



CALL TO PARTICIPATE

Scotiabank Nuit Blanche 2009 will be held for the 4th time in Toronto, on Saturday, October 3, 2009. Once again, the art community will come together to offer both the uninitiated and devoted art lovers an exciting night of contemporary art. This is an opportunity to celebrate and showcase Toronto's art community, and this city's commitment to contemporary art.

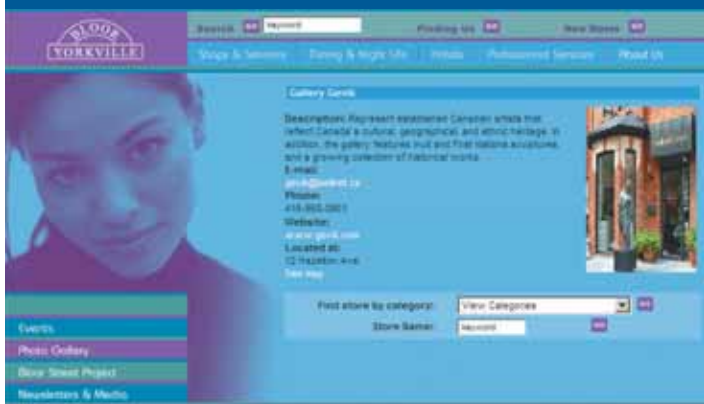
In previous years, the Bloor-Yorkville neighbourhood has been a focal point in this city-wide event, with many local businesses being involved. Businesses are strongly encouraged to participate again this year, by hosting an Independent Project. To apply visit:

http://www.toronto.ca/special_events/nuitblanche/participate.htmThe deadline for submissions is February 23, 2009, so don't miss this opportunity.

For further event information visit:
<http://www.scotiabanknuitblanche.ca>

Details for participation in Midnight Madness and other BIA Nuit Blanche initiatives, will be available by July 2009.

ARE YOU MAKING THE MOST OF YOUR FREE WEBSITE OPPORTUNITY?



www.Bloor-Yorkville.com is a popular website, receiving heavy visitor traffic. Our statistics indicate that between 2007 and 2008, usage of the site increased by 20%, with an average of 41,828 sessions per month in 2008, and almost 1,500,000 hits. The most heavily used component is our business directory, which consumers use to source businesses, view hours of operation, review menus, and plan shopping trips.

Is the consumer finding you, or are you missing out? BIA members are entitled to a business listing on the Bloor-Yorkville website which includes: business name, address, and phone number. You may also include a photo of your business/product, an 80 word description to include hours of operation, and a link to your own website.

Help us make your business stand out! If you are not listed on our website and you are a BIA member, or you would like to make additions/edits to your listing, please send the information to: bybia@bloor-yorkville.com or contact us at: 416-928-3553 x 21.

Make use of this free opportunity to promote your business and to ensure that the consumer finds you!

BLOOR-YORKVILLE BIA MARKETING PLAN

In order to plan ahead for 2009 and be more involved in BIA marketing initiatives, please make note of these dates and opportunities:

February 20-22: Bloor-Yorkville IceFest

June 13: Luminato: Brazilian Guitar Marathon

June 14: Toronto Taste

October 3: Nuit Blanche

October 28 - November 7: A new Beauty Event involving spas, salons, and businesses related to wellness.

November 21: Cavalcade of Lights - Official Lighting Ceremony for Holiday Magic

STATUTORY HOLIDAYS

Bloor-Yorkville is one of three areas, within the City of Toronto, that has tourist-designated status, giving retailers the right to open every day except Christmas. Prior to most statutory holidays and subject to retailer participation, the BIA office issues alerts of store openings to all major media groups, through press releases and an ad in The Globe and Mail. In order to assist us and help organize neighbouring retailers, it is vital to know who will be opening on the following statutory holidays: Family Day, Victoria Day, Labour Day, and Thanksgiving. Please send your hours of operation to marketing@bloor-yorkville.com.

ADVERTISING OPPORTUNITY: BLOOR-YORKVILLE TOURIST MAP

The next issue of the Bloor-Yorkville Official Visitors Map will be released mid-May 2009. The distribution is 200,000 to all major GTA hotels and attractions. If you would like to advertise, there are spaces available on a first-come-first-serve basis. To book your ad, please contact Alex Annibal, Prestige Map Publications at 416-891-9874 or by email sannibal@rogers.com.

