



**STAFF REPORT  
ACTION REQUIRED**

**College-Dufferin Business Improvement Area (BIA) –  
Name Change**

<b>Date:</b>	January 29, 2014
<b>To:</b>	Economic Development Committee
<b>From:</b>	General Manager, Economic Development and Culture
<b>Wards:</b>	18
<b>Reference Number:</b>	

**SUMMARY**

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The purpose of this report is to recommend that the name of the College-Dufferin Business Improvement Area be changed to the College West Business Improvement Area.

**RECOMMENDATIONS**

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**The General Manager, Economic Development and Culture recommends that:**

1. City Council approve the renaming of the College-Dufferin Business Improvement Area, as defined by the boundaries described in Attachment No. 1, to the College West 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 October 8, 9, 10 and 11, 2013, City Council approved the designation of the College-Dufferin BIA. This was followed by the appointment of the BIA Board of Management by the Toronto East York Community Council meeting held on January 15, 2014.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2013.ED24.8>  
<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2014.TE29.22>

## **ISSUE BACKGROUND**

The City has received a request from the College-Dufferin BIA Board of Management to rename their area as the College West BIA. During the start up period and since the BIA was established by City Council at its October 8, 9, 10 and 11, 2013, meeting a convenience name was used. At its January 20, 2014, meeting, the Board of Management adopted a motion to rename the BIA as the College West BIA. This renaming was preceded by discussions during the start up process and agreed to at its Annual General Meeting on October 30, 2013.

## **COMMENTS**

The Economic Development and Culture Division supports this initiative and recommends the renaming of the College-Dufferin BIA to the College West BIA to form the basis of the area's marketing and branding strategies.

## **CONTACT**

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Economic Development and Culture  
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## **SIGNATURE**

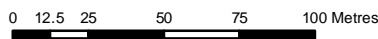
Michael H. Williams, General Manager  
Economic Development and Culture

