

St. Lawrence Market Neighbourhood Business Improvement Area - Name Change

Date: March 8, 2024

To: Economic and Community Development Committee

From: General Manager, Economic Development and Culture

Wards: Ward 13 - City Centre, Ward 10 - Spadina-Fort York

SUMMARY

The purpose of this report is to recommend that the name of the St. Lawrence Market Neighbourhood Business Improvement Area (BIA) be changed to "Old Town Toronto Business Improvement Area". The BIA Board of Management voted to support the renaming 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 November 23, 2023 Annual General Meeting (AGM).

RECOMMENDATIONS

The General Manager, Economic Development and Culture recommends that:

1. City Council approve the renaming of the St. Lawrence Market Neighbourhood Business Improvement Area, as defined by the boundaries described in Attachment 1, to the Old Town 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 St. Lawrence Market Neighbourhood Business Improvement Area to the Old Town Toronto 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 information as presented in the Financial Impact Section.

DECISION HISTORY

On August 29, 1994, City Council approved the designation of the St. Lawrence Market Neighbourhood BIA by By-law 1994-0572.

COMMENTS

The St. Lawrence Market Neighbourhood BIA was formed in August 1994. Geographically, it is situated within the boundaries of Old Town Toronto, which includes the original ten blocks of the Town of York and the First Parliament buildings. In order to meet the changing consumer habits during this period of the COVID-19 pandemic recovery and beyond, the BIA intends to leverage its assets such as the original heritage buildings, its vibrant theatres and arts scenes, a world class market, etc. to enhance its branding.

At its meeting in May 2021, the BIA Board of Management voted to support the process of selecting a new name. In 2023, the BIA undertook an extensive research and members consultation process to develop a new brand as it evolves into the next phase of its growth. The consultation process concluded with a survey to the BIA members, where 99% of survey respondents voted for a name change to Old Town Toronto Business Improvement Area. In fact, over the past few years, the Old Town concept and branding has been incorporated as part of the BIA's marketing campaigns to foster civic pride and tourism. At the November 2023 AGM, a motion was put forward for the BIA to change its name to the Old Town Toronto BIA, which was subsequently endorsed by the BIA's general membership.

The Economic Development and Culture Division supports the renaming of the the St. Lawrence Market Neighbourhood BIA to the Old Town Toronto 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 Old Town Toronto Business Improvement Area

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