



REPORT FOR ACTION

Dufferin-Wingold Business Improvement Area - Name Change

Date: March 7, 2017
To: Economic Development Committee
From: General Manager, Economic Development and Culture
Wards: 15

SUMMARY

The purpose of this report is to recommend that the name of Dufferin-Wingold Business Improvement Area (BIA) be changed to the Marketo District Business Improvement Area.

RECOMMENDATIONS

The General Manager, Economic Development and Culture recommends that:

1. City Council approve the renaming of Dufferin-Wingold Business Improvement Area, as defined by the boundaries described in Attachment No. 1, to the Marketo District Business Improvement Area; and
2. City Council amend The Toronto Municipal Code Chapter 19, Business Improvement Areas, as required to reflect the name change.

FINANCIAL IMPACT

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

DECISION HISTORY

On February 10, 2015, City Council approved the designation of the Dufferin Wingold BIA. This was soon followed by the appointment of the BIA Board of Management at the North York Community Council meeting held on May 12, 2015. The name Dufferin-Wingold was a place holder name used by the BIA Office and the steering Committee.

COMMENTS

As a new BIA, Dufferin-Wingold retained a branding and marketing firm to lead them through a process on determining a name which would best represent their area.

On Thursday September 29, 2016, the Dufferin-Wingold BIA Board of Management voted in favour to formally change the name to Marketo District BIA. At the January 10, 2017 Annual General Meeting, the new name was presented and the membership in attendance voted unanimously in favour to formally change the name.

The new name will assist the BIA in launching their marketing and branding strategies including the development of a logo which will be used on their new banners and decorative street signs.

The Economic Development and Culture Division supports the renaming of the Dufferin-Wingold BIA to the Marketo District BIA in order to maintain consistency between the BIAs legal name and marketing initiatives. An amendment to the City of Toronto Municipal Code, Chapter 19, Business Improvement Areas, is required to reflect the new BIA name.

CONTACT

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SIGNATURE

Mike Williams, General Manager
Economic Development and Culture

ATTACHMENTS

Attachment No. 1 – Map of Dufferin-Wingold Business Improvement Area (BIA)



