



STAFF REPORT ACTION REQUIRED

Wilson-Keele and Dufferin-Finch Business Improvement Areas (BIAs) - Name Changes

| | |
|--------------------------|---|
| Date: | Monday July 13, 2015 |
| To: | Economic Development Committee |
| From: | General Manager, Economic Development and Culture |
| Wards: | 8 and 9 |
| Reference Number: | |

SUMMARY

The purpose of this report is to recommend that the names of Wilson-Keele and Dufferin-Finch Business Improvement Areas be changed to the Wilson Village and DuKe Heights Business Improvement Areas respectively.

RECOMMENDATIONS

The General Manager, Economic Development and Culture recommends that:

1. City Council approve the renaming of Wilson-Keele and Dufferin-Finch Business Improvement Areas, as defined by the boundaries described in Attachment No. 1 and 2, to the Wilson Village and DuKe Heights Business Improvement Areas respectively; and
2. City Council amend The Toronto Municipal Code Chapter 19, Business Improvement Areas, as required to reflect the name changes.

Financial Impact

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

DECISION HISTORY

On October 8, 2013, City Council approved the designation of the Wilson-Keele BIA and on July 16, 2013 City Council approved the designation of Dufferin-Finch BIA. This was soon followed by the appointment of the BIA Boards of Management at the North York Community Council meeting held on October 17, 2013. The names Wilson-Keele and Dufferin-Finch BIA were place holder names used by the BIA Office and the Steering Committees.

<http://www.toronto.ca/legdocs/mmis/2013/ed/bgrd/backgroundfile-61276.pdf>
<http://www.toronto.ca/legdocs/mmis/2013/ed/bgrd/backgroundfile-59248.pdf>
<http://www.toronto.ca/legdocs/mmis/2013/ny/bgrd/backgroundfile-62613.pdf>

ISSUE BACKGROUND

As new BIAs, both Wilson-Keele and Dufferin-Finch retained branding and marketing firms to lead them through a process on determining a name which would best represent their areas.

On Monday October 6, 2014, the Wilson-Keele BIA Board of Management voted in favour seven (7) to one (1) to formally change the name to Wilson Village BIA. At the January 27, 2015 Annual General Meeting, the new name was presented and positively received by the BIA Membership in attendance.

On Monday March 30, 2015, the Dufferin-Finch BIA Board of Management voted unanimously in favour to formally change the name to DuKe Heights BIA.

The new names will assist the BIAs in kicking off their marketing and branding strategies including the development of a new logo which would be used on their new banners and decorative street signs.

COMMENTS

The Economic Development and Culture Division supports the renaming of the Wilson-Keele and Dufferin-Finch BIAs to Wilson Village and DuKe Heights BIAs respectively in order to maintain consistency between the BIAs legal name and marketing initiatives. An amendment to the City of Toronto Municipal Code, Chapter 19, Business Improvement Areas, is required to reflect the new names of both BIAs.

