



Deputy Mayor

Mike Colle

**City Councillor | Eglinton-Lawrence
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North York Community Council

RE: North York "Better Than All the Rest"

Dear Chair and Members,

North York is a remarkable part of our City. With its global character and remarkable restaurants, retail, and food markets, and one-of-a-kind local businesses, North York has much to offer residents of the City of Toronto. What is needed now is a cohesive and comprehensive branding strategy to bring awareness to all North York has to offer. This motion requests report from the General Manager of the Economic Development and Culture Division's Office on the feasibility of developing and executing a branding strategy for North York and include input from the relevant City departments and agencies, including those that manage and organize special events for the City. This work would be an important step in fostering community spirit in the area and showcasing all of the incredible places, products, and services North York has to offer.

RECOMMENDATIONS:

It is recommended that:

1. North York Community Council request a report back from the City Manager's Office on creating a branding strategy for North York that would bring awareness to and encourage residents of Toronto to explore the incredible diversity of the North York neighbourhood.
 - a. The report should also look at the feasibility of conducting an online residents survey with the goal of coming up with a slogan for North York

Best regards,

Deputy Mayor Mike Colle
Councillor for Ward 8, Eglinton-Lawrence

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