

## Winter Magic

The magic of winter, as only the Downtown Yonge B.I.A. can deliver it, swept across the B.I.A. again this year as Winter Magic captured the imagination of residents, tourists and shoppers alike. With the addition of a new event, Ice, Wine & Dine, Winter Magic again provided a valuable promotional opportunity for B.I.A. members during the most important retail season of the year.

Seventy-five Retail Management students from Ryerson University designed 25 holiday windows as part of Window Wonderland. Windows were judged by a celebrity panel as well as the general public, with more than 4,000 votes were cast online. Congratulations to this year's winners, Samantha Bell, Alexis Lake and Danielle Sapers, for their work on the window of Fresh Start Coffee, 655 Bay Street.

Illuminite, the official kick-off to three weekends of activity was a huge success.



A warm welcome to Ice, Wine & Dine on Elm St.

Spectators packed Yonge and Dundas Square for an evening of entertainment by Sara Westbrook and the pyrotechnical magic of Circus Orange. The evening culminated with the lighting of the holiday tree after a procession through the square and amid a burst of fire and light.

Ice, Wine & Dine was the new event this year and by any measure it was a resounding success. Elm Street, between Yonge and Bay was transformed into a winter buffet of food, drink and fun. More than 3,000 people took in the event on consecutive evenings increasing local restaurant sales by 25-33%.

Kidzfest was the final event of Winter Magic, with 15,000 people visiting Yonge & Dundas Square over the weekend.

Children (and their parents and grandparents!) enjoyed the Inflatable Sesame Street Zone, the SpongeBob crafts centre, the chance to meet and greet SpongeBob, and a variety of other activities. At the same time, more than \$2,000 was raised in support of Raising the Roof through the sale of "fun food".

Overall, Winter Magic continues to draw larger crowds to the downtown area, from farther afield, each year. The promotional value for B.I.A. members increases each year as the event grows.

In 2009, media coverage alone reached 24,622,546 people with an estimated advertising equivalency of \$242,765. With the support of our media sponsors and the participation of more and more B.I.A. members, Winter Magic will continue to be the signature event of the holiday season in downtown Toronto.



The magic of the holiday season on Elm Street

# Downtown Yonge B.I.A. AGM passes 2010 Budget

The Downtown Yonge Annual General Meeting was held on November 17, 2009 at the Toronto Marriott Eaton Centre Hotel. Members approved a minor by-law change to the existing by-law 3, to ensure B.I.A. bylaws are current with amendments made to the Toronto Municipal Code, chapter 10, and voiced concerns over changes made to the frequency of garbage pickup by Toronto Solid Waste. A number of members were very unhappy with the changes and asked Councillor Rae to look into the matter.

The most important item on the agenda, though, was the 2010 B.I.A. budget, which was passed as moved by B.I.A. Treasurer Leger Xavier.

The 2010 B.I.A. budget follows from the B.I.A. Strategic Plan 2007 - 2010. The budget seeks to continue the core initiatives of the B.I.A.; clean streets, safety, marketing, and streetscape. At the same time, the budget also shows an evolution of the organization, with an additional focus on association management, research & information, and advocacy.

Overall, the total levy is increased by \$114,098, which is a 5.3% increase over the 2009 budget. This is in-line with assessment growth, expected to

increase by 5.6%. The levy continues to provide value to members. Downtown Yonge ranks as one of the most affordable B.I.A.s, per dollar of property assessment, in Toronto. Further, no other B.I.A. in Ontario provides the breadth of service of Downtown Yonge.

2010 will also see a more concerted effort to develop and provide a business plan for various B.I.A. initiatives. From Member Services to Clean Streets, Streetscape and Marketing, business plans will be drawn up to support new projects. In a time of economic unease it is only prudent that B.I.A. staff and Board Members act on the basis of the best available research with a business case that clearly outlines the costs and benefits of each new project. Once again, the DYB.I.A. continues to raise the bar for B.I.A. management in Toronto.

## Revenue

On the revenue side, the contribution from Prior Years' Surplus is earmarked specifically for business planning (as noted above) and investments in initiatives that have a strong likelihood of generating future income, specifically: pay per use Clean Streets services; pedestrian and vehicle counting; Winter Magic sponsorships

and partnerships; government grants; banner advertising; and fibre optic infrastructure.

At the same time, given the large number of properties with assessment appeals on file, the B.I.A. is required to budget significantly for the assessment appeal provision in 2010 against successful appeals.