CONTACT

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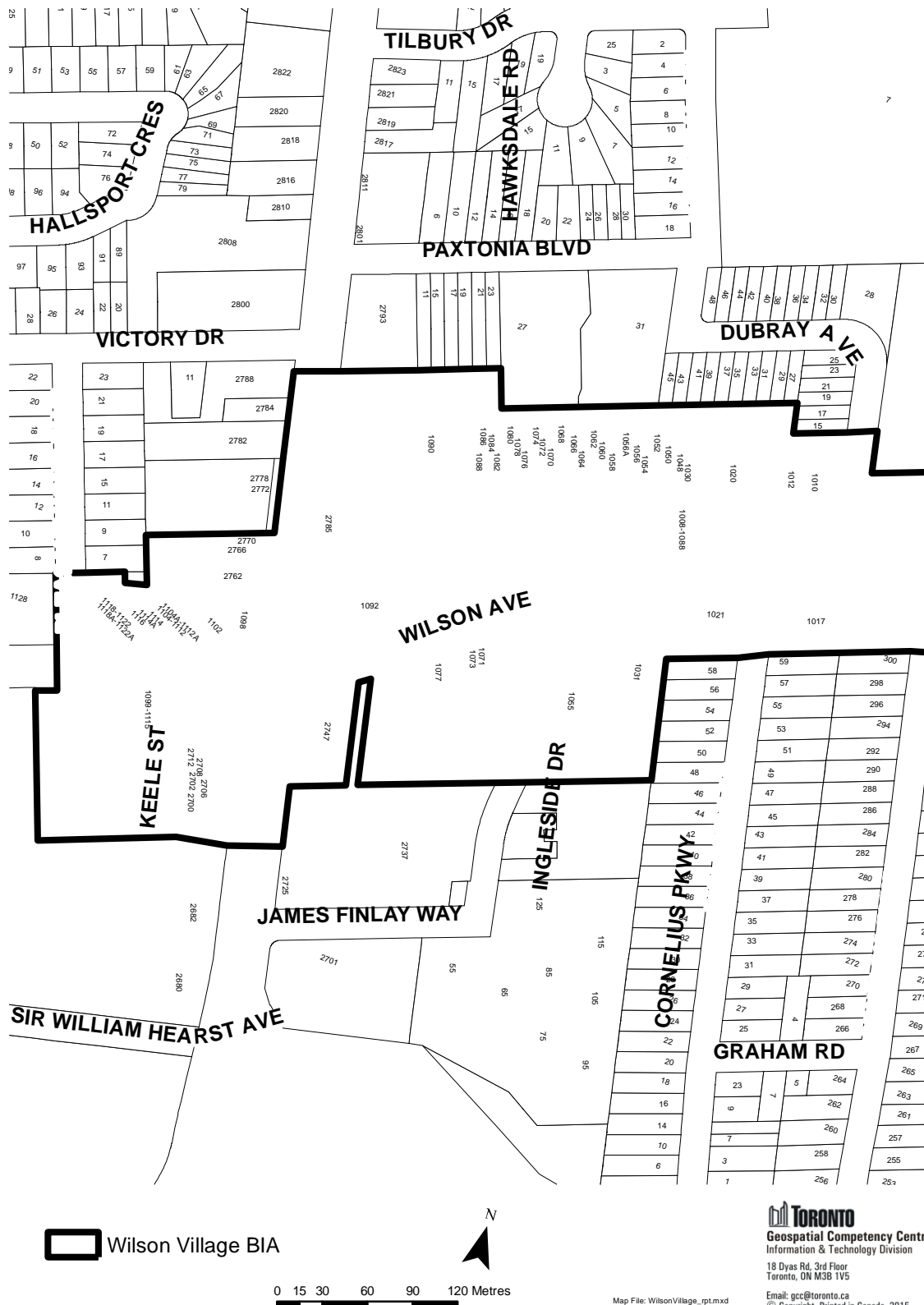
SIGNATURE

Michael H. Williams, General Manager
Economic Development and Culture

ATTACHMENTS


Attachment No. 1 – Wilson-Keele BIA Boundary Map
Attachment No. 2 – Dufferin-Finch BIA Boundary Map

