Riverside Business Improvement Area (BIA) – Name Change

<table>
<thead>
<tr>
<th>Date:</th>
<th>January 20, 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>To:</td>
<td>Economic Development Committee</td>
</tr>
<tr>
<td>From:</td>
<td>General Manager, Economic Development and Culture</td>
</tr>
<tr>
<td>Wards:</td>
<td>Ward 30 – Toronto-Danforth</td>
</tr>
<tr>
<td>Reference Number:</td>
<td>P:/2011/Cluster A/EDC/ECON DEV/March/ed1103-007</td>
</tr>
</tbody>
</table>

**SUMMARY**

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

**RECOMMENDATIONS**

The General Manager, Economic Development and Culture recommends that:

1. City Council approve the renaming of the Riverside Business Improvement Area (BIA), as defined by the boundaries described in Attachment No. 1, to the Riverside District Business Improvement Area (BIA); and

2. Toronto Municipal Code Chapter 19, Business Improvement Areas, be amended as required to reflect the name change.

**FINANCIAL IMPACT**

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

**ISSUE BACKGROUND**

In 2004, City Council approved the renaming of the former Queen-Broadview Village Business Improvement Area (BIA) to the Riverside Business Improvement Area (BIA). Subsequently, the Business Improvement Area (BIA) started employing the name
"Riverside District" in its marketing and promotional activities and developed a logo using this name. The name has been very positively received and on September 15, 2010, the BIA's Board of Management adopted a motion to formally change the BIA's name to Riverside District Business Improvement Area.

COMMENTS

BIA Office staff support the renaming of the Riverside BIA to the Riverside District BIA in order to maintain consistency between the BIA's legal name and its marketing initiatives. An amendment to the City of Toronto Municipal Code Chapter 19, Business Improvement Areas, to reflect the BIA’s new name is required.

CONTACT

Henry Byres  
Business Services  
Business Improvement Area Office  
Tel: 416-392-1134  
Fax: 416-392-1380  
Email: hbyres@toronto.ca

SIGNATURE

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

ATTACHMENTS

Attachment No.1: BIA Boundary Map