

Willowdale Business Improvement Area - Name Change

Date: May 15, 2023

To: Economic and Community Development Committee

From: General Manager, Economic Development and Culture

Wards: 18 - Willowdale

SUMMARY

The purpose of this report is to recommend that the name of the Willowdale Business Improvement Area (BIA) be changed to "Yonge North York Business Improvement Area". The BIA Board of Management voted to support the naming process and 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 January 31, 2023 Annual General Meeting.

RECOMMENDATIONS

The General Manager, Economic Development and Culture recommends that:

1. City Council approve the renaming of the Willowdale Business Improvement Area, as defined by the boundaries described in Attachment 1, to the Yonge North York 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 Willowdale Business Improvement Area to the Yonge North York Business Improvement Area.

FINANCIAL IMPACT

There are no current or known future year financial implications resulting from the recommendations of this report.

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

DECISION HISTORY

On November 25, 2020, City Council approved the designation of the Willowdale BIA by By-law 1024-2020.

<https://secure.toronto.ca/council/agenda-item.do?item=2020.EC17.10>

COMMENTS

The Willowdale BIA was formed in November 2020. At the start of 2022, the BIA undertook an extensive market research and consultation process to develop a new brand as it entered the next stage of growth. Market research took place through June, July and August of 2022 and consideration of potential new BIA names followed in October and November. The consultation process concluded with a survey to the BIA members to identify a new BIA name launched in December 2022.

At its meeting on November 21, 2022, the BIA Board of Management voted to accept the process of selecting a new name, and requested the City of Toronto to formally change the name of the BIA following the survey outcome and confirming vote at the Annual General Meeting. The recommended name change was endorsed by the BIA's general membership at its January 31, 2023 Annual General Meeting.

The Economic Development and Culture Division supports the renaming of the Willowdale BIA to the Yonge North York BIA to support the development of a strong BIA brand.

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

CONTACT

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SIGNATURE

Patrick Tobin, General Manager
Economic Development and Culture

ATTACHMENTS

Attachment 1 - Map of the Yonge North York Business Improvement Area