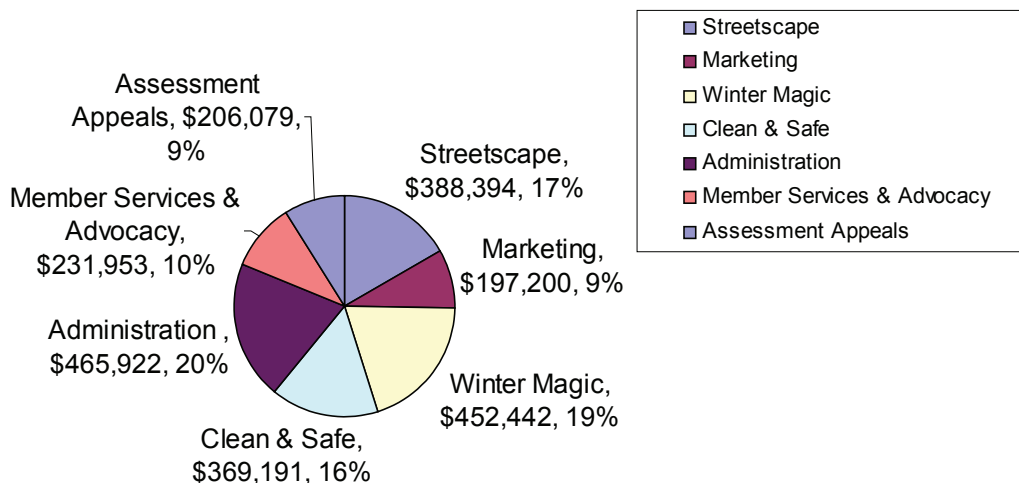
Marketing is another area where caution is being exercised on the revenue side. Event sponsorship revenue is not budgeted until such time that we can demonstrate a long-term trend in event sponsorship revenues. Banner revenue is also budgeted conservatively although revenue targets are larger.

Miscellaneous revenue sources include a contribution from Yonge-Dundas Square for holiday decor and sponsorship revenue for the International Downtown Association Leadership Retreat, hosted by Downtown Yonge in April 2010.

## Member Services & Advocacy

Under Member Services and Advocacy the 2010 budget recognizes the importance of business retention and recruitment supported by research and active engagement with leaders

### Proposed 2010 Budget Allocations by Expense



Elm Street restaurants provided visitors with samples of their holiday best at Ice, Wine & Dine

## Downtown Yonge B.I.A. AGM passes 2010 Budget Continued..

in the field. The AGM supported a second year of Pedestrian and Vehicle Counting at Yonge and Dundas as well as the development of a business plan for expanding the service throughout the district.

In April 2010 the Downtown Yonge B.I.A. will host the International Downtown Leadership Retreat. This, combined with our presence at the International Council of Shopping Centres Canadian Trade Show will further position Downtown Yonge as a leader in downtown revitalization.

### Streetscape Improvements

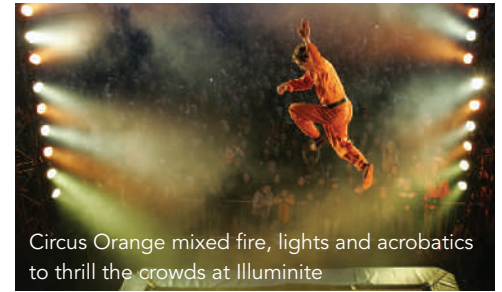
The cornerstone of successful B.I.A. management continues to be the creation of safe, clean streets and an attractive streetscape environment. The B.I.A. Street Lighting Project, in partnership with Toronto Hydro and the City of Toronto, will continue in 2010. This year work will be completed on the section of Yonge Street, from Gerrard to Grosvenor/Alexander. The exception will be the College Park block which, due to other construction on that

side of Yonge, is scheduled for 2011. Improved planting conditions for 17 existing trees on this same section of Yonge Street, have been timed with the street lighting project.

### Clean & Safe Streets

The 2010 budget represents the first full year of providing the service in house. This resulted in savings that made it possible for the B.I.A. to offer graffiti removal services for private property. A business case is now being developed to explore the possibility of providing other Clean Streets services, such as sidewalk pressure washing, to individual members' properties at an additional cost.

The commitment of 20 highly visible Police foot patrol officers to the B.I.A. represents not only a public service investment by the Police of over \$2million annually, but allows the B.I.A. to redirect police pay duty funds to other projects. In particular, the B.I.A. is moving forward with the installation of a conduit on Yonge from Gerrard St. to Grosvenor/Alexander, to secure pathway for future fibre optic installation.



Circus Orange mixed fire, lights and acrobatics to thrill the crowds at Illuminite

### Marketing

Marketing is another cornerstone activity of the B.I.A.. From advertising and promotions to visitor services, publications and mobile marketing, the B.I.A. is committed to promoting the goods, services and attractions that make the downtown area so diverse and dynamic.

For 2010 we will continue our Toronto.com feature advertising, mini-cards, the concierge desk map, and participation in regional advertising initiatives while developing new mobile applications in support of our publications Downtown Steps and Yonge Buzz.

