



STAFF REPORT ACTION REQUIRED

Intention to Rename the Queens Quay Harbourfront Business Improvement Area (BIA) to The Waterfront BIA

Date:	May 4, 2009
To:	Economic Development Committee
From:	General Manager, Economic Development, Culture and Tourism
Wards:	20 and 28
Reference Number:	P:/2009/Cluster A/EDCT/ECON DEV/June/0906-026

SUMMARY

The purpose of this report is to change the name of the Queens Quay Harbourfront Business Improvement Area (BIA) to The Waterfront BIA.

RECOMMENDATIONS

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

1. The Queens Quay Harbourfront BIA, as defined by the boundaries described in Attachment No. 1, be renamed to The Waterfront BIA.
2. Schedule "A" of the Municipal Code Chapter 19, Business Improvement Areas, be amended to reflect the BIA name change to The Waterfront 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 Queens Quay Harbourfront BIA Board of Management to rename the BIA as The Waterfront BIA. The name Queens Quay Harbourfront has been in place since the BIA was established by Council on December 2, 2004.

The BIA commissioned a branding research study in 2008 in an effort to find ways to better engage and communicate with its membership. Through stakeholder consultations the report found that the use of the word “Harbourfront” lead to confusion with Harbourfront Centre and the word “Quay” is awkward to pronounce for some. The study recommended that the BIA be renamed as The Waterfront BIA to present a clearer identity to residents and visitors alike and more accurately reflect how the area is known by Torontonians. At its April 30, 2009 meeting, the Board of Management adopted a motion to rename the BIA as The Waterfront BIA.

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 Queens Quay Harbourfront BIA to The Waterfront BIA as it provides a clearer branding identity by which the BIA can engage its membership, promote itself, and market its events to residents and visitors.

CONTACT

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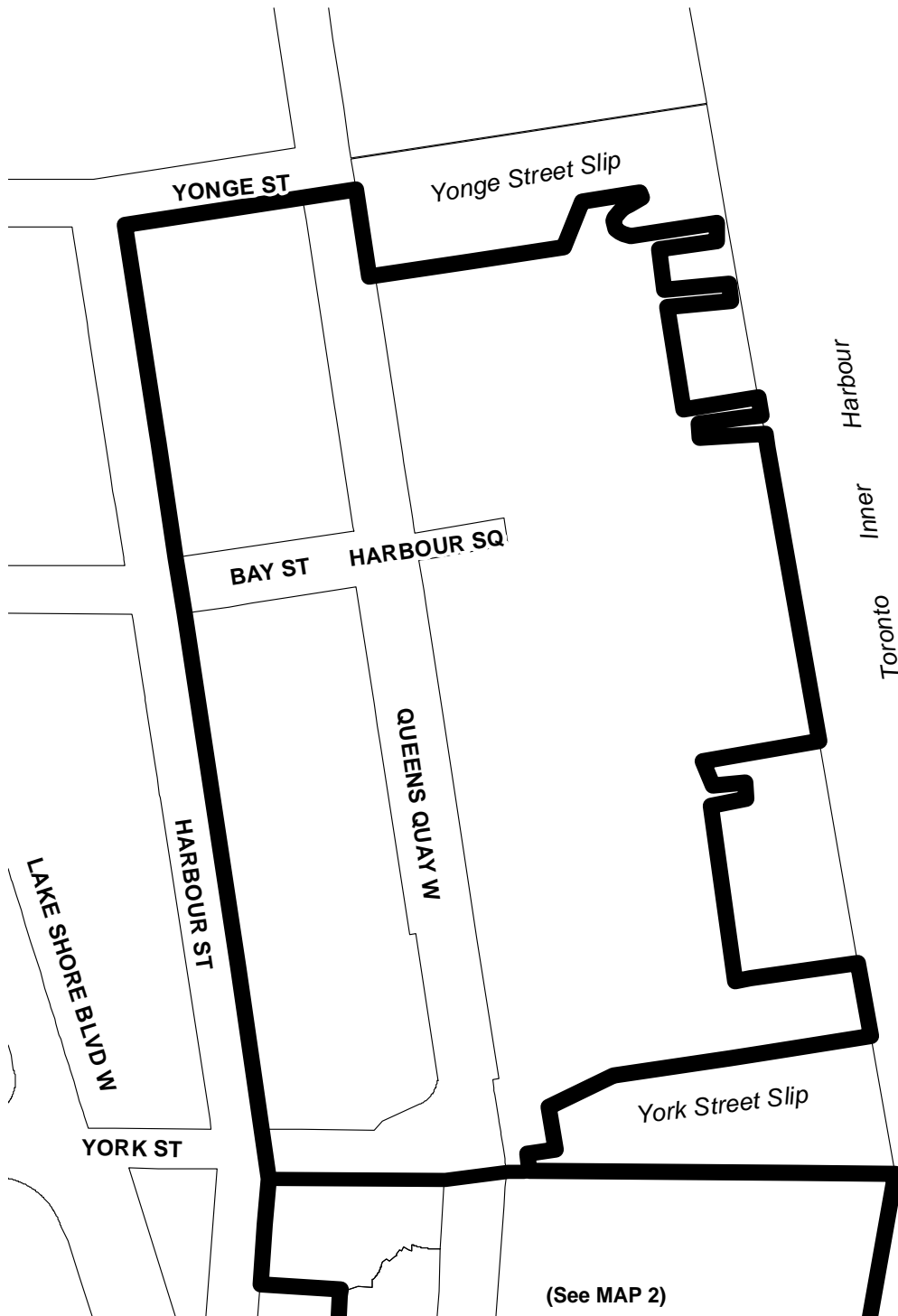
SIGNATURE

