



MEMORANDUM

TO: Members of Planning and Economic Development Committee

FROM: Bryan Tuckey, Commissioner, Planning and Development Services

DATE: September 9th, 2009

RE: **2008 GTMA Annual Review**

I am pleased to present the 2008 Greater Toronto Marketing Alliance's (GTMA) Annual Review. The GTMA's primary function is to market the Greater Toronto Area (GTA), build awareness with international companies of the GTA's competitive location advantages and act as the facilitator of direct foreign investment projects. Please find attached a copy of the 2008 GTMA Annual Review.

Each of the five Municipal partners (Durham Region, Halton Region, Mississauga/Brampton, Toronto and York Region) contribute \$100,000 annually to the program. York Region's contribution is from the approved 2009 Economic Development budget. The Economic Strategy and Tourism branch will bring to the November 4th, 2009 Planning and Economic Development committee a proposal for a new 2010 GTMA Services Agreement.

If you require additional information, please contact Patrick Draper, Director Economic Strategy and Tourism at 905-830-4444 x 1503 or via e-mail at patrick.draper@york.ca.

Bryan Tuckey

Attachment: 2008 GTMA Annual Review

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City of Mississauga

Mayor David Miller
City of Toronto

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June 26, 2009

REGION OF YORK
CLERK'S OFFICE

FILE No. - P07

Mr. Denis Kelly
Regional Clerk
Regional Municipality of York
17250 Yonge Street
P.O. Box 147
Newmarket, ON L3Y 6Z1



Dear Mr. Kelly:

This year marks the Greater Toronto Marketing Alliance's (GTMA) 11th Anniversary as the lead marketing agency and central point of contact for prospective international investors looking to locate or expand their business into the Greater Toronto Area (GTA).

We invite you to read the attached Annual Report released at our June 9 Annual General Meeting. The theme of the report—"more essential than ever"—emphasizes the fundamental principles that will guide the Greater Toronto Marketing Alliance's vision and programming in the future. 2008 saw the GTMA's initial implementation of our extensive consultation process that led to the development of a new Corporate Strategic Plan. A plan that has mapped out a new direction for the organization that begins with a basic vision, mission and value proposition.

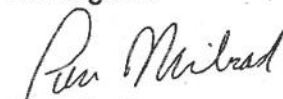
This year's report delivers a clear and unequivocal message that the future success of the GTMA is linked to our ability to continue to build and strengthen our relationship and collaborative efforts with our regional, federal, provincial and private sector partners. It is within this collaborative spirit that GTMA will continue to provide highly valued, personalized services to potential investors, while ensuring that we deliver a strong value proposition to our private and public sector partners.

I'm delighted to announce that the GTMA Honorary Board now has the first of two private-sector business leader co-chairs, namely businessman, community leader and philanthropist Larry Tanenbaum, who is best known to everyone through his Maple Leaf Entertainment enterprise, has some contact with The Toronto Raptors and the Toronto Maple Leafs. Standby, as the GTMA will shortly welcome a second private sector business leader to its honorary board. Mayors Hazel McCallion and David Miller are the counterpart public sector co chairs of the GTMA.

For more information about the Greater Toronto Area and how the Greater Toronto Marketing Alliance can be of assistance to you, please visit our website at www.greatertoronto.org.

As always, we appreciate your comments and suggestions.

Best regards.



Lou Milrad
Chair & CEO

Enclosure