



BLOOR STREET TRANSFORMATION PROJECT

On July 9th, the BIA officially kicked off the start of the Bloor Street Transformation Project. Bloor Street business owners and shoppers gathered on the corner of Bay and Bloor Streets to hear speeches made by Mayor David Miller, Councillor Kyle Rae, Bloor-Yorkville BIA Chair Doug Jure. Architect Peter Clewes, BIA Director Bob Saunderson and Bloor Street property owner Jon Love.

The audience was entertained by a Dixieland band, a ceremonial tree planting, enjoyed cake and refreshments, while learning about the upgrades scheduled for one of Toronto's busiest streetscapes. Mayor David Miller spoke about the partnership between City of Toronto and the BIA described the excitement about the long awaited launch by saying, "The transformation of Bloor Street is an example of how we are working to make the city more livable while creating attractive visitor destinations".

Project Information Sessions at the Marriott Bloor-Yorkville were attended by members and residents on July 8th and July 18th. Presentations from architectsAlliance and the City's Technical Services department provided details about the construction and streetscape elements, which ultimately will bring Bloor Street to the



Bloor Street Transformation Launch - Planting of the London Plane Tree. L-R: Peter Clewes, Mayor David Miller, Jon Love, Councillor Kyle Rae, Bob Saunderson.
Photograph by Jocelyn Richards, courtesy of the City of Toronto

international stage. A question and answer period concluded each session. Electronic copies of the presentation are available in the BIA office.

Bluescape Construction Management Inc. has been retained to oversee the project and ensure that it is completed to the satisfaction of the BIA. They will liaise with our members, the City and the contractor, Four Seasons Site Development on a day-to-day basis. Bluescape can be contacted directly: Lou Hack 416-806-3272 or Pat Sena 416-875-4134.

Transformation work on the east side of Yonge Street has already begun and will be completed by the end of this year. Construction on the

west portion of Bloor Street will begin early in 2009, however Toronto Hydro will be doing work on vaults and chambers, in a few areas.

Upon completion of the Bloor Street Transformation Project, Bloor Street will be a shopping district of world- renown, comparable to the likes of Rodeo Drive in Beverly Hills, Fifth Avenue in New York and the Magnificent Mile in Chicago.

For regular construction updates, please register your email address by contacting urbandesign@bloor-yorkville.com or visit the Bloor Street Transformation website page at www.bloor-yorkville.com.

PARTICIPATE IN THE 3RD ANNUAL NUIT BLANCHE COMING TO BLOOR-YORKVILLE

Plan now, for this year's Nuit Blanche, which will run from 6:52 pm on Saturday, October 4 to sunrise 7:00 am on Sunday, October 5. Toronto's free, all-night celebration of contemporary art will feature exhibitions by four local and national curators.



Scotiabank Nuit Blanche 2007, Royal Ontario Museum, Ground Loop Alibi, 2007
Photo courtesy City of Toronto

For one sleepless night, contemporary art will be available to everyone. Bloor-Yorkville museums and galleries will be participating with several Independent Projects scheduled at: Church of the Redeemer, Drabinsky Gallery, Gardiner Museum, Hollander York Gallery, Japan Foundation, Kinsman Robinson Galleries, Toronto Reference Library, Royal Ontario Museum and Royal Conservatory of Music. The BIA is partnering with this special event, again this year, as an Arts Patron, which includes support of one major project:

desk to inquire about the services. At the writing counters there will be an array of interesting and attractive postcards, and the public will be able to write a message and put the pre-stamped mail into the post box. A team of special NB postal workers will be on the job all night long, making sure each piece of mail reaches its recipient with flare and style. NB Post will deliver the mail to people at their address, which, in that moment, will be public space. Receiving addressed letter mail in a public space, as if at home, alters the recipients' relationship to that space. The NB Postal worker on his or her delivery route will create a drama, with each piece of delivered mail.

In an effort to create a comprehensive, area-wide spectacle, we invite all retailers to participate by having a "Midnight Madness" shopping event, with extended business hours on Saturday October 4th- 6:52 pm to Midnight, with in-store promotions, musicians and themed promotions/decorations. Restaurants are also encouraged to stay open into the morning hours, and offer unique menus and specials, or entertainment for the all-night event.