## **ATTACHMENT**

Attachment No. 1: BIA Boundary Map

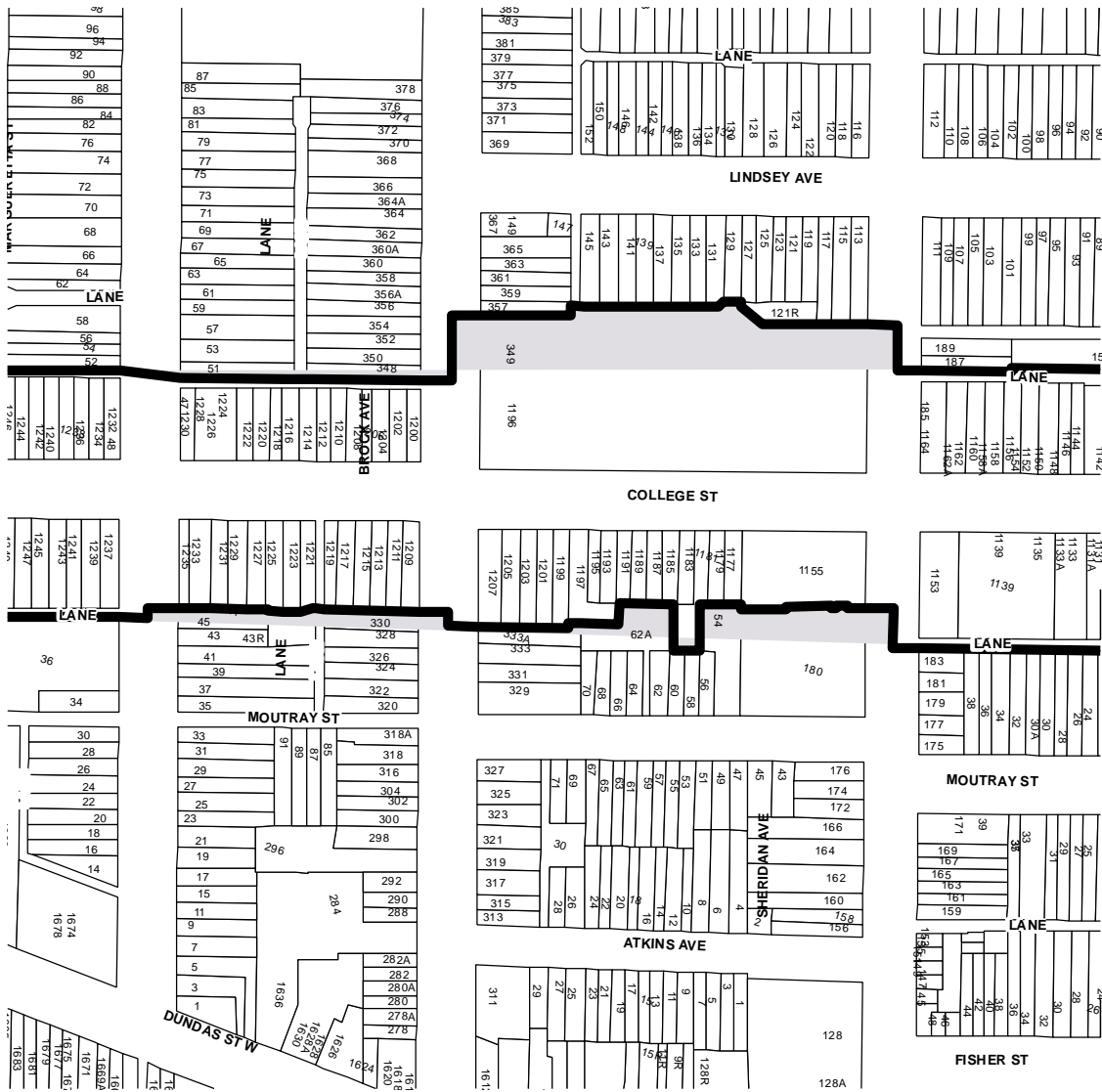


 College West BIA



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Map File: College\_west\_spt.mxd  
 January 2014

