

Little Portugal on Dundas Business Improvement Area - Name Change

Date: January 6, 2022

To: Economic and Community Development Committee

From: Interim General Manager, Economic Development and Culture

Wards: Davenport, Spadina-Fort York and University-Rosedale

SUMMARY

The purpose of this report is to recommend that the name of the Little Portugal on Dundas Business Improvement Area (BIA) be changed to "Little Portugal Toronto Business Improvement Area". The BIA Board of Management voted to request the City of Toronto to formally change the name of the BIA. This name change request was also endorsed by the BIA's general membership at its November 17, 2021 Annual General Meeting.

RECOMMENDATIONS

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

1. City Council approve the renaming of the Little Portugal on Dundas Business Improvement Area, as defined by the boundaries described in Attachment 1, to the Little Portugal Toronto Business Improvement Area.
2. City Council amend the City of Toronto Municipal Code Chapter 19, Business Improvement Areas, as required to reflect the name change of the Little Portugal on Dundas Business Improvement Area to the Little Portugal Toronto Business Improvement Area.

FINANCIAL IMPACT

There are no immediate financial implications resulting from the adoption of this report. As part of the renaming of Dundas Street, City Council has directed the City Manager to report to the Executive Committee in 2022 with recommendations for a cost recovery program to support businesses that incur expenses related to renaming. If such a

program is approved by Council, the BIA may be eligible to apply to recover costs related to implementing their name change.

The Chief Financial Officer and Treasurer has reviewed this report and agrees with the financial impact information.

DECISION HISTORY

The Little Portugal Toronto name was initially considered by City Council in June 2018, early in the process of merging the Dundas West and Little Portugal BIAs. <http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2018.ED30.6>

On March 27, 2019, City Council approved the merger of the Dundas West and Little Portugal BIAs including the new name of Little Portugal on Dundas by by-law 524-2019. <http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2019.EC2.7>

COMMENTS

The merger of the Dundas West and Little Portugal BIAs was initiated by the respective Boards of Management and adopted by City Council on March 27 and 28, 2019. As part of this merger, the name Little Portugal on Dundas was adopted to reflect local community demographic and to position the BIA geographically in the city.

Currently, with changes occurring as a result of the BIA's broader outlook to position the area internationally, including a partnership with the Consulate General of Portugal in Toronto, associated arts-based initiatives, and the renaming of Dundas Street initiated by Council, the BIA opted to rename itself as the Little Portugal Toronto BIA. The BIA has also initiated a Streetscape Masterplan study, currently underway, marketing and branding initiatives to address the area's evolving identity and future direction.

The BIA Board of Management, at its August 9, 2021 meeting, voted to change the name of BIA to "Little Portugal Toronto". This motion was also adopted by the BIA's general membership at its November 17, 2021 Annual General Meeting.

The Economic Development and Culture Division supports the renaming of the Little Portugal on Dundas BIA to the Little Portugal Toronto BIA to more accurately represent the changing nature of the BIA's positioning of the area and to reflect City Council's general direction on the renaming of Dundas Street.

Amendments to the City of Toronto Municipal Code, Chapter 19, Business Improvement Areas, are required to reflect the new BIA name.

CONTACT

Ron Nash, Economic Partnership Advisor, Business Improvement Area (BIA) Office,
Economic Development and Culture, 416-392-6837, ron.nash@toronto.ca

SIGNATURE

Cheryl Blackman, Interim General Manager
Economic Development and Culture

ATTACHMENTS

Attachment 1 - Little Portugal Toronto BIA Map