Attachment No. 1
Map 1 of 6



Map 2 of 6



 Wilson Village BIA

0 15 30 60 90 120 Metres



Map File: WilsonVillage_rpt.mxd
March 2015

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Map 3 of 6



Highway 401 C W

Highway 401 X W

Highway 401 X E

 Wilson Village BIA




0 15 30 60 90 120 Metres

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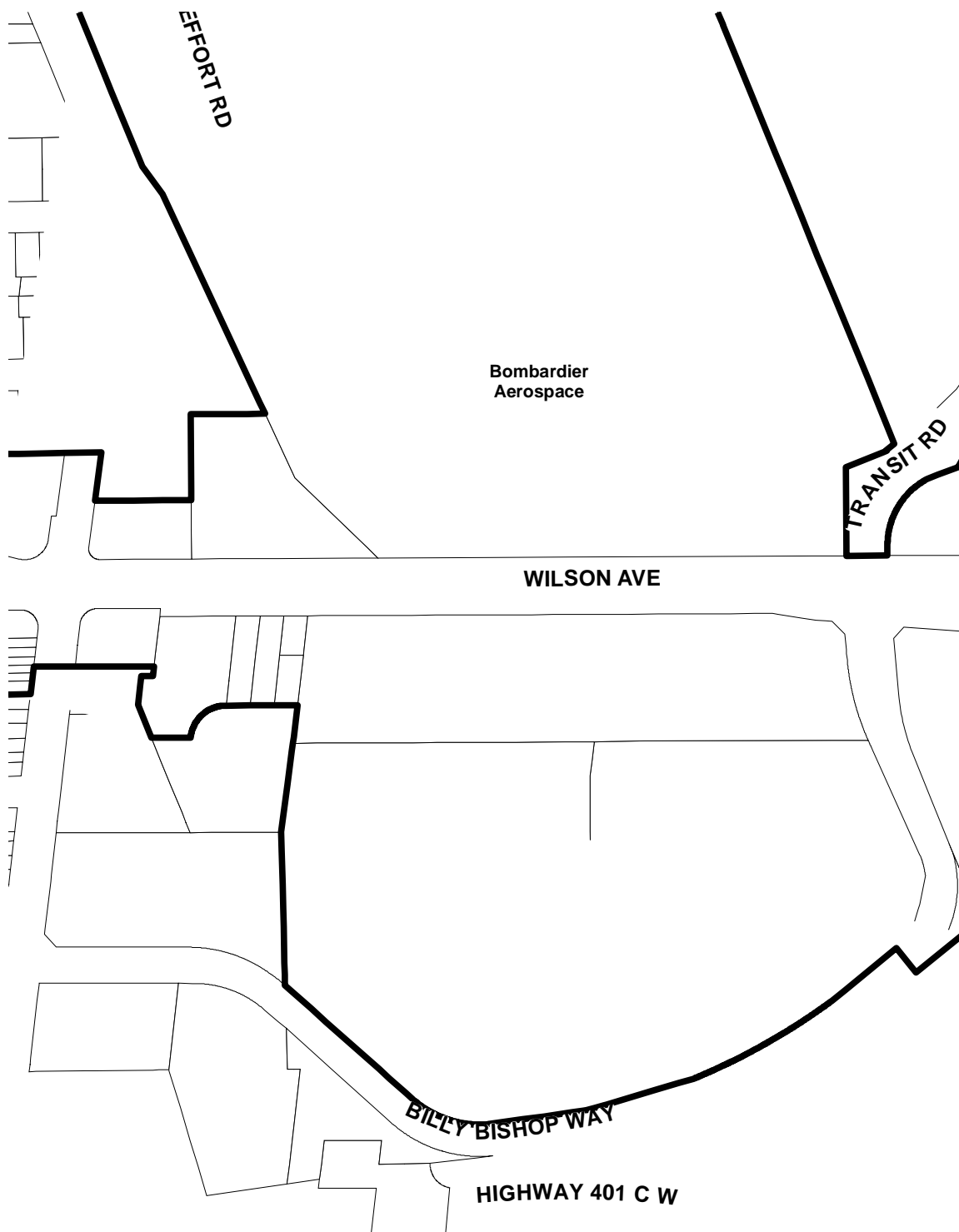
 Wilson Village BIA


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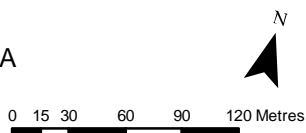


