



**STAFF REPORT
ACTION REQUIRED**

Intention to Rename the Dundas-Ossington Business Improvement Area (BIA) to the Little Portugal BIA

Date:	April 8, 2008
To:	Economic Development Committee
From:	Director, Small Business & Local Partnerships
Wards:	18 and 19
Reference Number:	P:/2008/Cluster A/EDCT/ECON DEV/ed0805-013

SUMMARY

The purpose of this report is to authorize changing the name of the Dundas-Ossington Business Improvement Area (BIA) to the Little Portugal BIA.

RECOMMENDATIONS

The Director of Small Business & Local Partnership recommends that:

1. The Dundas-Ossington BIA, as defined by the boundaries described in Attachment No. 1, be renamed as the Little Portugal BIA; and
2. Schedule “A” of the Municipal Code, Chapter 19, Business Improvement Areas, be amended to reflect the BIA name change to Little Portugal BIA.

Financial Impact

There are no financial implications resulting from the adoption of this report.

ISSUE BACKGROUND

The City has received a request from the Dundas-Ossington BIA Board of Management to rename their area to Little Portugal BIA. Since the BIA was established by Council at its October 22 and 23, 2007, meeting the BIA has used a convenience name. At its April 2, 2008, meeting the Board of Management unanimously agreed on the name Little Portugal reflecting the many Portuguese businesses in the area and the surrounding community.

An amendment to the City of Toronto Municipal Code, Chapter 19, “Business Improvement Areas”, is required to reflect the name change.

COMMENTS

The Economic Development, Culture and Tourism Division supports this initiative and recommends the renaming of the Dundas-Ossington BIA to the Little Portugal BIA.

CONTACT

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SIGNATURE

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ATTACHMENTS

Attachment No. 1 – BIA Boundary Maps (1 & 2)