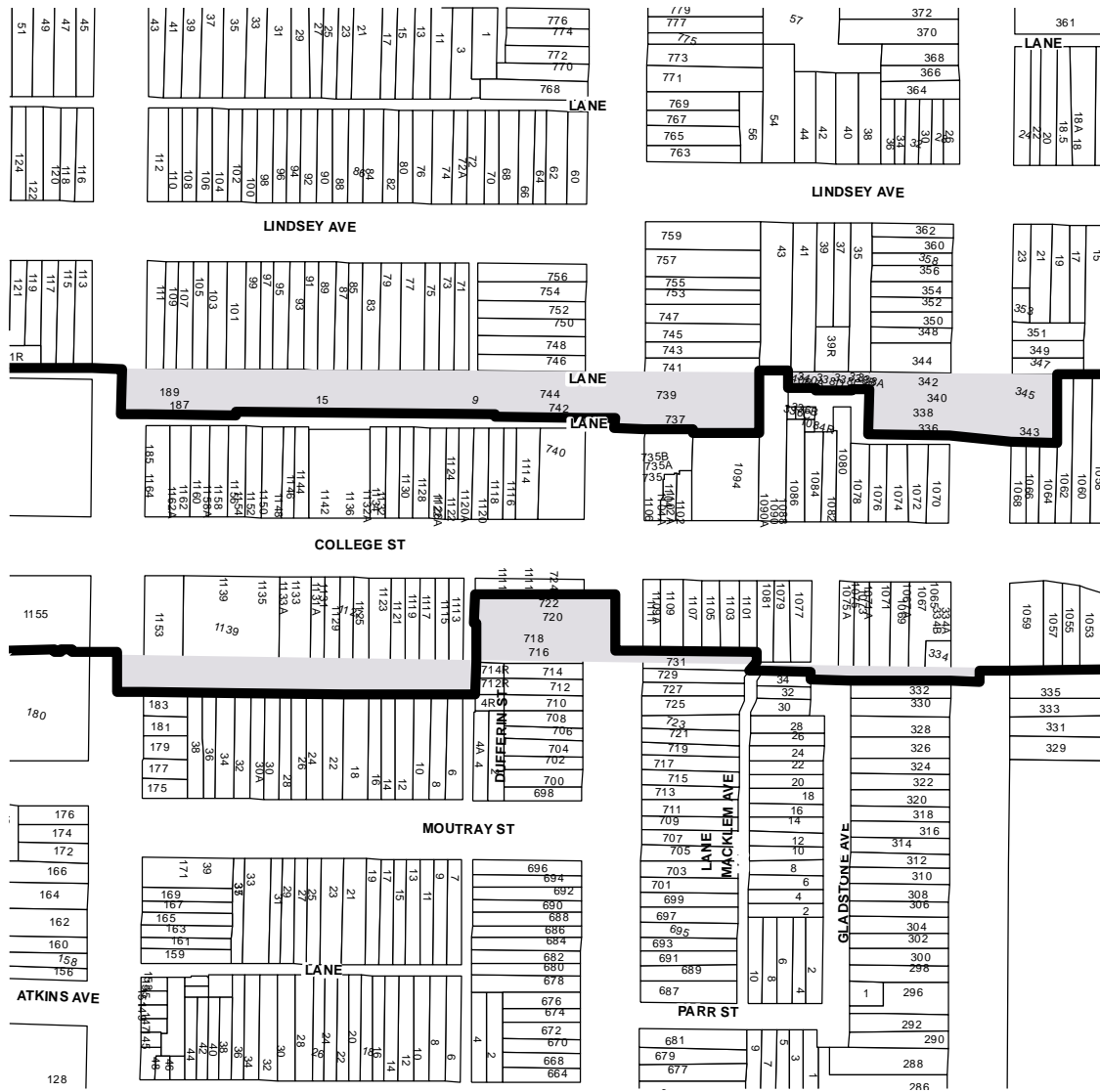


 College West BIA

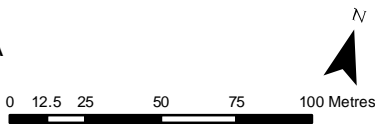


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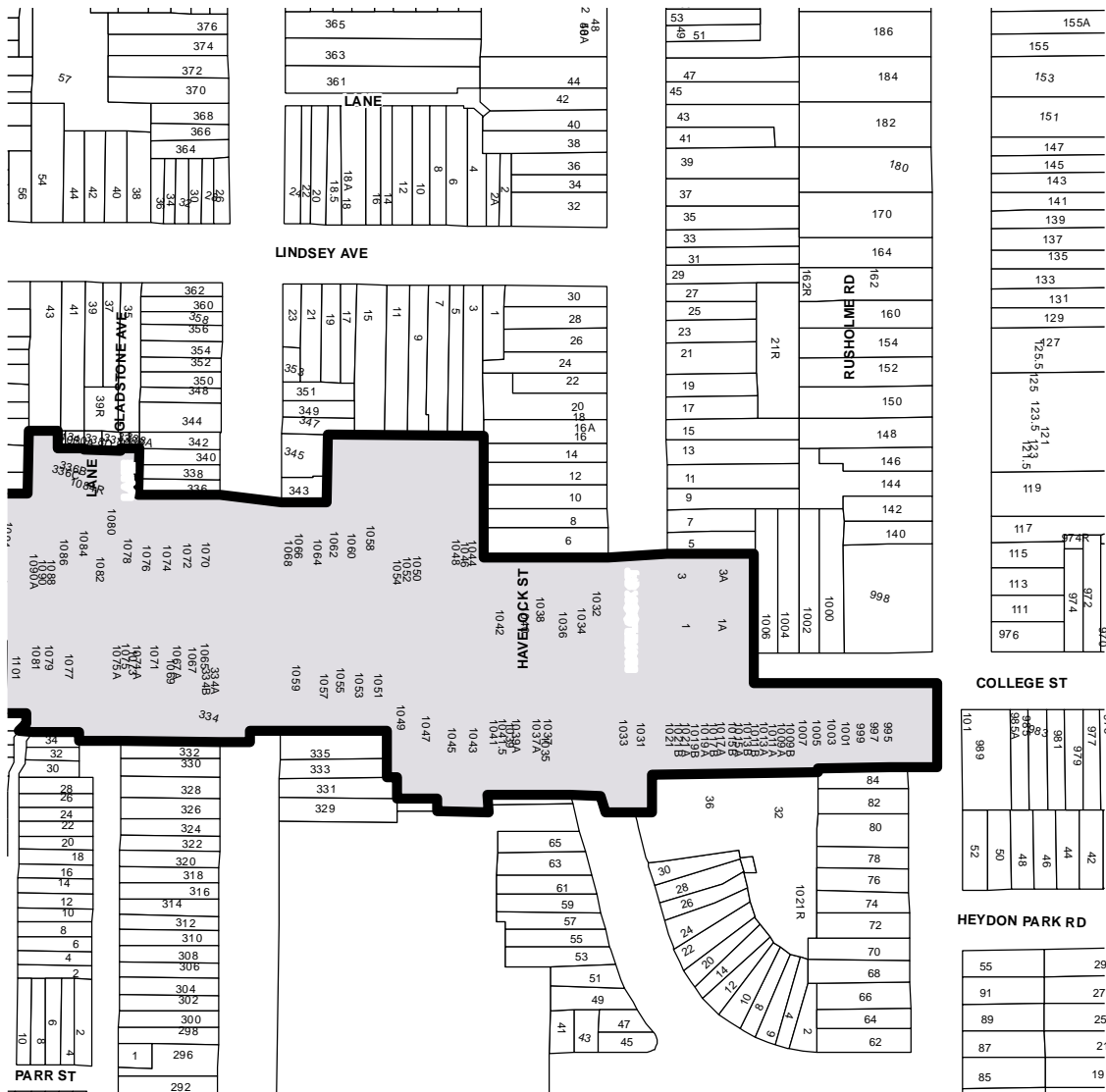


 College West BIA

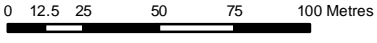


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