CONTACT:

Please contact Rick Kaczmarek, Marketing Manager at the BIA at 416-928-3553 Ext 24 or by email: marketing@bloor-yorkville.com, for more information on the events and how you can get involved. Please make sure to register your email contact information with our office, so that you do not miss out on these opportunities.



iceNite returns!

The second annual iceNite will be held on Thursday, February 19, 2009. This event, hosted by the Yonge-Bloor-Bay Business Association (YBB), will take place once again at Stop 33, the breathtaking top floor of the distinguished Sutton Place Hotel. Highlights of this networking mix & mingle include door prizes and an exclusive silent auction. As the YBB is a not-for-profit organization, the overall aim of iceNite is to allow us to continue our hard work for you.

So shake off those wintry blahs and join us for a twinkly event. Mark your calendar for Thursday, February 19, 2009, 5:30 - 8:00 p.m.

Bloor-Yorkville BIA members and guests welcome. Tickets \$20.00. Advance registration appreciated. Credit cards welcome. Call 416-922-4211. Full details on the Events page at www.ybba.org.

BLOOR STREET TRANSFORMATION UPDATE

Yonge St. to Church St.:

Boulevard works on the south side between Church St. and Park Rd. are close to completion, with the new granite pavers and curb installed. Some planter work and additional adjustments are required before the boulevard is completely opened up. Construction continues on the south side, between Park Rd. and Yonge St.

Construction between Yonge St. and Park Rd., on the north side, will begin after the waterproofing of the Hudson's Bay Centre basement roof, which extends underground beyond the building face. The property owners started this work. Temporary asphalt has been installed on the City sidewalk to provide a safe, walkable surface during the winter months. Once all work below the boulevard has been completed, the contractor will return to install the granite.

Construction of the north side of Bloor St. East, between Park Rd. and Church St., is scheduled to begin after completion of the south side.

Yonge Street to Avenue Road:

Powerline Plus (PLP) has returned to continue rebuilding the Hydro Chambers, located predominantly on the north side of the street, in the curb lane. The following is a schedule, by address, provided by the City and Toronto Hydro:

- 50 Bloor St., at Balmuto St. from Jan. 5 - 30, 2009
- 110 Bloor St., west of St. Thomas from Jan. 5 - 13, 2009
- 144 Bloor St., east of Avenue Rd. from Jan. 5 - 23, 2009
- 130 Bloor St., east of Avenue Rd. from Jan. 26 - Feb. 13, 2009
- 144 Bloor St., east of Avenue Rd. from Jan. 19 - Feb. 6, 2009

With respect to the Bloor Street Transformation, a preliminary schedule has been produced for Bloor St. West. Construction began in January on the water and storm network, as well as on the rebuilding of hydro vaults between Yonge St. and Avenue Rd.

The following is a summary of the projected boulevard work schedule:

- Mid-April to early July, Bay St. to Yonge St., North Side
- Mid-May to late August, Bay St. to Avenue Rd., North Side
- Early August to mid-October, Bay St. to Yonge St., South Side
- Early September to early December Bay St. to Avenue Rd., South Side

This schedule, sent to us by the City's Project Manager, was produced by the contractor, and should be used as a guideline only.

COMMERCIAL FACADE IMPROVEMENT PROGRAM

Economic Development, at the City of Toronto, will once again offer over \$800,000 to businesses within the Toronto Business Improvement Areas for commercial façade improvements. As long as the property or business owners are willing to match the City's financial contribution, the businesses located on corners can receive up to \$12,500 towards a \$25,000 improvement project, and those with mid-block locations can receive up to \$10,000 towards a \$20,000 improvement project.

A number of Toronto businesses have taken advantage of this incentive program in order to improve their business facades. Spring Rolls on Yonge Street, just north of Charles Street, is one of them.

Log on to the City's website to fill out an application for consideration. Let us know if you receive any funding, so that we are able to highlight your façade improvements in our newsletter.

Contact bybia@bloor-yorkville.com or 416-928-3553 x 21.

