

Who's New

Arthur Murray Dance Studio

70 Yorkville Avenue
416-479-0656

Intelligent Office

2 Bloor Street East
Suite 3500
416-929-3500

RM Group

2 Bloor Street East
Suite 3500
416-925-4250

Dr. Cara Flamer

108 Scollard Street
416-726-4465

Refresh Med Spa

126 Cumberland Street
416-925-1323

Rogers

87 Avenue Road
416-414-1994

Crema Coffee Co.

55 Bloor Street West
416-767-3131

Izzy Fitness

91 Scollard Street, unit 3
416-418-7895

Coming Soon

Billion Boutique

83 Yorkville Avenue

Sandwich Box

1200 Bay Street

Who's Moved

Dessert Lady

12 Cumberland Street

WEBSITE REMINDER

As a reminder, to all BIA members, our website www.bloor-yorkville.com, offers you the opportunity to your post employment opportunities, at no cost. The link can be easily be found at the top of the homepage. We also have a local events section, and we can post your charity, concert, gallery opening, show or otherwise, (no sales events) for free as well. Please contact Michael Bozzer at 416-928-3553 ex 27 or email him at: biamember@bloor-yorkville.com.

HAVE WE MISSED YOU?

If you are new to the area, have recently changed locations, or are missing from our business listings and email list, please call Michael Bozzer at: (416) 928-3553 x 27 or email us at biamember@bloor-yorkville.com to be included in our next Newsletter.

EXHIBITS, EVENTS & CELEBRATIONS

Arthur Murray Dance Studio

70 Yorkville Ave. • 416-479-0656
www.arthurmurrayyorkville.com

Open House & Dance Party

Come by to raise a glass of champagne, as a guest of Arthur Murray Dance Studio; meet the staff of the newest ballroom and Latin dance studio in the heart of Yorkville. To help break in the new dance floor, Jonathan Roberts from Dancing with the Stars will be attending to teach a special group class and private dance lessons of Friday May 21, from 5pm -7pm. Space is limited for the group class so call early to reserve your spot. Also if you sign up for the studio's email list, they will draw for a free sample program to the first 20 people who sign up.

Dancing with the Stars at Arthur Murray

Join Bloor-Yorkville's Newest dance studio in welcoming Edyta Sliwinska and Alec Mazo, two of the stars of tv's hit show, "Dancing with the Stars", as they will be available at the studio for group classes and private coaching sessions from 1pm until 10pm on Monday June 14th. Space will be limited, so call today and reserve your spot!

Royal Ontario Museum

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

Dan Perjovschi: Late News

Dan Perjovschi is recognized for his unique style that mixes cartoons and graffiti to depict witty and incisive commentary on political, social and cultural issues of the moment. Using permanent markers directly on the walls of museums around the world, Perjovschi's simplified style of line drawing allows him to condense the conflicts and dilemmas of the world into a distilled personal commentary. Perjovschi visited the ROM in February and his drawings will remain on view until August 15, 2010.

The Japan Foundation Toronto

131 Bloor St. W
www.jftor.org

Tenugui Towels

TENUGUI are towels made of bleached cotton, approximately 34 cm wide and 90 cm in length. The word literally means "a hand-wiping cloth". In the 17th century, when the production of cotton increased dramatically in Japan, people benefited from the rich supply of cotton cloth for use in their daily lives. Individual towels were

used for a remarkable number of purposes; not only for wiping and cleaning, but also for wrapping and wearing, and even as advertising tools.

Some are elaborate while others are transparently simple. Whimsical humour, refined sophistication, and modern-looking bold composition ... With over two hundred towels on display, this colourful exhibition demonstrates the endless creativity in TENUGUI. On Display from May 26- July 30, 2010.

Bata Shoe Museum

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

On a Pedestal: From Renaissance Chopines to Baroque Heels

The exhibition explores two of the most extreme forms of footwear ever worn in Western fashion, the outrageous platform chopine and its eventual replacement, the high heel. On display until September 20, 2010.



TO LIST YOUR EVENT, PLEASE CALL 416-928-3553, EXT. 27

CALL ME

Important numbers to keep at your fingertips...

