



## STAFF REPORT ACTION REQUIRED

### Intention to Rename the Annex-Dupont Business Improvement Area (BIA) to The Dupont Strip BIA

<b>Date:</b>	June 8, 2010
<b>To:</b>	Economic Development Committee
<b>From:</b>	General Manager, Economic Development and Culture
<b>Wards:</b>	20
<b>Reference Number:</b>	P:/2010/Cluster A/EDC/ECON DEV/June/ed1006-019

#### **SUMMARY**

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The purpose of this report is to change the name of the Annex-Dupont Business Improvement Area (BIA) to The Dupont Strip BIA.

#### **RECOMMENDATIONS**

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

1. City Council authorize the boundaries described in Attachment 1 of the report (June 8, 2010), from the General Manager, Economic Development and Culture, to be renamed to The Dupont Strip BIA.
2. City Council amend Schedule A of the Municipal Code Chapter 19, Business Improvement Areas, to reflect the BIA name change to The Dupont Strip BIA.

#### **Financial Impact**

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

## **ISSUE BACKGROUND**

A request has been received from the Annex-Dupont BIA Board of Management to rename the BIA to The Dupont Strip BIA. The name Annex-Dupont has been in place since the BIA was established by Council on December 4, 2009.

During the consultation period leading to the formation of the BIA, the name Annex-Dupont was chosen as a working title by the BIA Steering Committee. It was understood that a more thorough discussion of name options would occur after a Board of Management was established. After the Board was appointed in January, 2010 a number of potential names were discussed. Opinion was divided on the choice of the name so all BIA members were invited to a public meeting on March 23, 2010 to vote on the six proposed options.

The decision of the vote was in favour of “The Dupont Strip” BIA. The Board feels that this name provides an opportunity to distinguish itself from the other 70 BIAs across the City.

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 and Culture Division supports this renaming of the Annex-Dupont BIA as The Dupont Strip BIA as it will provide a unique branding identity from which the Board can promote itself to customers, residents and visitors alike.

## **CONTACT**

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## **SIGNATURE**

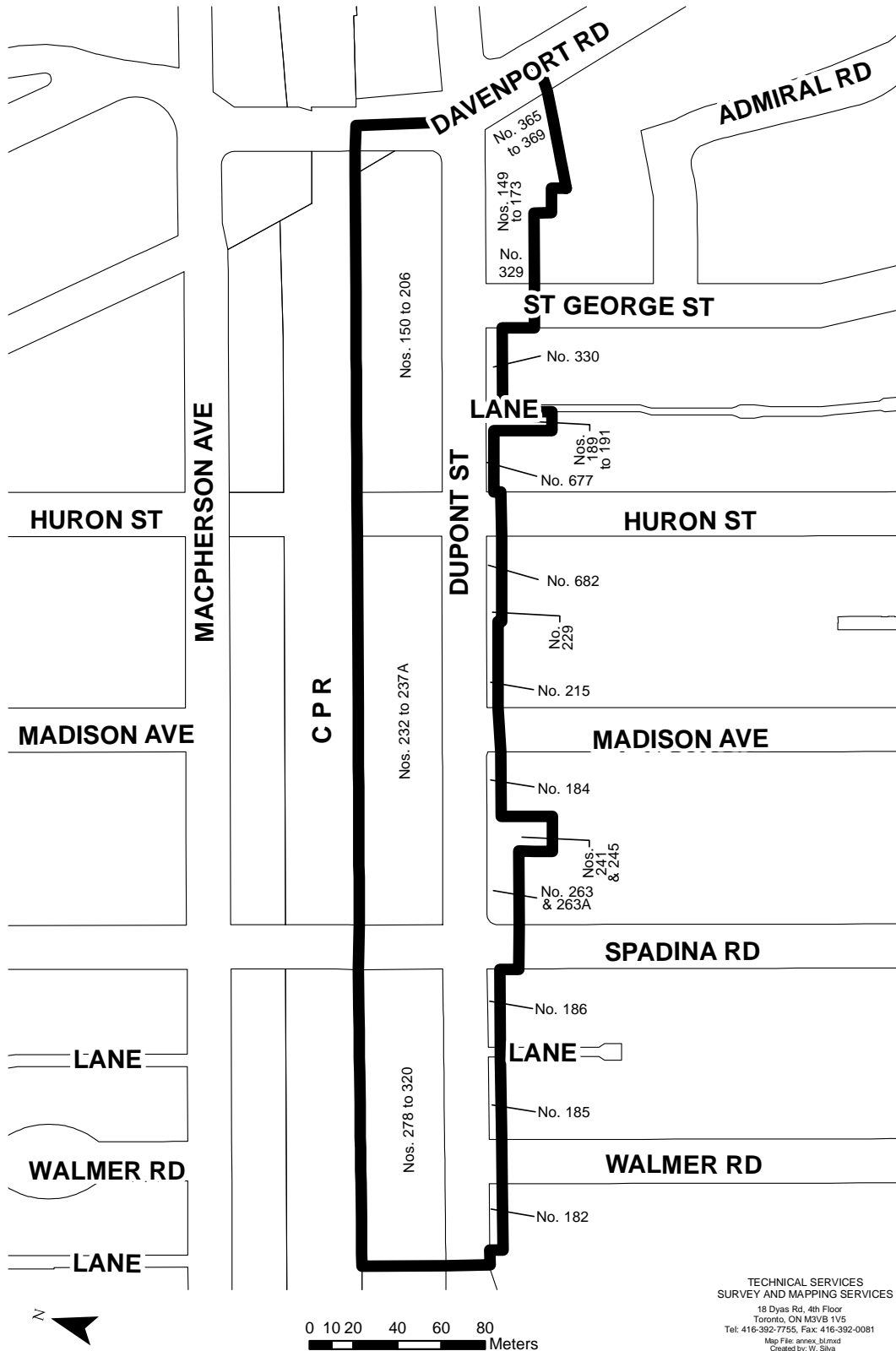
Michael H. Williams, General Manager  
Economic Development and Culture

## **ATTACHMENTS**

Attachment No. 1 – BIA Boundary Map

**SCHEDULE A  
THE DUPONT STRIP  
BUSINESS IMPROVEMENT AREA**

**Chapter 19**



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