

York-Eglinton Business Improvement Area - Name Change

Date: February 10, 2025

To: Economic and Community Development Committee

From: General Manager, Economic Development and Culture

Wards: Ward 8 Eglinton-Lawrence, Ward 12 Toronto St. Paul's

SUMMARY

The purpose of this report is to recommend that the name of the York-Eglinton Business Improvement Area (BIA) be changed to Little Jamaica 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 12, 2024 Annual General Meeting.

RECOMMENDATIONS

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

1. City Council approve the renaming of the York-Eglinton Business Improvement Area, as defined by the boundaries described in Attachment 1, to the Little Jamaica 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 York-Eglinton Business Improvement Area to the Little Jamaica 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 information as presented in the Financial Impact section.

DECISION HISTORY

The York-Eglinton BIA was established by by-law 3964-8 on September 8, 1981.

At its meeting on March 5, 2007. City Council established the new boundary of the York-Eglinton BIA.

<https://secure.toronto.ca/council/agenda-item.do?item=2007.ED2.4>

COMMENTS

The York-Eglinton BIA was established in September 1981. In 2007, the Board of Management agreed to reduce its boundaries and focus its mandate on a smaller area with the same BIA name. In 2022, the BIA Board of Management agreed that a brand refresh and marketing plan be undertaken and a Brand Marketing Study was completed in May 2024. The final report identified overwhelming support for a BIA name change to Little Jamaica BIA, in addition to other branding and marketing strategies to reflect and celebrate the local community.

At its meeting on June 11, 2024, the BIA Board of Management voted to adopt a motion to change the BIA's name from York-Eglinton BIA to Little Jamaica BIA. At the November 12, 2024 Annual General Meeting, the BIA general membership voted to endorse the name change. Following the general membership vote, the BIA board submitted a request to the General Manager, Economic Development and Culture, requesting that City Council approve the new BIA name.

The Economic Development and Culture Division supports the renaming of the York-Eglinton BIA to the Little Jamaica BIA to support the development of the brand and related BIA initiatives.

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 - Little Jamaica Business Improvement Area Map