EMERGENCY	9-1-1
BIA Maintenance Contractor	416-231-8776
City Hall	3-1-1
City By-law Enforcement	416-392-7560
City By-law Enforcement email:	mlstorontoeast york@toronto.ca
Garbage Collection & Complaints	3-1-1
Garbage/Litter Hotline	3-1-1
Graffiti	3-1-1
Noise Control	3-1-1
Parking Enforcement, Radio Dispatch	416-808-2222 x3-1-1
Parks Maintenance	416-392-1111
Police - Non-Emergency	416-808-2222
Sidewalk Maintenance	3-1-1
Homelessness/Panhandling	416-397-4432
Vending Enforcement	3-1-1
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



SPRING 2010 ISSUE

A PUBLICATION OF THE BLOOR-YORKVILLE BIA

TORONTO TASTE - 60 CHEFS STIRRING UP HOPE!

On Sunday, June 13th, 2010, both inside the ROM and outside on the street, in the southbound lanes of Queen's Park, one of the city's greatest culinary events will take place as Toronto Taste celebrates 20 years!

Join 60 of the city's and Bloor-Yorkville's top chefs and 25 beverage purveyors for the premier culinary event and fundraiser for Second Harvest. Enjoy a Sunday evening, sampling an amazing array of tasty masterpieces, interacting with celebrity chefs, all while feeling good about raising money for those in need. Second Harvest is the GTA's largest food delivery program. This event will raise more than \$250,000 and will help feed over 500,000 people in need. One ticket delivers 250 meals.

Tickets are available at \$250 each (tax receipt issued for \$125)
Call 416-408-2594 and Second Harvest staff will be pleased to reserve your tickets.

Temporary Street Closure:

Queen's Park southbound lanes (from Bloor Street to just north of 78-80 Queen's Park) 8:00 pm Saturday, June 12th - 6:00 am Monday, June 14th

Partial sidewalk closure begins Saturday, June 12 at 8:00 pm
Entire sidewalk closure begins Sunday, June 13 at 10:00 am



Daniels
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BLOOR STREET TRANSFORMATION UPDATE - PHASE 2 IS WELL UNDERWAY!

Installation of the new granite sidewalk is close to completion, on the south side of Bloor St., between Yonge Street and Balmuto Street. The granite curb installation has begun between Balmuto St. and Bay St., also on the south side. The sidewalk installation will follow closely behind the curb installation. Excavation and installation of the soil cells is taking place between St. Thomas and Avenue Rd.

Hydro Vault work continues on the south side of Bloor St. between Bay St. and Avenue Rd.

Church Street to Yonge Street:

Hydro Vault work has begun at 81 Bloor St. East and will soon begin at 33 Bloor St. East. The work will be contained within the fenced areas and is limited to the immediate location. Granite installation will occur immediately following completion of the hydro vault work.

Access to all businesses will be maintained.

The completed portion of the Bloor Street Transformation Project is blooming! Please visit the east portion of Bloor St. to see the over 10,000 tulips and hundreds of pansies. The planters are overflowing with a variety of colours, and are a beautiful indication of what the entire street will look like every spring, once construction is completed.



BLOOR-YORKVILLE BIA INTERVIEW SERIES- JOEL CARMAN

As part of our 25th anniversary celebrations, the Bloor-Yorkville BIA started a series of interviews with members of our community to get insight on all things Bloor-Yorkville over the years. For this installment, we sat down with Joel Carman, a long-time Bloor-Yorkville entrepreneur who has been involved with the community since the mid 1970's. Today, his store, Over the Rainbow, is synonymous with the Yorkville vibe.

1. How long have you been involved with the Bloor-Yorkville area? Why did you get involved?
 JC: I have been in business in Bloor-Yorkville since 1975, when I opened a store with someone who runs alteration shop with a retail component, where 110 Bloor Street West is today. Back then it was called the Lothian Mews, and the store was only 400 square feet! I was there for 1 year until we moved to 120 Cumberland Street. Over the Rainbow Jeans has been at its current location at 101 Yorkville Avenue since 1982. We currently have over 4800 sq. ft of retail space!

2. What was Bloor-Yorkville like back then?
 JC: Back then, Yorkville was an appendage of the University of Toronto, with many intellectuals flocking to the coffee shops to discuss politics, world events and social policies in our country. It was a great time to listen to these people philosophize. One could really be educated about the world around us. Eventually, due to the low cost of rent, we began to see a few art galleries and boutique shops sprouting up around Yorkville and Cumberland Streets. Overall, it was a quiet and beautiful area, with a great sense of community.

