

bloor-yorkville

BUSINESS IMPROVEMENT AREA

fashion food film fun

April 29, 2011

Property Owner/Manager
Bloor-Yorkville BIA Member

Dear BIA Member:

RE: 2011 Bloor-Yorkville BIA Hanging Basket Flower Program

The placement of flower baskets, on our lampposts, signals the official start of summer and has become a Bloor-Yorkville tradition. Visitors, businesses and tourists all enjoy and look forward to the visual splendour, which has now become known as one of the city's most recognizable trademarks and is a big component of our reputation as Canada's premiere shopping district.

Plants for the Bloor-Yorkville hanging baskets are carefully chosen for their vigour, colour, maintenance requirements and resistance to disease and insects, yet must remain beautiful and colourful from May to mid-September.

Our annual flower beautification project enhances everyone's businesses and the vitality of our streets, and we are asking you for your support and contribution for this annual beautification project. Each flower basket is valued at a cost of approximately \$275.00 per basket. These figures include the cost of growing the flowers from seed, installing fiber liner, organic soil and fertilizer, labour and equipment charges for hanging, removing the baskets, weekly monitoring of water and pH levels, and daily watering.

Over 450 flower baskets are hung in Bloor-Yorkville every May!!

The BIA offers sponsors recognition as a "flower basket program supporter" in the Bloor-Yorkville Newsletter and on the BIA website. We will also acknowledge our sponsors at our Annual General Meeting, which will include logo recognition during the presentation.

For more information on program details or to contribute, please contact Suzanne Hajdu at 416-928-3553X26.

Please fill out the attached donation form. We look forward to receiving your support by July 8th, 2011. **Please forward your donation cheque to: The Hanging Flower Basket Program c/o Bloor-Yorkville BIA, 55 Bloor St. W., Suite 220, Toronto, ON, M4W 1A5.**

Sincerely,

Suzanne Hajdu
BIA – Urban Design Coordinator



THE 2011 BLOOR-YORKVILLE FLOWER BASKET PROGRAM



2011 Flower Program List of Annual Plants

Begonia x hybrida 'Dragon Wing'



Ipomoea batatas 'Marguerite' and 'Blackie'



Supertunia 'Royal Velvet'



Helichrysum petiolare



Geranium 'Rocky Mountain Red'



**SUPPORT OUR GREAT
ANNUAL FLOWER
BEAUTIFICATION
TRADITION
THIS SUMMER!**

Name _____
 Company _____
 Address _____

 Phone Number _____
 Fax Number _____
 E-mail Address _____



Cheque Payable to:
BLOOR-YORKVILLE BIA
 55 Bloor Street West, Suite 220
 Toronto, ON M4W 1A5

Cheque Enclosed
 Credit Card
 Credit Card Type: _____
 Number: _____
 Expiry Date: _____

\$275 (one lamppost)
 \$550 (two lampposts)
 \$825 (three lampposts)
 \$1100 (four lampposts)
 I would like to make a donation to the program for the following amount: \$_____

Contact us:

Suzanne Hajdu
 Urban Design Coordinator
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www.bloor-yorkville.com