

Respectully submitted,

Dr. Ken Ng, Chairman

Federation of Chinese Canadians in Markl n

http://www.culture-canada.ca/news_aug3.nl

Add photos to your e-mail with MSN 8. C 2 n onths FREE*.

REC'D NOV 6/03
2:50

Initial Report to the Markham SARS Task Force

59

Unionville BIA's (UBIA) SARS Relief Campaign 2003

SUBMITTED: 051103

This report is intended as a brief overview of the activities commenced by the UBIA's **SARS Relief Campaign 2003** which relate to the Town of Markham's special SARS Task Force assistance. The general underlying structure of the campaign was outlined in the UBIA's initial proposal presented to the Town's SARS Task Force, 11 June 2003.

The Town's SARS Task Force granted support to the UBIA's proposal in the amount of \$12,500 with a requirement that the UBIA seek matching funding from other government or private sector sources. The UBIA met, and exceeded this requirement through successfully finding additional funding from other sources in excess of \$30,000.

The Town's grant enabled the UBIA to do the following:

The main impact of the Town's grant was to be applied to the UBIA's "Summer Shopping in Unionville Program", which was a part of the UBIA's SARS Relief Campaign. This program focused on a effort to counteract the negative effects on the BIA's retail base which were expected as a result of the relaxation of the provisions of the Retail Business Holiday Act. This "relaxation" effectively eliminated an economic advantage that the UBIA's members had always had over other competing retail areas, in particular, shopping centres and so called "big box" complexes. To this point, the UBIA moved to protect its members and expanded its holiday "presence" by augmenting the existing Summer Concert Series to include street-long performances on Canada Day, Simcoe Day, and Labour Day. On all three holidays, Main Street, Unionville was closed to vehicular traffic and additional entertainers were hired to fill the street. The enhanced-holiday events were supported by additional advertising in both local and regional

media as well as through posters, flyers and our web site. Furthermore, the local "Highway Seven Hotel Group" was kept advised of our activities and were helpful in offering exposure through placement of our print advertising material in their lobbies. Through the summer of 2003, the UBIA became an active member of this group and began greater co-operation and communication between the UBIA and our local hotels and York Region Tourism. Additionally, the Summer Concert Series was augmented on the Sunday prior to each holiday Monday, thereby created a holiday weekend tie-in to the existing Summer Concert Series. In effect, the holiday Monday augmentations were combined with the Summer Concert Series to create a larger Holiday Weekend experience/presence encompassing the Friday evening performances through to the Holiday Monday street closure.

During the street closures on the Holiday Mondays, no outside vendors were permitted on the street as would be expected at a regular festival. Instead, additional entertainment was hired to fill the street, and our members became "vendors" in front of their stores. This provided our members the opportunity to use the holiday street closure "events" to sell off excess inventory which had not moved because of the SARS outbreak. Members reported excellent sales on Canada Day, Simcoe Day and Labour Day street closures. Since outside food vendors were also not permitted, our restaurants also were busy on the expanded holidays as well. The final holiday event was our Heritage Festival, 20 September. The Heritage Festival's entertainment was augmented and advertising for this event was enhanced.

Central to the "Summer Shopping in Unionville Program", was the "\$5000 Shopping Spree". Whereas, the "Shopping Spree" was initially conceived to concur with the focus on Sundays and holidays, it was expanded, however, to run for a full sixty-day period from mid-June through mid-September. The "Shopping Spree" was organized so that each time a purchase was made over \$25 a ballot was granted to the customer. The customer filled in their name, store location where the purchase was made, and their home address. In this way, data was collected over these sixty days which identifies important marketing information on our customer base. This information is being analysed by the UBIA and it will have a long-term positive impact on future UBIA marketing decisions. Additionally, the Shopping Spree received wide coverage in both local and regional media as well as on our web page, on posters and through flyers.

Through comparison with the crowd estimates of The UBIA's other festivals and events, it is estimated that approximately 15,000 new visits were created by the Canada Day event, and 8,000 visits were created by each of the Simcoe Day and Labour Day events, for a combined total in excess of 30,000 new visit generated. This does not include the increased number of visits created through the weekend tie-in (Friday, Saturday & Sunday) for both "expanded" holiday weekends, nor the increased visits generated throughout the remainder of the summer by the "Shopping Spree" campaign. Additionally, the numbers at the end-of-summer Heritage Festival were a good indicator that perhaps the effects of the SARS outbreak on our area were in decline. An estimated 12,000 people attended the Festival which is comparable to previous years attendance levels. The Heritage Festival was combined with the closing of the Summer Concert Series, and the "\$5000 Shopping Spree" winner was chosen at the Heritage Festival in a ceremony held on the Millennium Bandstand. The initial count of the raw data collected through the "Shopping Spree" has found that approximately 45,000 ballots were submitted over the sixty-day period of the campaign.

The UBIA would like to follow further with its analysis of the effectiveness of its **SARS Relief Campaign** in the future. As the \$12,500 grant from the Town has received excellent matching support from other sources, we have been able to expand the total Relief effort through the Christmas season. We expect to have a fuller understanding of this effort in the new year, after the Christmas cycle, where the survivability of the UBIA's retail members, in particular, will be more apparent.

On behalf of the Unionville B.I.A., I would like to thank the Town for its proactive stance in supporting the UBIA's proposal regarding the SARS recovery process. Initial analysis suggests that the Town's grant to the UBIA has provided the impetus for a campaign which has borne quite positive results which are ongoing..

Gregory McCormick,
Chairman, UBIA

Rec'd
NW 6/03
2:34 PM
/10/