3. What are some of the biggest changes you've witnessed in the past 25 years?
 JC: I think it goes without saying that the condo boom of the last 10-15 years has been one of the biggest changes I have personally witnessed. The arrival of many of the high-end retailers to Bloor-Yorkville has also had a significant impact on the overall look and feel of the neighbourhood.

4. What BIA-related accomplishments are you most proud to have been a part of?
 JC: Overall the BIA has done a great job bringing together all the various businesses that operate within our boundaries. It is crucial for our businesses to have a voice in City Hall, and the BIA makes that possible. Everything, from beautification initiatives, the Bloor Street Transformation Project, to all of our great BIA events, really speaks well to the volunteers we have on our Board as well as the BIA staff.

5. What were the biggest challenges you faced to achieve these accomplishments?
 JC: Initially, the biggest challenge was getting the businesses on board working for a common goal, which is to improve the neighbourhood for everyone's benefit. Keeping the Yorkville Spirit alive, and maintaining this sense of community is a challenge, but well worth it, in my books.

6. How do you see Bloor-Yorkville looking in the next 25 years?
 JC: I am very optimistic of the future of Bloor-Yorkville. The Bloor Street transformation Project will be a wonderful addition upon completion. As long as the development of high-rise condos is controlled to maintain the human scale in this neighbourhood, the future is very bright. Being in a family business, I am very hopeful that my children will still be running things in Bloor-Yorkville in 25 years!

BLOOR-YORKVILLE HOSTS A SUCCESSFUL GUMBALL 3000 RALLY

The stars were out in full force on Thursday, May 6th in Bloor-Yorkville as dozens of celebs and their souped-up cars were on display, while passersby and car aficionados got to catch a glimpse of the rock n' roll lifestyle! These very prestigious cars, trucks, SUV's and hybrids were lined up all the way down Cumberland, Bellair and Yorkville Avenue for the evening, while the drivers, many of them actors, rappers, entertainers and even royalty, mingled and shared their best roadtrip stories!



YORKVILLE EXOTIC CAR SHOW COMES TO BLOOR-YORKVILLE!

Bloor-Yorkville will play host to the inaugural Yorkville Exotic Car Show on July 10, 2010. Yorkville Avenue, Bellair Street, and Cumberland Street will be closed between Old York Lane and Bellair Street until the early evening. Host car clubs from Porsche Club of America, Upper Canada Region, the Ferrari Club of America-Eastern & Central Canada Region and the Lamborghini Club, will have on display, 70 beautiful examples of exotic Porsches, Ferraris and Lamborghinis for all to enjoy. Local merchants will be approached to sponsor these beautiful vehicles at \$500.00 each, to help us raise funds for the Sick Kids Foundation. If you are interested in sponsorship, please contact Rick Kaczmarek at 416-928-3553 ext 24 or marketing@bloor-yorkville.com.



11 Days and Nights of Hot Docs comes to an End

May 9th marked the end of yet another successful Hot Docs, the Canadian International Documentary Festival. Bloor-Yorkville was at the centre of all the action. The Hot Docs Canadian International Documentary Festival is North America's largest documentary festival, conference, and market.

Each year, the Festival presents a selection of more than 150 cutting-edge documentaries from Canada, and around the globe. Through its industry programs, Hot Docs also provides a full range of professional development, market, and networking opportunities for documentary professionals.

The Bloor-Yorkville BIA was proud to be a part of such an internationally acclaimed Festival, and we can't wait to see more great inspirational films in 2011.

BLOOR-YORKVILLE DEVELOPMENT UPDATE

The Uptown & Crystal Blu- Balmuto Street
 Status: Under construction
 Completion: 2010/2011

Four Seasons Hotel & Condominium- Bay & Yorkville
 Status: Under construction
 Completion: 2012

1 Bloor Street East
 Status: Marketing
 Start: 2010/2011

2 Bloor St. West (Cumberland Terrace)
 Status: City Approved
 Start: Unknown

The St. Thomas- 77 Charles Street West
 Status: Under construction
 Completion 2012

With respect to the proposed redevelopment of 21 Avenue Rd. (the existing Four Seasons Hotel), a decision from the Ontario Municipal Board is pending. The City has approved of the 2-tower residential project, however, opposition from some local residents and the Ontario Legislative Assembly has taken the project to the OMB. The BIA was registered as a participant, in opposition to the development, at the OMB. Subsequently, the BIA was required to withdraw the status because of The City of Toronto Act, which states that as "Boards of the City"; the BIAs cannot oppose a City position at the OMB. TABIA (Toronto Association of Business Improvement Areas) is involved and we are collectively working to have our voice heard at the OMB.