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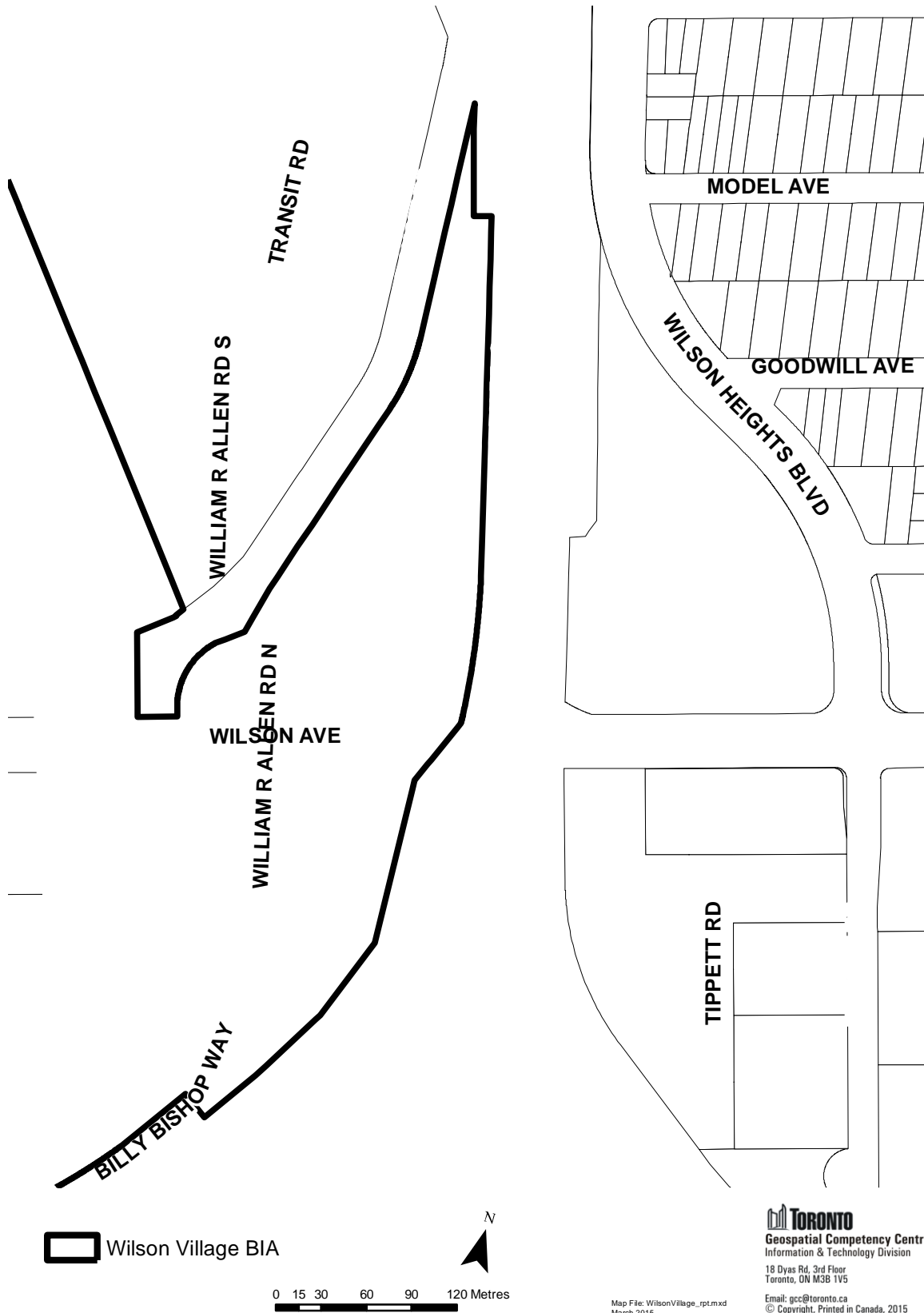
 Wilson Village BIA



