The Queensway Business Improvement Area (BIA) – Name Change

Date: March 6, 2013
To: Economic Development Committee
From: General Manager, Economic Development and Culture
Wards: Ward 5 – Etobicoke – Lakeshore
Reference Number: 

SUMMARY

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

RECOMMENDATIONS

The General Manager, Economic Development and Culture recommends that:

1. City Council approve the renaming of The Queensway Business Improvement Area (BIA), as defined by the boundaries described in Attachment No. 1, to shoptheQueensway.com Business Improvement Area (BIA); 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 July 11, 2012 City Council approved the designation of The Queensway Business Improvement Area (BIA). This was soon followed by the appointment of the BIA Board
of Management at the Etobicoke York Community Council meeting held on September 11, 2012. The name The Queensway BIA was a placeholder name used by the BIA Office and the Steering Committee.

http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2012.ED15.9

ISSUE BACKGROUND

On February 6, 2013, the BIA's Board of Management unanimously adopted a motion to formally change its name to shoptheQueensway.com BIA. The new name would help kick off their marketing and branding strategies which will focus on the various forms of social media.

COMMENTS

The BIA Office staff support the renaming of The Queensway BIA to shoptheQueensway.com 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 is required to reflect the BIA's new name.

CONTACT

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SIGNATURE

Michael H. Williams, General Manager
Economic Development and Culture

ATTACHMENTS

Attachment No. 1 – BIA Boundary Map
SCHEDULE A
shoptheQueensway.com
BUSINESS IMPROVEMENT AREA
MAP 1 of 3

ST LAWRENCE AVE
No. 12 to 20
No. 19 to 20
No. 9 to 10
No. 45
No. 5 to 25
No. 35 to 35
No. 5 to 25
No. 35 to 35

NORDIN AVE
No. 55 to 118
No. 25 to 120

TRUEMAN AVE
No. 3 to 120
No. 26 to 120

CULNAN AVE
No. 120

STOCK AVE
No. 1 to 120

KIPLING AVE

ZORRA ST

GARDINER X W GARDINER C W

STANMILLS RD

GARDINER X W GARDINER C W

ST LAWRENCE AVE

CAVEN ST

VIBE RD

ST LAWRENCE AVE

THE QUEENSWAY

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