



*Toronto City Councillor, Etobicoke-Lakeshore, Ward 5
Chair, Planning and Growth Management Committee*

June 18, 2012

TO: Councillor Michael Thompson, Chair
Members of the Economic Development Committee

FROM: Councillor Peter Milczyn

RE: Polling for the Establishment of The Queensway Business Improvement Area (BIA) in Ward 5, Etobicoke-Lakeshore

Recommendation

1. The Economic Development Committee request the General Manager of Economic Development and the City Clerk to report directly to the City Council meeting of July 11, 2012 on the results of the Poll for The Queensway Business Improvement Area, and if the poll results are positive to bring forward the implementing By-law at the same time.

Background

On March 5, 2012 City Council approved the City Clerk to conduct a formal poll of property owners and commercial business owners on The Queensway between Kipling Avenue and Royal York Road for the establishment of The Queensway Business Improvement Area. The last date to submit ballots to the City Clerk's Department is June 15, 2012. This leaves insufficient time to report on the results of the Poll through Economic Development Committee prior to the summer Council break.

The current Polling is proceeding and there appears to be strong support to form a Business Improvement Area (BIA) at this time. If the results of the Poll are positive the BIA Steering Committee would like Council to formally pass the By-law at the earliest opportunity so that they may begin to plan for their first Annual General Meeting in the fall, develop a budget and business plan for submission to the City's budget process for 2013, and to hold a celebratory/inaugural community event in September 2012.

Cont.

Getting things done for Etobicoke-Lakeshore

If the current Council cycle were to be missed this matter would not come to Council until October and the momentum that this group has been developing will be somewhat dissipated over the summer months.

Local merchants have been attempting to form a Business Improvement Area (BIA) along The Queensway since the 1980's. Further attempts were made in 1995, 1999, 2002, and 2007. None of the previous attempts received enough local support to proceed to formal polling. In 2011 a group of local businesspeople and property owners began to work towards the goal of implementing a BIA. The street is undergoing a major revitalization with new residential and commercial developments, and Section 37 community benefits being reinvested in the community. A dynamic group of local businesspeople wish to capitalize on these opportunities to market, promote, and brand the district to increase business activity.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read 'Peter Milczyn', with a long horizontal flourish extending to the right.

Peter Milczyn