The Bloor-Yorkville BIA will distribute 20,000 promotional brochures, which will list all Nuit Blanche participants and activities in our area.

Contact Rick Kaczmarek, BIA Marketing Manager by August 15th and advise if you would like to participate in "Midnight Madness" or with a special promotion; marketing@bloor-yorkville.com or 416-928-3553 ext 24.

NB Post by Laura Pacione (Village of Yorkville Park) - A full-service post office that will be ready to meet the needs of the public, eager to participate in the excitement of letter mail communication. There will be writing counters and an information



ATTENTION ALL GOLFERS! The YBB 5th Annual Golf Day Tuesday, September 23, 2008

Register today for the opportunity to play the exclusive **Wooden Sticks** course. For a unique look at their internationally inspired holes, examine the Heli Golf Guide at www.woodensticks.com.

Wooden Sticks is a tribute to the rich history and grand traditions of the great game of golf. In designing Wooden Sticks, architect Mr. Ron Garl and his team worked diligently to ensure that every aspect of the golf experience reflected the spirit found in some of today's most famous golf holes. In fact, 12 of the 18 holes at Wooden Sticks were each inspired by a different famous golf hole from the PGA. Together with the balance of the course, they present a challenging and unforgettable golf experience.

Just \$229 will give you an incredible 18 hole experience, with full use of the range facilities, a boxed lunch, a delicious dinner and time with your friends and colleagues.

Special Scoring Package passports will be available on golf day providing mulligans and allowing entry into all competitions, including the \$5000 hole-in-one.

Only two sponsorship level opportunities are offered: the Special Scoring Package sponsorship and 17 Hole sponsorships.

Limited space availability, so support the YBB and register today. For complete details, go to www.ybba.org or call 416-922-4211.

FASHION & DESIGN FESTIVAL CALLS OFF 2008 TORONTO EDITION

Sensation Mode, the producers of the Fashion & Design Festival, regretfully announce the cancellation of its most anticipated Festival, originally scheduled to take place this August in Yorkville.

Toronto first played host to the Fashion & Design Festival last summer. Thousands of visitors filled Yonge-Dundas Square to witness the unique event that combined Canadian designer labels, with popular retail brands in an effort to highlight fashion at every price point.

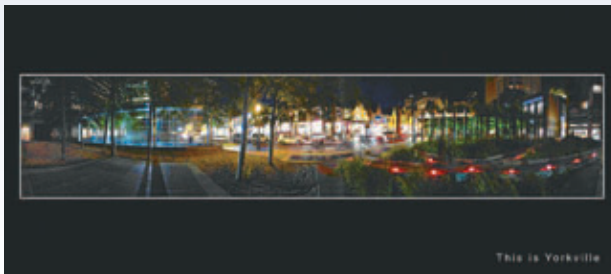
The organizers were unable to create the desired staging for the event in the Village of Yorkville Park, at Cumberland Street, where the festival would have taken place. "We are touched by the overwhelming interest and support from the Toronto fashion industry as well as the media," explains Jean-Francois Daviau, Co-President of Sensation Mode. We look forward to bringing local fashionistas a bigger and better event in 2009."

Bloor-Yorkville remains a choice destination, when it comes to the realisation of the festival. Everyone at Sensation Mode is committed to maintaining a strong relationship with local designers, and helping to position Toronto as the creative centre of Canada. Sensation Mode looks forward to continuing their work with everyone to dazzle Toronto again next year!

"This is Yorkville" Postcards Available

We have been using photographer Henry Lin for many Bloor-Yorkville events over the past five years. Henry has created a spectacular series of postcards highlighting the sites of our area called 'This is Yorkville'. There are 12 different postcards to choose from, and they come in packages of 50, which will be available mid-August. You can view the cards at www.thisisyorkville.com.

For more information, please contact Henry Lin at 416-773-1565.



THE SOUND OF MUSIC IS IN THE AIR

Bloor-Yorkville BIA hosts outdoor musical acts during the summer

The sound of music is in the air, in the Village of Yorkville Park (Cumberland and Bellair Streets) until August 31, as a series of musical acts perform songs for shoppers and strollers in the Bloor-Yorkville area.