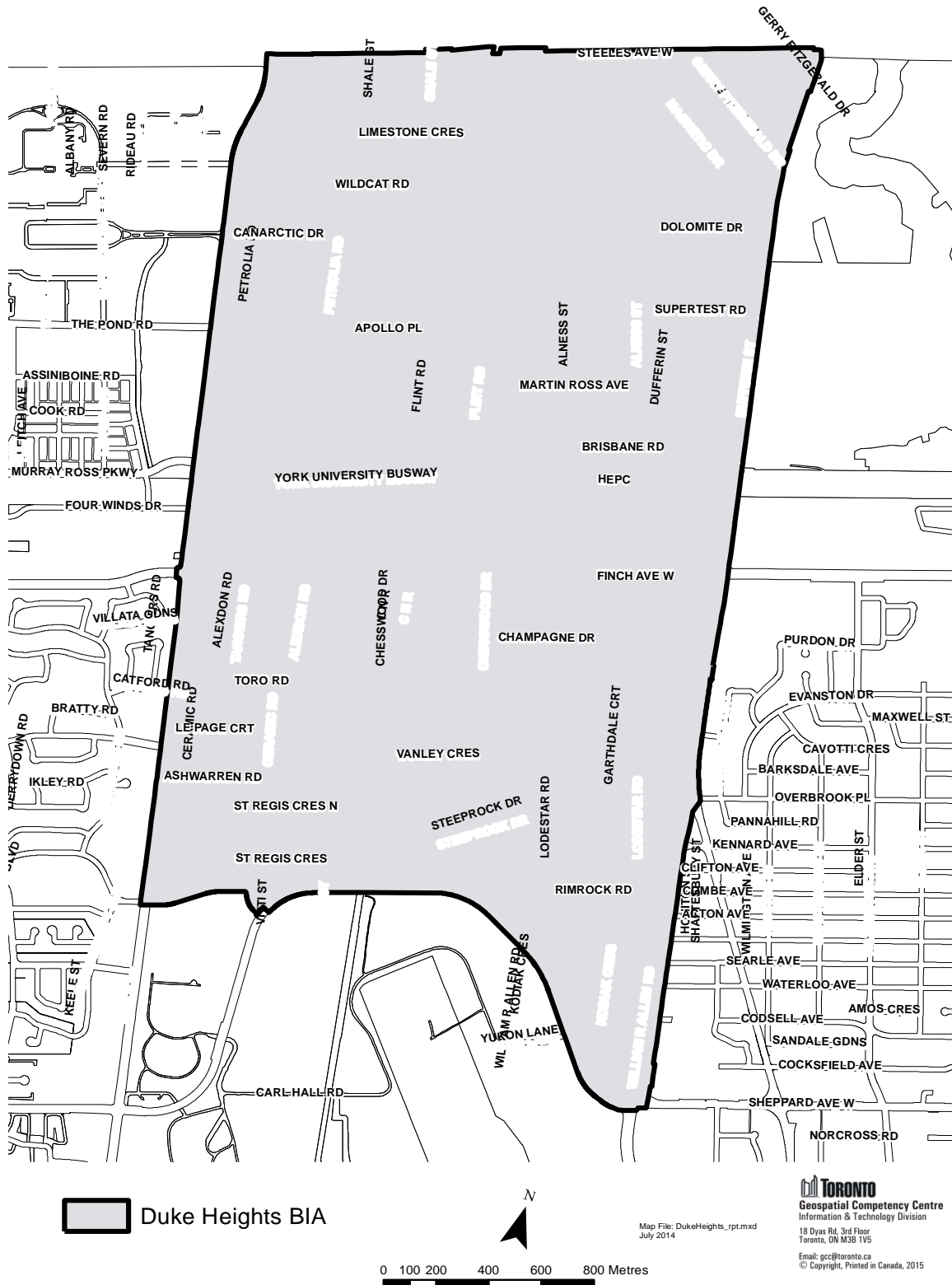
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