



Councillor Paul W. Ainslie

Toronto City Council
Ward 24, Scarborough-Guildwood

Chair, General Government and Licensing Committee
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Date: March 19, 2019

To: Economic and Community Development Committee

Re: Formation of Business Improvement Areas in Scarborough East of McCowan Road

Recommendation:

The Economic and Community Development Committee requests the General Manager of Economic Development & Culture and the Manager of Business Improvement Areas to report to the September, 2019 meeting of Economic and Community Development Committee on:

- a) Development of Business Improvement Areas in all of the Scarborough community area east of McCowan Road.
- b) Efforts being made to improve business relationships with the City of Toronto for the purposes of improving employment opportunities and the establishment of business within all the Scarborough community area east of McCowan Road.

Background

To address the rising rates of unemployment within Scarborough it would be beneficial to explore the formation of Business Improvement Areas within the business communities to encourage a partnership with the City to create thriving, competitive, and safe business areas that attract shoppers, diners, tourists, and new businesses.

The City of Toronto currently has over 80 BIAs across the City representing 45,000 members working towards street and sidewalk beautification, marketing and promotional campaigns, street festivals, clean street / graffiti-removal campaigns, and crime prevention strategies.

Beginning the conversation to introduce BIA's to the area of Scarborough east of McCowan Road would benefit the entire community.

All my Best,

Paul W. Ainslie
City Councillor, Ward 24
Scarborough-Guildwood