On Saturdays, Sundays and Holiday Mondays, from 2 pm to 5 pm, the public can stroll by and enjoy the ambient, smooth summer sounds ranging from jazz (Wayne Cass Trio), to flamenco (Plakaso), to celtic soul with David Leask for a special Labour Day Concert.

The Bloor-Yorkville BIA is proud to present another season of Summer Music In The Park for 2008.



'Plakaso' performs August 4th (Civic Holiday) and August 24th

- August 2 - More Than Words
- August 3 - Melotones Quintet
- August 4 (Civic Holiday) - Plakaso
- August 9 - Cascabel Latin Duo
- August 10 - Johnson Chung Trio
- August 16 - Quasimodal Trio
- August 17 - Peter Smith Trio
- August 23 - The Rezza Brothers
- August 24 - Plakaso
- August 30 - Paul Lamoreaux Trio
- August 31 - Wayne Cass Trio
- September 1 (Labour Day) - David Leask



David Leask & James McKie perform September 1st (Labour Day)

PANHANDLING

By: Douglas Jure, Chair – Bloor-Yorkville BIA

Panhandling has long been a concern to us, primarily because our customers consider it to be offensive and sometimes threatening. Too often, panhandlers occupy doorways, obscure display windows, and narrow passageways.

The Yonge-Bloor-Bay Business Association lobbied effectively for the introduction in 1999 of the Ontario Safe Streets Act, designed to curb aggressive panhandling. For its part, the City has focused on addressing the underlying cause of panhandling - homelessness - through its expanded Streets to Homes Program.

The decision to expand the Program was a response to a report prepared by the City's Shelter, Support and Housing Administration. Last year 408 street people were surveyed including those frequenting Bloor-Yorkville. They panhandled an average of 6.7 hours daily to earn \$20 to \$25 for food, cigarettes, alcohol and drugs. Seventy-three percent were homeless, and of the remaining 27 per cent, or 110 people who had housing, two-thirds were subsidized. Of those surveyed, 83 percent are male whose average age is 38.

The majority of panhandlers (79 percent) indicated that they want to quit panhandling, with employment noted as the main thing that

would help them (or would allow them) to quit. Of those who were homeless and panhandling, 70 percent indicated their panhandling would decrease once housed.

Of significance is that following the survey, 69 of the 110 who had housing and who received social services were no longer panhandling.

The expanded Streets to Homes Program concentrates on housing accessibility, mental health and employment services. The major cost for the expanded program is \$5 million a year to hire the equivalent of 48 full-time social workers who would assist street people individually to deal effectively with social assistance services, designed to help them cope with and conquer afflictions, ranging from addictions to mental illnesses.

Like many businesses and community organizations, we support this enhanced social services strategy, as opposed to relying solely on our police services.

For problematic situations, contact: 416-392-0090. City staff will respond in as timely a manner as possible - ideally within four hours, however in situations of extreme aggression or violence call the Police at 911 or 416-808-2222.

DEVELOPMENTS IN BRIEF

One Bloor Street East

Status: Demolition underway
Completion: 2012

Four Seasons Hotel & Condominium

Status: Excavation underway
Completion: 2012

100 Yorkville

Status: Under construction
Completion: 2009

The Regency

Status: Interior under construction
Completion: 2008

The Uptown & Crystal Blu Balmuto Street

Status: Excavation underway
Completion: 2009/2010

130 Bloor Street

Status: Under construction
Completion: 2008

The St. Thomas

Status: under construction
Completion: 2010

The Lotus

Status: interior work underway
Completion: 2008

PARK LIGHTING

As part of our continued efforts to improve the Village of Yorkville Park, this year we will see new lighting installed. A lighting consultant, Alain Couture, has been retained to recommend appropriate replacements, and to add to the existing lighting. The existing power supply to the Park will be utilized; however, consumption will be reduced by using energy efficient fixtures.

The existing Park lighting has been significantly damaged over time and water entering into the casings often causes the circuits to trip, creating a potentially dangerous situation. The lights in some areas of the Park have been damaged beyond repair, and are in need of immediate replacement.