Michael H. Williams, General Manager
Economic Development, Culture and Tourism

ATTACHMENTS

Attachment No. 1 – BIA Boundary Maps (1 to 4)

SCHEDULE A
THE WATERFRONT
BUSINESS IMPROVEMENT AREA
MAP 1 of 4



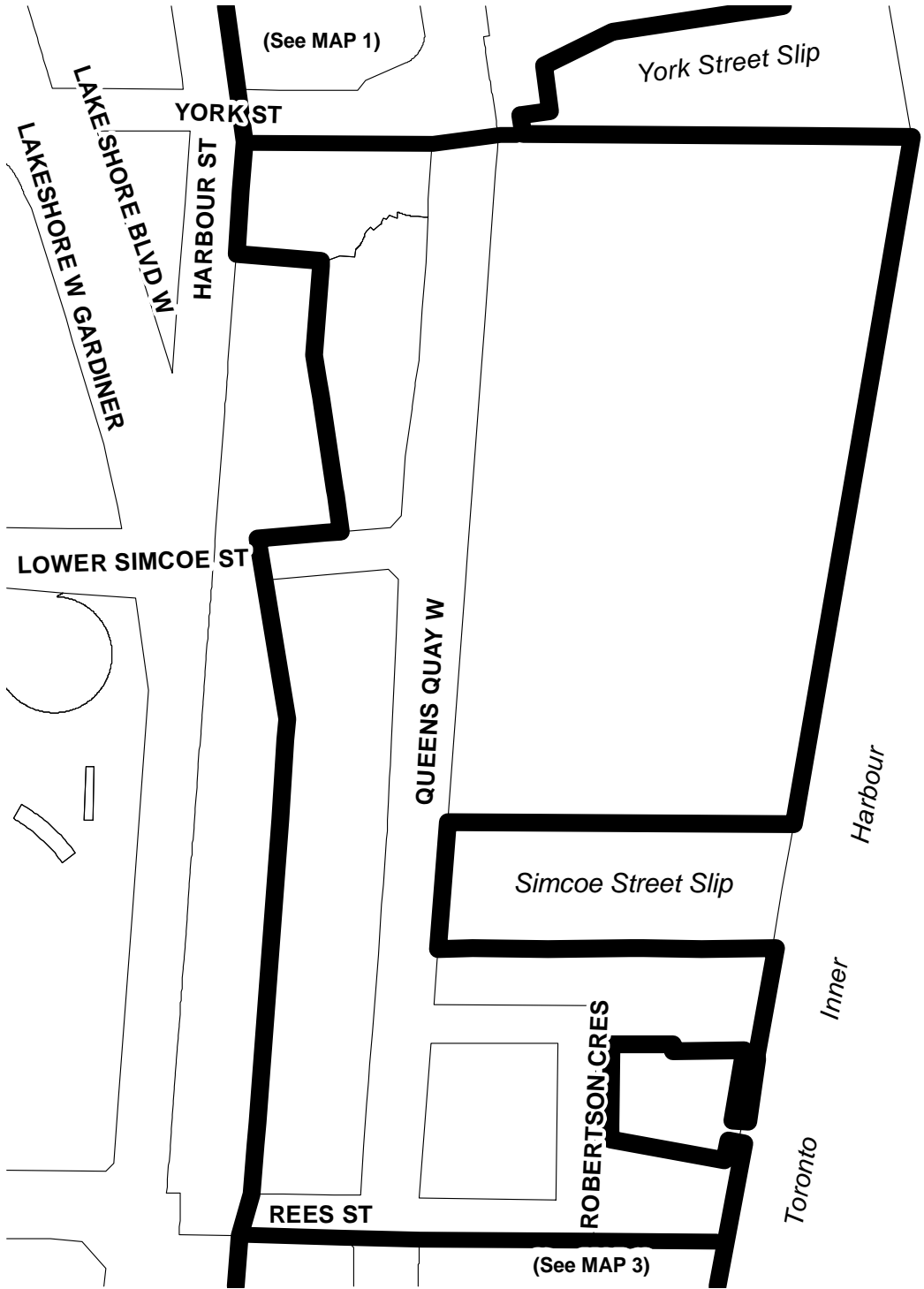
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Map File: waterfront_m01.mxd
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SCHEDULE A
THE WATERFRONT
BUSINESS IMPROVEMENT AREA
MAP 2 of 4