ART OF THE BARREL GRAND FINALE & AUCTION

LINKING THE WORLDS OF CONTEMPORARY ART, AND THE ART OF FINE WINEMAKING IN SUPPORT OF TWO GREAT ORGANIZATIONS

Please join us on May 27, at the Bram & Bluma Appel Salon in the Toronto Reference Library, for the Art of the Barrel Grand Finale and Auction, where a dozen fabulous pieces of art will be auctioned off to the highest bidder! All proceeds from this event will go to Casey House, the first dedicated HIV/AIDS hospice in Canada, and one of the first in the world, as well as OCAD- Ontario College of Art and Design.

Mark Bonham, Chair of Art of the Barrel, and Tony Aspler, Honorary Patron, invite you to celebrate the linkages between contemporary art, and the historical art of winemaking at the Grand Finale & Auction of Art of the Barrel, a unique collaboration between Casey House and the Ontario College of Art & Design. Art of the Barrel is presented by the Bloor-Yorkville Business Improvement Area.

Sponsors include: The Bloor-Yorkville BIA, The Colonnade, Bonham & Co. Asset Management, GE Profile, Bonham's Auctioneers & Valuers, Cave Spring and the Amrk S. Bonham Charitable Foundation.

These fantastic barrels will be on display and can be viewed at the following locations:

- The Colonnade- 131 Bloor Street West
- Hazelton Lanes- 87 Avenue Road
- Four Seasons Hotel- 21 Avenue Road
- Bonhams Canada- 20 Hazelton Avenue
- Over the Rainbow- 101 Yorkville Avenue
- Sassafras- 100 Cumberland Street
- The Windsor Arms Hotel- 18 St. Thomas Street
- Perry's Yorkville- 1250 Bay Street
- Bay-Bloor Radio- 55 Bloor Street West
- Indigo Manulife Centre- 55 Bloor Street West
- Toronto Reference Library- 789 Yonge Street

Buy your tickets for \$75.00 to Art of the Barrel, and claim your barrel - this is an opportunity like no other!

When: May 27, 2010
 Where: The Bram & Bluma Appel Salon, Toronto Reference Library 789 Yonge St., Toronto
 Program: 6:00 - 7:30 Cocktails
 7:30 - 9:00 Auction

Tickets are limited so order yours today by calling Michael Cress at Casey House at 416-962-4040 ex 236.



SPONSOR A FLOWER BASKET THIS SUMMER

Our BIA continually gets recognition for its efforts to beautify our streets with our hanging flower baskets. This will be the 11th year that the Bloor-Yorkville area will be decorated with an array of beautiful hanging flower baskets. During April, we will be circulating a donation form. Please make your donation, and help us to ensure that Bloor-Yorkville remains the most charming neighbourhood in Toronto. Sponsors will receive recognition as a flower basket program supporter, in the Newsletter, on the BIA website and at our Annual General Meeting. The BIA cost for each basket is \$275.00, plus 6 months of maintenance to keep them looking their best! Donations may be made by cash or credit card. If you would like to participate, please contact us at:urbandesign@bloor-yorkville.com or call 416-928-3553 ext26



YBB UPDATE

The YBB is celebrating its 90th anniversary this year and is gearing up for several forthcoming events.

The Annual General Meeting will be held Tuesday, June 15, at Hazelton Place, 111 Avenue Road.

The very popular YBB Golf Tournament will tee off once again at Wooden Sticks, an exceptional and renowned golf course in Uxbridge, on Tuesday, September 22. Three more of the popular Member Mixers, offering existing and potential members with opportunities to network and patronize YBB member businesses, are set for May 26 at Jack Astor's Yonge & Bloor, July 21 at Spirit's Bar & Grill at 642 Church Street and October 20 at the Windsor Arms Hotel, 18 St. Thomas Street. Watch your mail box and www.ybba.org for details.

GLOW MEDI SPA Voted Best Medi Spa in Canada by glow Magazine

Dr. Diane Wong MD, and her team at glow Medi Spa in Yorkville would like to thank all of their loyal clients for making this award possible. Over the past 8 years, they have developed a loyal client base, and pride themselves on each client's satisfaction. You are invited to view glow Magazine's Spa Guide at www.chatelaine.com/glowspaguide for more details. Congratulations again to Dr. Wong and her staff!