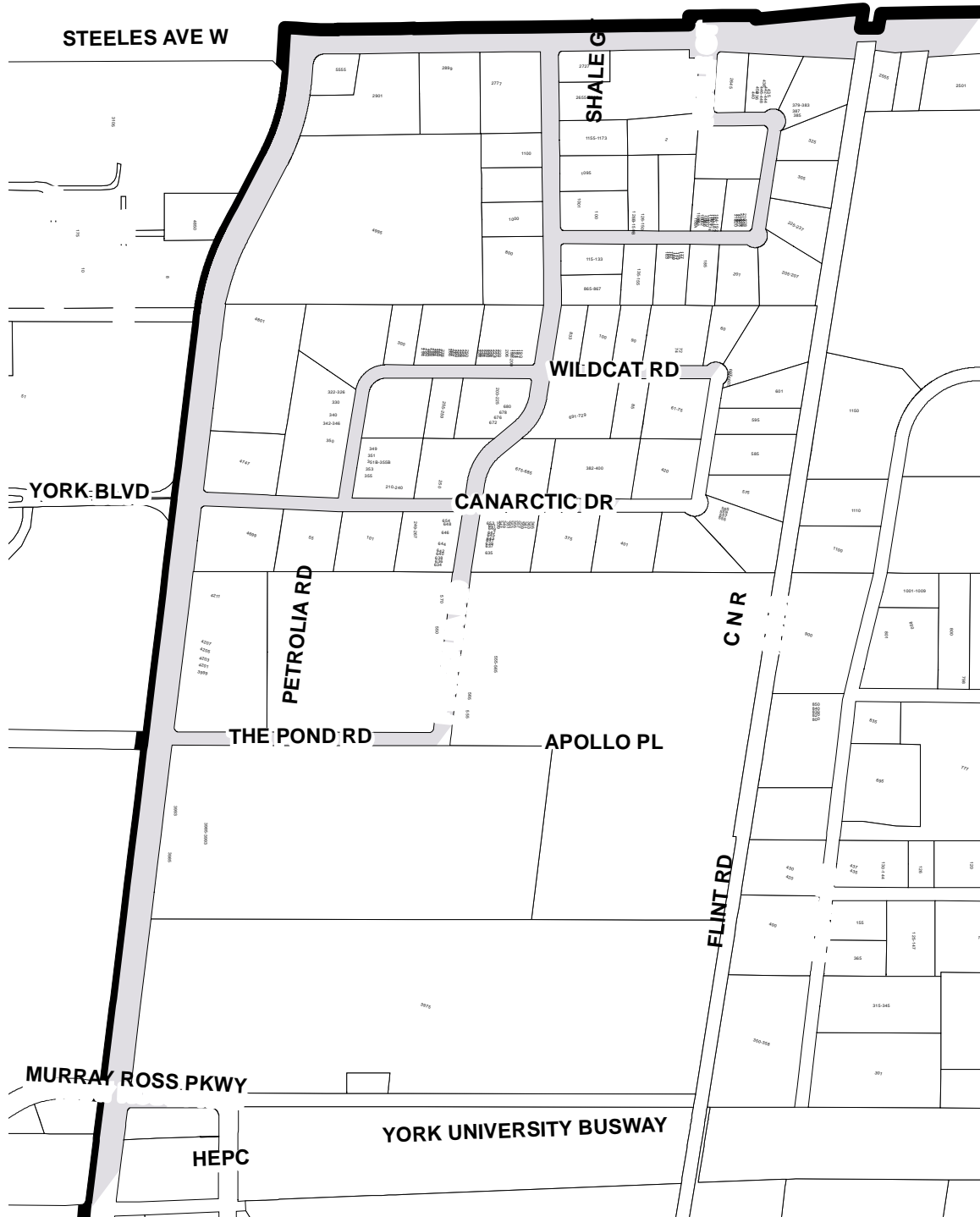
Map 6 of 6