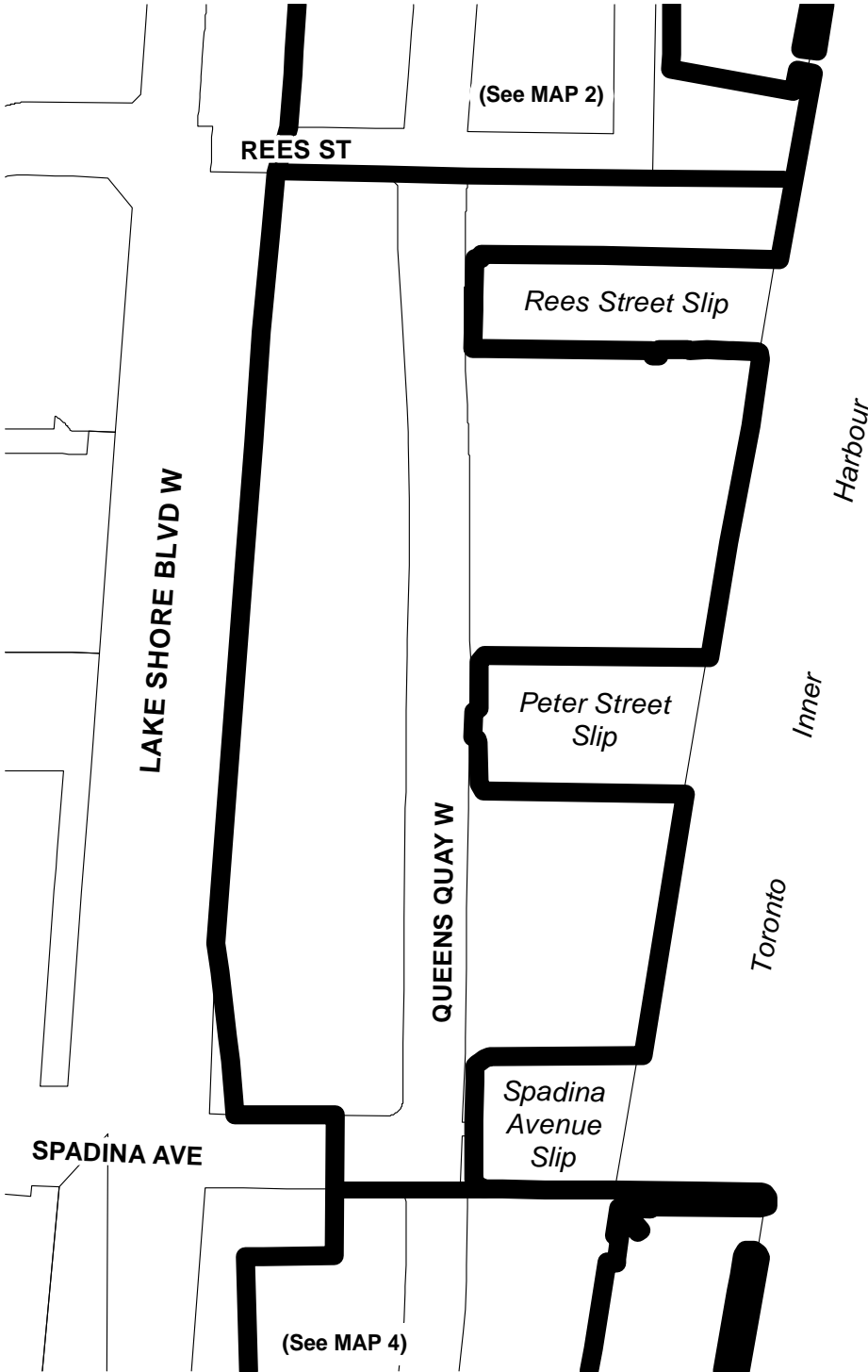
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SCHEDULE A
THE WATERFRONT
BUSINESS IMPROVEMENT AREA
MAP 3 of 4