New bollard lighting by the stone benches on the east end of the Park, next to the wildflower garden, will be installed to illuminate the walkway. New durable uplighting will be located throughout the Park to replace damaged and inefficient fixtures. The festival walkway will have increased lighting, to showcase the frame of the walkway, while the rock will also be getting improved lighting. Installation is expected to take place this Fall, and will create a spectacular glow at night.

FLOWER BASKET SPONSORSHIP

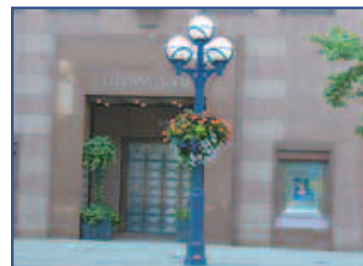
Yet again, the sponsors of this year's Flower Basket Program have generously contributed to the success and beautification of the area this summer.

Our sincere appreciation goes out to the following sponsors, who donated to the program:

100 Yorkville at Bellair
112-114 Yorkville
94 Cumberland Inc.
Adamson Associates Cosmetic Facial Surgery
Bank of Nova Scotia
Bluestein Family
Bonhams
Dr. Lancelot Brown
Cadillac Fairview Corp.
Carson Woods Architects
Church of the Redeemer
Creit Management L.P.
Dananta Building Corp. Inc.
Four Seasons Hotel
Greater Yorkville Residents Association
H & R Developments - 110 Bloor St. West
H & R Developments - 1235 Bay Street
Hazelton Lanes Inc.
Heffel Fine Art Auction House
Hemingway's Restaurant
Inglewood Holdings Inc.

Kinsman Robinson Galleries
Northam Realty Advisors Limited
Perry's Yorkville Ltd.
PM Property Management
RHSL Corporation
Scollard Street Deli
Secrett Jewel Salon
Seniority Investments Ltd.
Strait Properties Inc.
Sushi Inn Japanese
Talbots (Canada) Corp.
The Pilot Tavern
The Public Accountants Council for the Province of Ontario
The Planning Partnership
Tiffany & Co.
Toni & Guy Hairdressing - Yorkville
Torindo Ltd.
Transmetro Limited
Yorkwood Investments

Once again, Thank you!



TOURISM TORONTO OPPORTUNITIES

Tourism Toronto, on occasion, will send our office opportunities for retailers and restaurants to participate in their programs. The timelines are usually tight, so email addresses are essential, in order to share the opportunities. If you would like to receive opportunities to participate in Tourism Toronto programs, please register your email address with us.

UPCOMING NETWORKING EVENT



September 17, 2008
The Duke of York
39 Prince Arthur
Avenue
5:30 p.m. - 7:30 p.m.

Join the BIA and YBB for a cocktail and hors d'oeuvres. Catch up on news, meet your neighbours and find out about upcoming events. Door prize donations are always welcome!



Who's New

Beamecho

26A Cumberland Street
416-533-2001

Diplomat Language School

762 Yonge Street, 2nd Floor
416-587-0101

FaceFlex

19 Yorkville Avenue
647-887-7337

Filhair Studio

85 Bloor Street East
416-916-9043

Ilori

95 Bloor Street West
416-928-9385

Labels 4 Less

83 Bloor Street West
416-323-9600

Lifecycles Wellness

94 Cumberland Street, #
805
647-428-7200

Mojeaix IT Solutions

1240 Bay Street, #406
416-925-8844

True Restaurant

69 Yorkville Avenue

Who's Moved

Jeanne Lottie

32 Scollard Street
416-975-5115

Song & Script

2 Bloor Street West, #C07
416-923-3044

If you are new to the area, or have recently changed locations, please call (416) 928-3553 x 21 or email us at bybia@bloor-yorkville.com to be included in our next Newsletter.

SAVINGS ON VISA & MASTERCARD

TABIA (Toronto Association of Business Improvement Areas) offers special discount rates on Merchant Visa and Mastercard to all BIA members in the City of Toronto, through Global Payments. For more information please contact Carlos Rodas, Global Payments Canada GP at: 416-847-4379 or carlos.rodas@global-pay.com. Please note that this offer is not available to manual merchants.