From May to September the very successful Discovery Team will connect with the public – tourists, travellers, customers and others – as they have for the past six years. The Discovery Team connects the public with the area's business, shopping, and entertainment offerings and conducts walking tours revealing the hidden gems of the D.Y.B.I.A..

### Winter Magic

An essential part of our overall marketing plan is Winter Magic. As the Downtown Yonge B.I.A. signature event, Winter Magic has now become an entirely separate budget item as of 2010. This reflects all costs previously budgeted separately in Marketing and in Streetscape. This simple change increases the B.I.A.'s ability to secure higher levels of government grants.



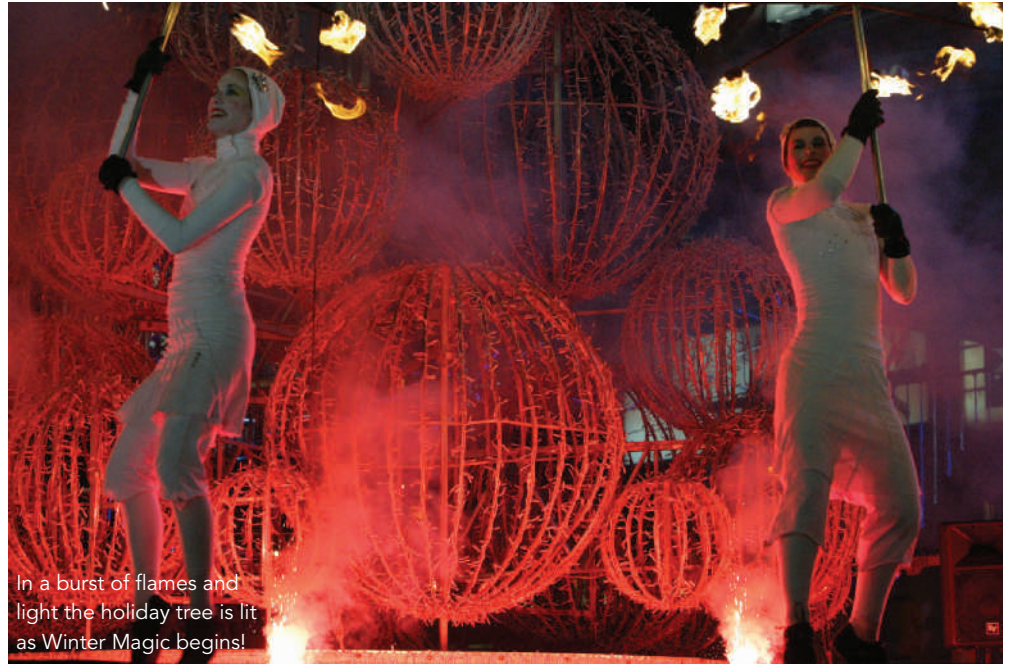
Crowds packed Yonge-Dundas Square for the Illuminite celebrations

## Yonge Watch

On November 11 the Downtown Yonge Business Improvement Area (B.I.A.) announced a new program, Yonge Watch, which will enable members in the Downtown Yonge area to share security and safety related concerns by email.

### How it works:

B.I.A. members and their representatives are asked to email the B.I.A. at: [watch@downtownyonge.com](mailto:watch@downtownyonge.com) regarding any safety or security concerns they would like to share with others in the community. A brief description of events, suspects, and photos if available should be included in your email.



Young and old enjoy the entertainment

The B.I.A. will forward this information to other members of Yonge Watch, and to both Division 51 and 52 of the Toronto Police Service if needed. If you would like to identify yourself in the email, please feel free to do so. Otherwise, all emails will remain anonymous and will be sent by way of BCC (Blind Carbon Copy).

Issues that can be emailed to the B.I.A.:

- \*Theft Shoplifting Reports
- \*Fraud / Counterfeit Issues
- \*Break & Enter Occurrences
- \*Aggressive / Illegal Panhandling
- \*Criminal Acts
- \*Protests & Road Closures
- \*All Other Safety & Security Concerns

With both Division 51 and 52 of the Toronto Police Service participating in Yonge Watch, there will be times when follow-ups, alerts, updates and tips will be provided – which will be forwarded to Yonge Watch members. The Downtown Yonge B.I.A. will act as a mediator/facilitator of the information submitted by distributing it via email

during the weekdays from 9am-5pm. Yonge Watch members can be:

- \*Business and Property Owners
- \*Company Representatives
- \*Security / Loss Prevention Personnel

Yonge Watch is not to replace reports of concerns directly to the police. Calling 911 should be used when reporting emergencies. The purpose of Yonge Watch is to alert and inform fellow members about security and safety issues within the Yonge Street area so that everyone is prepared to face similar challenges. By working as a community, we can help deter crime and improve the overall safety and security of the district. If you would like to identify someone else in your organization as a replacement representative, please send an email to [watch@downtownyonge.com](mailto:watch@downtownyonge.com). Thank you for your participation in this program.