The Dupont Strip Business Improvement Area (BIA) - Name Change

Date: May 19, 2014
To: Economic Development Committee
From: General Manager, Economic Development and Culture
Wards: 20, 21, 22
Reference Number: 

SUMMARY

The purpose of this report is to recommend that the name of The Dupont Strip Business Improvement Area be changed to the Dupont by the Castle Business Improvement Area.

RECOMMENDATIONS

The General Manager, Economic Development and Culture recommends that:

1. City Council approve the renaming of The Dupont Strip Business Improvement Area, as defined by the boundaries described in Attachment No. 1, to the Dupont by the Castle 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 July 8, 2010, City Council approved the renaming of the Annex-Dupont BIA to The Dupont Strip BIA.

ISSUE BACKGROUND

In January, 2010 a Board was appointed for the newly formed Annex-Dupont BIA. One of the first tasks of the Board was to determine the name of the BIA, Annex-Dupont being a working title only. After consultation and a public meeting the BIA Board voted in favour of The Dupont Strip.

Over the past four years the name has received a mixed response. While the name Dupont Strip is unique and describes the orientation of businesses, being primarily on the north side of Dupont, from Davenport to Walmer, many dislike the use of the word "strip" and find it inconsistent with the neighbourhood character of the area.

With the BIA ready to move forward with new banners, pole sleeves, a new web site and a new logo it was determined that there was a limited window to consider changing the name of the BIA.

At its Meeting of January 22, 2014 the Board agreed to conduct a poll to determine if there was support for a name change. The poll also asked for suggestions for a new name. Out of approximately 60 businesses located in the BIA, 53 participated in the poll. Thirty-one (31) voted to change the name, 15 voted to keep the name, and 7 abstained.

Based on these results, at its meeting of February 19, 2014, the Board voted to pursue a name change. A focus group was formed and a public meeting held to narrow down the name suggestions.

A poll was conducted asking participants to vote on the name options. Fifty-five (55) businesses participated. The name receiving the most votes was Dupont by the Castle.

At its meeting of March 27, 2014 the Board voted to change the name of the BIA to Dupont by the Castle.

COMMENTS

The Economic Development and Culture Division supports this initiative and recommends the renaming of the Dupont Strip BIA to the Dupont by the Castle BIA, based on the BIA's consultation with its membership. Amendments to The Toronto Municipal Code, Chapter 19, Business Improvement Areas, are required to reflect the BIA's new name.
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SIGNATURE

Michael H. Williams, General Manager
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ATTACHMENTS

Attachment No. 1 - BIA Boundary Map