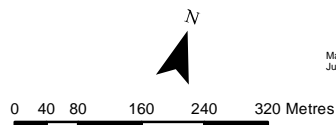
Attachment No. 2 Key Map



Map 1 of 4

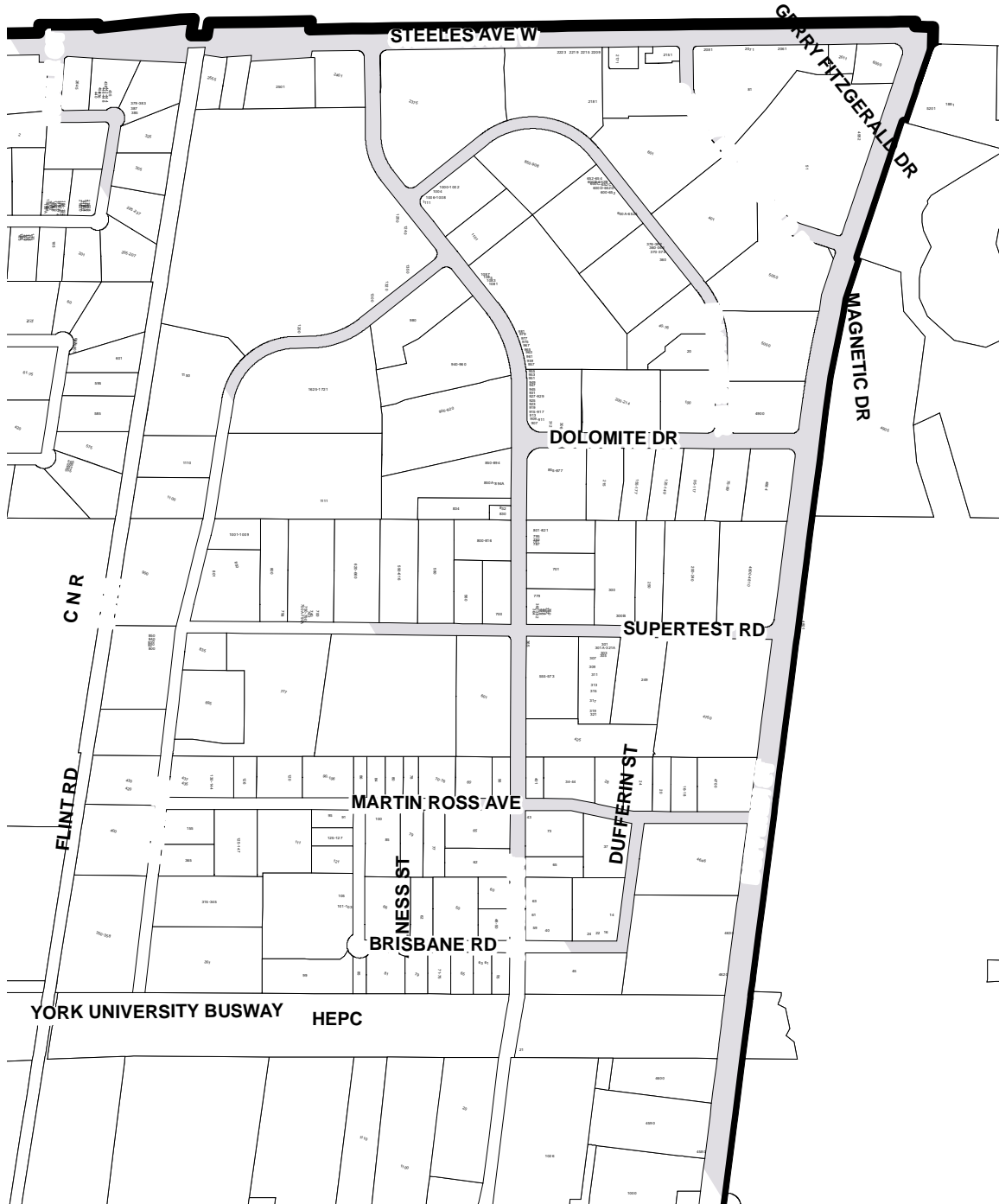


 Duke Heights BIA

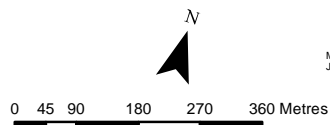


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