

Intention to Rename the Dundas-Bathurst Business Improvement Area (BIA) to the Trinity Bellwoods BIA

Date:	March 25, 2008
To:	Economic Development Committee
From:	General Manager, Economic Development, Culture and Tourism
Wards:	19
Reference Number:	P:/2009/Cluster A/EDCT/ECON DEV/April/0904-012

SUMMARY

The purpose of this report is to authorize changing the name of the Dundas-Bathurst Business Improvement Area (BIA) to the Trinity Bellwoods BIA.

RECOMMENDATIONS

The General Manager, Economic Development, Culture and Tourism recommends that:

1. The Dundas-Bathurst BIA, as defined by the boundaries described in Attachment No. 1, be renamed as the Trinity Bellwoods BIA; and
2. Schedule "A" of the Municipal Code, Chapter 19, Business Improvement Areas, be amended to reflect the BIA name change to Trinity Bellwoods BIA.

Financial Impact

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

ISSUE BACKGROUND

The City has received a request from the Dundas-Bathurst BIA Board of Management to rename their area to Trinity Bellwoods BIA. Since the BIA was established by Council at its meeting of September 26-27, 2007, the BIA has used a convenience name. At its February 26, 2009, meeting, the Board of Management adopted a motion to rename the BIA as the Trinity Bellwoods BIA. This renaming was proceeded by consultation with its general membership and soliciting names from individuals within the community.

An amendment to the City of Toronto Municipal Code, Chapter 19, “Business Improvement Areas”, is required to reflect the name change.

COMMENTS

The Economic Development, Culture and Tourism Division supports this initiative and recommends the renaming of the Dundas-Bathurst BIA to the Trinity Bellwoods BIA as it is more reflective of the area history and provides better opportunity for area branding.

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SIGNATURE

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ATTACHMENT:

Attachment No. 1 – BIA Boundary Maps (1 & 2)