



**STAFF REPORT  
ACTION REQUIRED**

**Intention to rename the Old Queen Street Business Improvement Area (BIA) to Historic Queen East Business Improvement Area (BIA).**

<b>Date:</b>	December 12, 2007
<b>To:</b>	Economic Development Committee
<b>From:</b>	Mike Major, Acting Director Economic Development, Culture & Tourism
<b>Wards:</b>	27 and 28
<b>Reference Number:</b>	P:\2007\Cluster A\EDCT\ECON DEV\ed0801-002 (AFS #6618)

**SUMMARY**

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The purpose of this report is to provide authorization to the Old Queen Street Business Improvement Area to change its name to the Historic Queen East Business Improvement Area.

**RECOMMENDATIONS**

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**The Acting Director of Small Business & Local Partnerships recommends that:**

1. The Old Queen Street Business Improvement Area, as defined by the boundaries described in Attachment No.1, be renamed as the Historic Queen East Business Improvement Area; and
2. Schedule “A” of the Municipal Code Chapter 19, Business Improvement Areas, be amended to reflect the BIA name change to Historic Queen East Business Improvement Area.

**Financial Impact**

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

The Deputy City Manager and Chief Financial Officer has reviewed this report and agrees with the financial impact information.

## **BACKGROUND**

The City has received a request from the Old Queen Street Business Improvement Area (BIA) to officially rename their area to Historic Queen East Business Improvement Area. Since the creation of the BIA, there has been a lull in support for BIA initiatives. Some Board members feel that the current BIA name has not been helpful in generating enthusiasm for any of its activities.

The proposed name change is to assist the BIA in rebranding and marketing their area. The name was agreed to at the BIA's December 5, 2007 Board of Management meeting.

An amendment to the City of Toronto Municipal Code, Chapter 19, "Business Improvement Areas", to reflect the BIA's name change is required.

## **COMMENTS**

The Economic Development Culture and Tourism Division supports this initiative and recommends the renaming of the Old Queen Street BIA to the Historic Queen Street East BIA.

## **CONTACT**

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## **SIGNATURE**

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Mike Major, Acting Director  
Small Business & Local Partnerships

## **ATTACHMENTS**

Attachment No. 1 – BIA Boundary Maps (1 to 3)