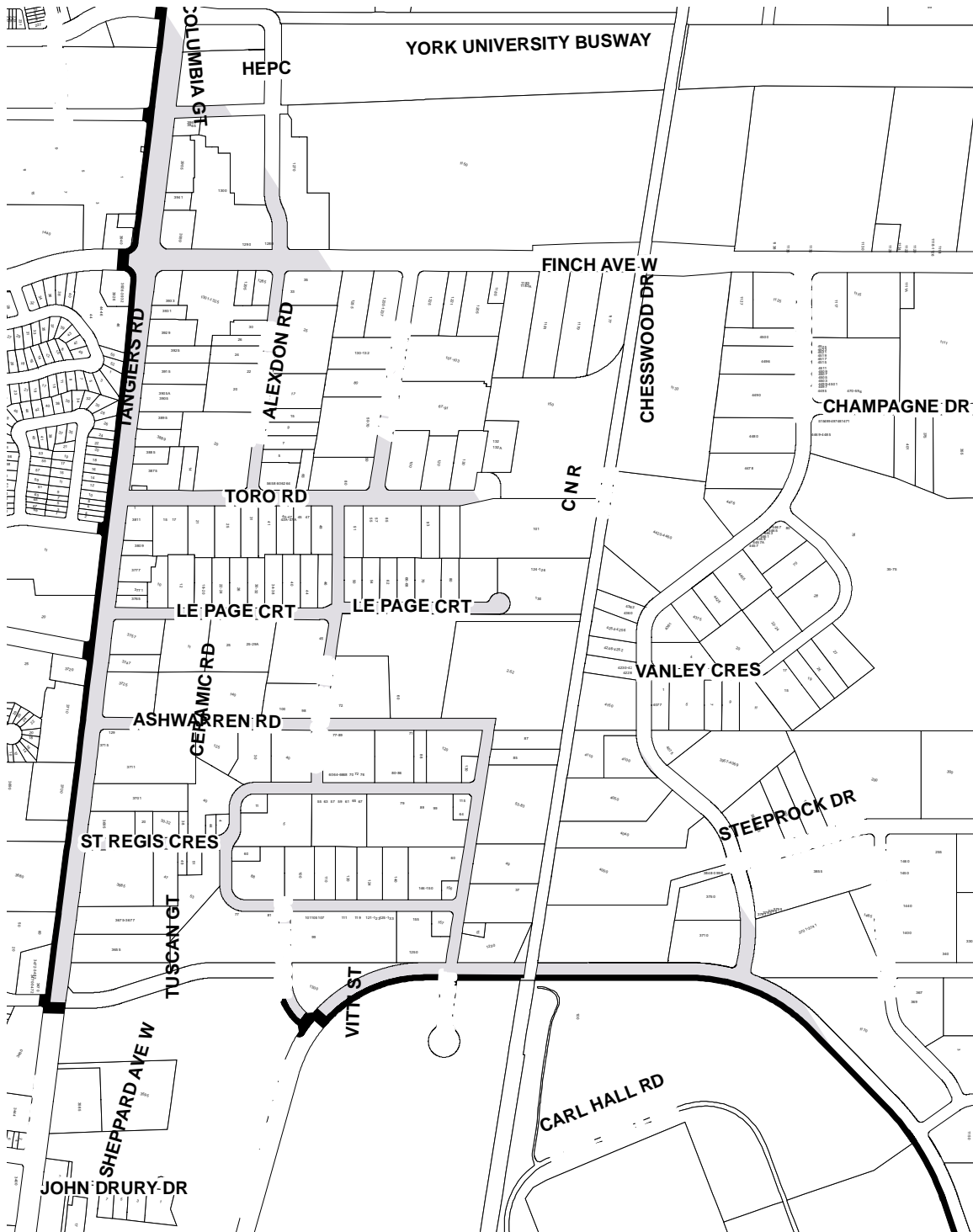


 Duke Heights BIA

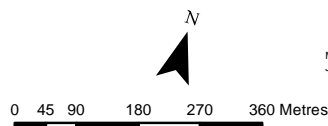


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 Duke Heights BIA



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