For more information, visit:
http://www.toronto.ca/bia/financial_incentive_programs.htm



Exclusive Value-Added Service to Yorkville Shoppers

Three Yorkville destinations offer a valuable service to its tourist shoppers. Hazelton Lanes (55 Avenue Road), Holt Renfrew (50 Bloor Street West) and The Bay (44 Bloor Street East) can process tax PST refunds to visitors from other countries and residents of Alberta who meet certain criteria that include:

*Proof of minimum \$50.00 PST/RST on a single receipt. That means that the value of the receipt would be at least \$625.00.

*Rebates are not processed for G.S.T. and do not apply to accommodations, alcohol and services such as Botox treatments.

Purchases do not have to be made at the refund processing location and in most cases claims are refunded within two weeks. The tax refund paperwork is processed by Premier TaxFree Canada (www.premiertaxfree.ca), the authorized tax rebate system recognized by the government. Two service charges are deducted by Premier TaxFree for each claim: 20% of total tax amount; and \$2.00 administration fee.

Tip: During busy seasons, retailers may consider shipping items to their Alberta customers to save them the P.S.T. and shipping items to customers from other countries in order to save them the P.S.T., the G.S.T., plus any administrative fees otherwise charged if refund processed through Premier TaxFree Canada.

WINTER BASKET PROGRAM SPONSORS



We would like to sincerely thank the following contributors for their generous donations to the Bloor-Yorkville Winter Basket Program:

257 Seabright Holdings Ltd. and Avison Young Property Management

94 Cumberland St. c/o Avison Young Property Management

Allied Properties

Bonhams

Cadillac Fairview - 60 Bloor St. West

Cadillac Fairview - 77 Bloor St. West

Carson Woods Architects Ltd.

Church of the Redeemer

Four Seasons Hotel Toronto

H&R Developments - 110 Bloor Reit

H&R Developments - 1235 Bay Reit

Hemingways Restaurant

Invar Building Corp.

L'Elegante Limited

Living Properties Inc.

Mira Godard Gallery

Oxford Properties

PM Property Management

RHSL Corporation

The Pilot

The Planning Partnership

The Prince Arthur

Torindo Ltd.

Thank you again for your continued support!

Who's New

Insideout Physiotherapy & Wellness Group
1240 Bay Street, Suite 502
416-925-0050

Kyle Byron Nutrition and Personal Training
1240 Bay Street, Suite 502
416-459-9956

Lenscrafters
50 Bloor Street West
416-923-9555

Noor
176 Cumberland Street
Lower Level
416-928-0070

The Runway Boutique
112 Scollard Street
647-430-5504

Tibet Gallery
24 Bellair Street, Unit 4
647-345-4422

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.

TORONTO HELICONIAN CLUB CELEBRATES 100 YEARS!



The Toronto Heliconian Club, located at 35 Hazelton Avenue, is one of the oldest associations of its kind in Canada. It was founded in 1909 to give women in the arts and letters an opportunity to meet socially and intellectually. The club holds to its original purpose, while responding to the changes of contemporary life.

On January 20th, 2009, the Heliconian Club celebrated their first 100 years! Already a Toronto Historical site, the club has now been named a National Historical site.

For information on the Club, and the exciting events planned for the year, please visit: www.heliconianclub.org. To receive a copy of the Toronto Heliconian Club historic brochure, please email: bybia@bloor-yorkville.com.

EXHIBITS & EVENTS

Toronto Grace Health Centre Foundation Golf Tournament

Toronto Grace Hospital • 416-925-2251
www.torontograce.org

The Toronto Grace Health Centre Foundation is pleased to invite you to the annual golf tournament that supports patient care at the Centre. The Tournament will be hosted at the Wyndance Golf Club in Uxbridge - a premiere course designed by golfer Greg Norman. The Tournament will be held on Wednesday, August 12th, 2009. Various levels of sponsorship are available. For more information please contact Stefani Venere at 416-925-2251 x 283 or at svenere@torontograce.org.

Royal Ontario Museum

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

Mysteries of Ancient Ukraine: The Remarkable Trypilian Culture (5400-2700 BC)

On display until March 22, 2009. Who were the Trypilians? How were they able to build the largest settlements in Europe, well over 5000 years ago? And why did they burn them down? These and other questions are explored in this fascinating exhibition.