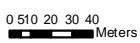
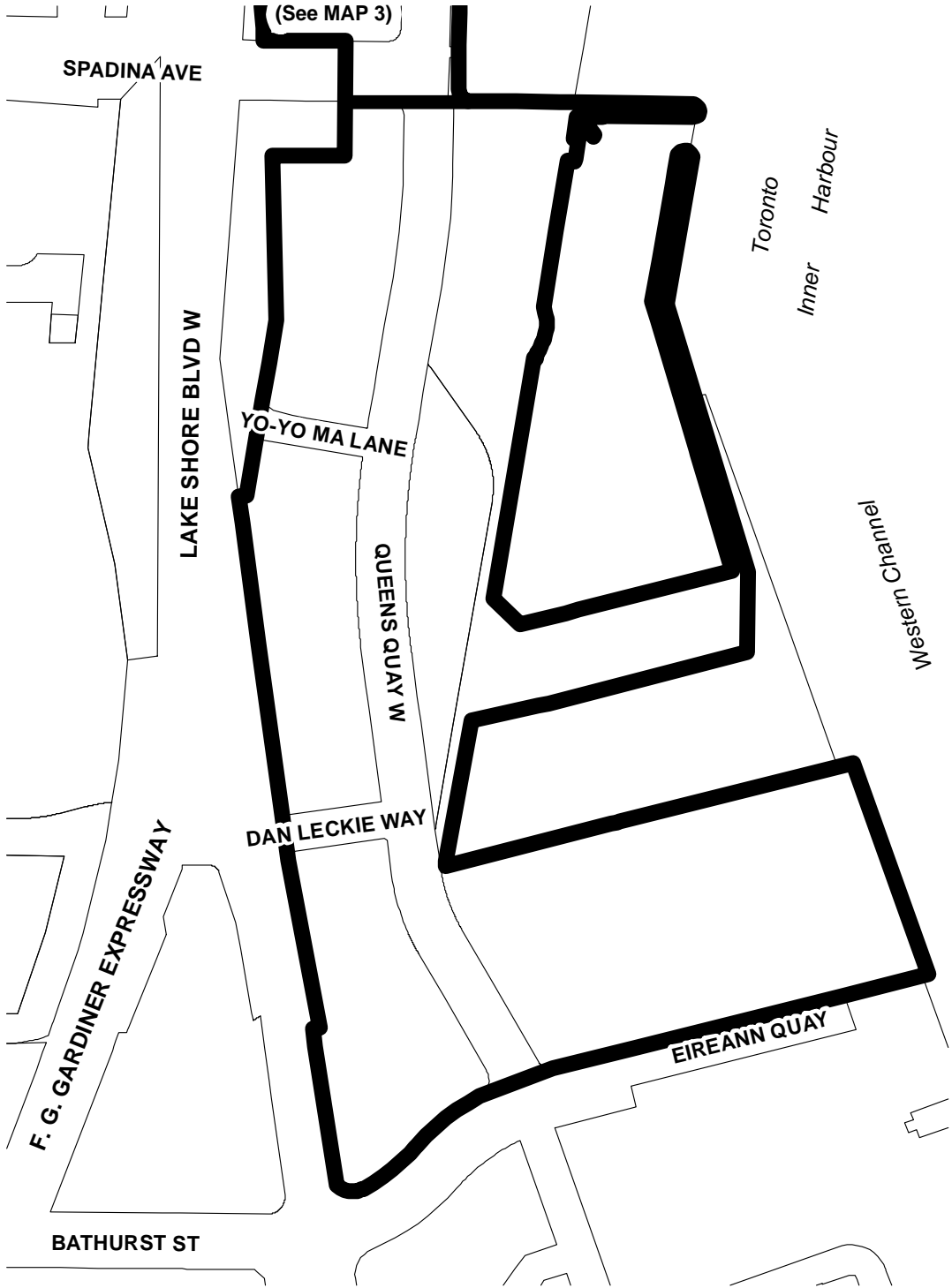
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SCHEDULE A
THE WATERFRONT
BUSINESS IMPROVEMENT AREA
MAP 4 of 4



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