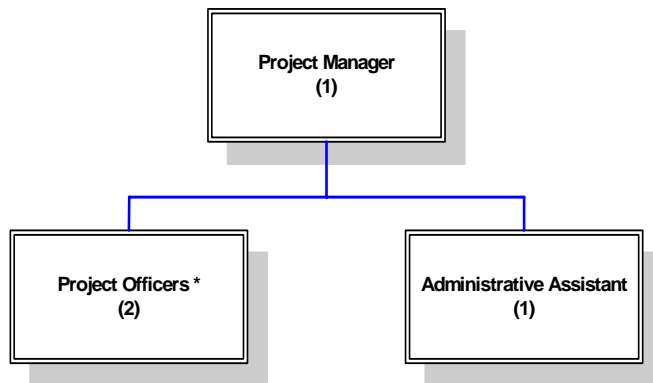


Clean and Beautiful City Secretariat

The Clean and Beautiful City Secretariat acts as a resource for City Council's priority to make Toronto a cleaner and more beautiful city. The Secretariat leverages the City's investment in this initiative with the public and private sectors through neighbourhood beautification projects, education, advocacy, and new partnerships.

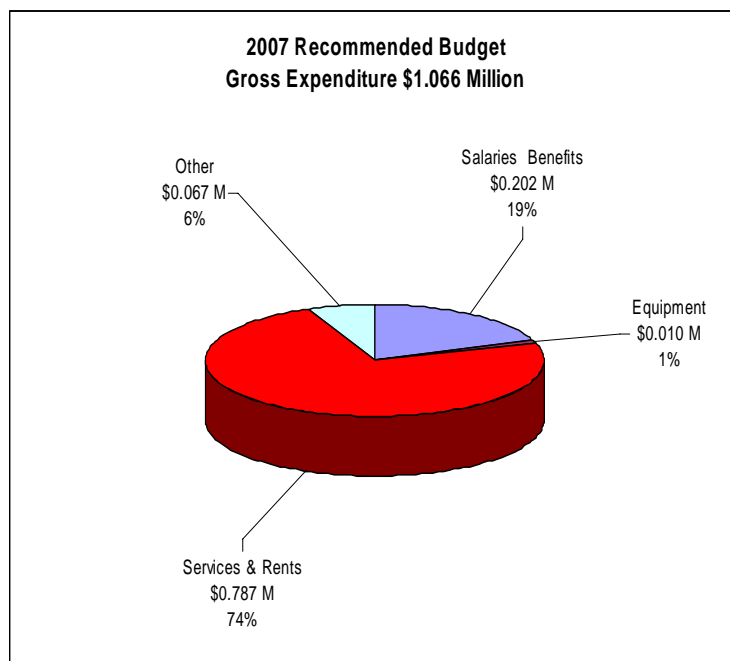
Program Profile



* 2 Project Officers funded from Cluster A & B

2007 Recommended Operating Budget

Total = \$1.066 M (Gross)



2007 Key Strategic Directions and Priorities

- Coordinate and position city programs related to the Clean & Beautiful Initiative among all city divisions.
- Implement Enhanced Neighbourhood Beautification Project 2007-2010 as per the Mayor's Mandate.
- Identify and develop policies and programs that advance the initiative.
- Develop and support communication and education strategies to increase public awareness and involvement in making Toronto more clean and beautiful.
- Identify and implement new partnership and funding opportunities.

2006 Key Accomplishments

- Coordinated and/or assisted with various programs including: Coordinated Street Furniture Program and Clean & Beautiful City Appreciation Awards.
- Provided support to other Division on C&BC program development and implementation.
- Provided strategic advice and staff support to the Roundtable on a Beautiful City.
- Facilitated approximately 40 neighbourhood beautification projects (100 over 2 years) including: murals; orphan space enhancements; themed gardens; public art and attractive landmark features.
- Coordinated the second official Festival of Architecture and Design.
- Established a variety of new key private sector partnerships and opportunities for public involvement in beautification efforts.

2008 / 2009 Outlook

- Implementation of the enhanced Neighbourhood Beautification program based on the Mayor's Mandate for a total of \$15,000 per Ward in 2007 and \$20,000 per Ward in 2008.
- Linked to Capital Program of \$11.560 Million from 2007 – 2010, with \$1.0 Million in 2007 and \$3.520 Million per year from 2008 to 2010.

Background

Program Objectives for 2007

- Coordinate and position city programs related to the Clean and Beautiful Initiative within city divisions.
- Deliver the Neighbourhood Beautification Program – identify and work with community groups on beautification projects in each of the city's 44 wards.
- Deliver the Expanded Neighbourhood Beautification Program.
- Identify and implement new partnership and funding opportunities.
- Identify new volunteer opportunities for the public, business and institutions.
- Identify and develop policies and programs that advance the initiative.
- Coordinate new programs as required, such as the Festival of Architecture and Design.
- Develop and support communication strategies to increase public education and awareness and involvement in making Toronto more clean and beautiful.

Emerging Challenges and Opportunities:

- *Implement enhanced Neighbourhood Beautification Program based on the Mayor's Mandate.*
- *Total of \$15,000 per Ward in 2007 and \$20,000 per Ward in 2008.*
- *Linked to Capital Program of \$11.560 Million from 2007 – 2010, with \$1.0 Million in 2007 and \$3.520 Million per year from 2008 to 2010.*
- *Clean and Beautiful City Partnership development.*