The Windsor Arms Hotel

18 St. Thomas Street • 416-971-9666
www.windsorarmshotel.com

The Windsor Arms Hotel announces the opening of Prime lounge & piano bar. Nestled inside the chic Prime Steakhouse, the lounge provides a warm, relaxing atmosphere for visitors to unwind. Socialize over tapas from chef Stephen Ricci's new lounge menu while enjoying a cocktail and fabulous live music with Toronto's finest musicians.

Wednesdays: Tyler Yarema

Thursdays: Terence Gowan

6:00 pm - 10:00 pm

For information contact: 416-934-6022

Bata Shoe Museum

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

Celebrating the Year of the Ox – Chinese New Year at the Bata Shoe Museum

On display until April 20, 2009. In celebration of Chinese New Year and the Year of the Ox, visit our special temporary exhibition featuring Chinese textiles and art incorporating playful and unusual ox designs on loan by New York Collector, Mr. Glenn Roberts.

Gardiner Museum

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

Léopold L.Foulem: Récupération

On display until May 3, 2009. Distinguished ceramic artist, Léopold L. Foulem, is interested in the cultural role of objects. Using provocative imagery and compelling forms, his teapots, vases, cups and saucers become "subversive objects" concerned with abstract ideas, playing havoc with their original functional use.

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, at 10 a.m., and is 2 hours long. *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:	mlstorontoeast york@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

BLOOR-YORKVILLE NEWS

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The Board of Management meets on the last Wednesday of every month with the exception of December. Members (due to space limitations, one representative per business) may attend these meetings beginning at 8:30am. Please register to obtain the meeting agenda and location at: bybia@bloor-yorkville.com or 416-928-3553 x 21.



NEWS



WINTER 2009 ISSUE

A PUBLICATION OF THE BLOOR-YORKVILLE BIA



BLOOR-YORKVILLE ICEFEST - A WORLD OF ICE

The Bloor-Yorkville neighbourhood will celebrate winter's creative side February 20th - 22nd with the 4th Annual IceFest. See the world-famous landmarks created for this year's theme, 'A World of Ice'. Grab hold of the moment and see the finest places in the world, assembled to make you feel at home again.

Friday marks the arrival of glistening ice sculptures throughout Bloor-Yorkville. Area residents are invited to stroll through the neighbourhood to admire the many creative and awe inspiring ice sculptures.

Saturday, February 21st, the 9th Annual Sassafras Ice Carving Competition takes over the Village of Yorkville Park at 12 noon, as great masterpieces emerge beneath the picks, chisels and chainsaws of talented carvers. Year after year, the competition displays beautiful art in the form of ice sculptures, which capture the attention of shoppers, visitors, and media.



Experience the magic of "A World of Ice" where a montage of famous landmarks and cultural icons come together in the Village of Yorkville Park. A magnificent display will include a central direction post with arrows pointing to every corner of the world. This focal point will also include an Inukshuk, a Pagoda, the CN Tower, the Eiffel Tower, the Sphinx, Big Ben and Penguins.

February is Heart Month and you can get your photo taken in the Village of Yorkville Park from 12 noon - 5 pm, with proceeds going to the Heart and Stroke Foundation of Ontario. An interactive photo opportunity will be enjoyed by visitors of all ages, as they are able to sit inside a 12 foot long Gondola with an oarsman made of ice.



Ice Carving Demonstrations will also take place in the Village of Yorkville Park (Bellair & Cumberland), Town Hall Square (Yonge & Yorkville), Yorkville Avenue, and the Manulife Centre during the weekend.



Please contact Rick Kaczmarek, Marketing Manager at the BIA at 416-928-3553 x 24 or by email: marketing@bloor-yorkville.com, for more information on the event and how you can get involved.



Gold Sponsors:

HOLT RENFREW

50 BLOOR STREET WEST (416) 922-2333 HOLTRENFREW.COM

Silver Sponsors:



Please enjoy our products responsibly.

TEMPORARY STREET CLOSURE

To ensure the safety of the large crowds anticipated to attend the event, a temporary street closure of Cumberland Street, between Old York Lane and Bellair Street, will take place Saturday, February 21 and Sunday, February 22, 2009 from 11:00 am - 6:00 pm on both days.

Access to parking garages west of Old York Lane will be maintained.

We apologize for any inconveniences that this may cause.