Questions? Problems? Ideas for a future article or column? Let us know!

Contact us by phone at:

416-928-3553 x21, or email:

bybia@bloor-yorkville.com

Your input is appreciated!

EXHIBITS & EVENTS

Bata Shoe Museum

327 Bloor Street West • 416-979-7799
www.batashoemuseum.ca

Chronicles of Riches: Treasures from the Bata Shoe Museum

This exhibition transforms the gallery into a representation of the Museum's storage vaults, bringing visitors 'behind the scenes' for a rare view of the multitude of exceptional artifacts held in the collection. From Napoleon's black silk socks worn while he lingered in exile on St. Helena to shoes of bear fur and silk worn by an ancient Japanese samurai, each of the artifacts in Chronicles of Riches has been hand-selected for the history it reveals and the tale it tells.

Gardiner Museum

111 Queen's Park • 416-586-8080
www.gardinermuseum.com

Object Factory: The Art of Industrial Ceramics

May 15 - September 7, 2008. This groundbreaking exhibition looks at the work of international artists and industrial designers re-imagining the possibilities of ceramics in the 21st century. See more than 200 objects from eighteen countries, including work by artists Cindy Sherman and Arman, designers Ettore Sottsass and Masahiro Mori, and industrial manufacturers Rosenthal and Nymphenburg.

The Japan Foundation

131 Bloor Street West, 2nd Floor
416-966-1600 x 224
www.japanfoundationcanada.org

Calligraphy Exhibition: Japan-Canada Cultural Exchange

July 16 - August 22, 2008. This exhibition features 11 pieces of modern calligraphy works by Master Calligrapher Ms. Shiko Kataoka.

Royal Ontario Museum

100 Queen's Park • 416-586-5549
www.rom.on.ca

Shanghai Kaleidoscope

Until November 2, 2008. This unprecedented view of one of the world's most dynamic cities examines Shanghai as a laboratory for 21st-century urban creation. More than 35 artists, architects and fashion designers provide an insider's view of the high-speed, high-density, high-rise culture that is rapidly emerging in China's largest city.

Shanghai 1860-1949: Historical Photographs

A complement to Shanghai Kaleidoscope, Shanghai 1860-1949 presents eighty historical photographs that document Shanghai's architecture, inhabitants and way of life in the hundred years up to 1949.

The Toronto Reference Library

789 Yonge Street
416-395-5577
www.torontopubliclibrary.ca

The Circus Comes to Town

July 19 - October 5, 2008. The TD Gallery presents an exhibition of posters, artist's prints, vintage photographs from the CNE, souvenir programs, children's books and more from the Special Collections of Toronto Public Library.

Historic Yorkville Walks

Genova Tours • 416-367-0380

Looking to find out about the history of Bloor-Yorkville? Join a guided walk for an insider's peek at our history.

The tour takes place every Sunday, beginning at 10 a.m., and is two hours long. Meet at the northeast corner of Bloor and Yonge. \$25 per person.

Reservations required.

Yorkville Gallery Walk

Marg King • 416-966-2991

Meet Marg King, Lil Seymour and Earle Toppings, the first Thursday of every month (except January), 6:30 p.m. sharp, at Hazelton Lanes, The Rotunda. The walk ends at approximately 8:00 p.m.

TO LIST YOUR EVENT, PLEASE CALL 416-928-3553, EXT. 21

CALL ME

Important numbers to keep at your fingertips...

EMERGENCY	9-1-1
BIA Maintenance Contractor	416-231-8776
City Hall	416-338-0338
City By-law Enforcement	416-392-7560
City By-law Enforcement email:	mlstorontoeastyork@toronto.ca
Garbage Collection & Complaints	416-338-2010
Garbage/Litter Hotline	416-39-CLEAN (392-5326)
Graffiti	416-392-5254
Noise Control	416-338-0338
Parking Enforcement, Radio Dispatch	416-808-2222 x3-1-1
Parks Maintenance	416-392-1111
Police - Non-Emergency	416-808-2222
Sidewalk Maintenance	416-338-9999
Street (Homelessness) Hotline	416-392-3777
Vending Enforcement	416-338-0338
Yonge-Bloor-Bay Association	416-922-4211

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