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## **2005 BUDGET - BRIEFING NOTE: International Profile and Branding**

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### **ISSUE:**

The International Profile and Branding project is a comprehensive program to enhance Toronto's image and reinforce a business identity in the local, national and international markets by providing current business information and promoting the competitive advantages of Toronto.

Establishing a strong awareness and image of Toronto around the world is a fundamental and critical component of attracting the interest of potential business investors and to enhance Toronto's competitive position relative to other location alternatives.

### **BACKGROUND:**

- Research shows that Toronto has a very limited identity around the world. This lack of awareness about the City and its attributes limits our economic growth, reducing employment opportunities and the generation of new assessment dollars.
- The City has partnered with the Province and Tourism Toronto and engaged a consultant to review the image of the City, its core selling proposition and position in the global market, and to establish a high impact brand position for Toronto which can then be adapted for the leisure tourist, meeting & conventions and business investment segments.
- The new brand will have not value and no impact on the goal of raising Toronto's International profile without dedicated funding to establish a significant, coordinated and effective program.

### **KEY POINTS:**

- The proposed program was for \$1.498 million to support five program components including: local launch, a sector campaign, international marketing and promotion, partnerships, and a brand manager.
- EMT Recommended budget is for \$0.160 million which will allow Economic Development to implement a very limited component of the proposed program for international marketing.

Distribution to:  
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