

## Bloor-Yorkville is fighting against "GUM Crime"

Even though the streets are filled with slush and snow, underneath lies a wasteland of discarded gum and cigarette butts, which will make a nasty appearance, once again, this spring. These two regularly discarded items create the most constant and visible source of littering on our streets and sidewalks.

Many people do not even realize that the black 'splotches', which they see on our sidewalks are gum, because they look more like 'blobs' of tar and are just as difficult as tar to remove!!!

Our BIA will be stepping up efforts to rid the area of gum and debris, but our efforts can be greatly assisted through the development of proper waste disposal habits, by our area members, our patrons/visitors and our residents.

While some countries have tried to counter the problem by make chewing gum illegal, we only ask, that if you choose to chew gum, for whatever reason, that you please dispose of it properly. Please don't spit anything onto our sidewalks...that's just bad manners. Wrap your gum in a piece of tissue or paper and throw it into a waste receptacle. If you cannot find a waste receptacle immediately, the gum can wait patiently in your pocket or purse, so long as it is properly wrapped, it shouldn't be a problem. Just remember to take it out and dispose of it, before you do the laundry or drop your clothes to the dry cleaner!!!

As for cigarette butts, they may be little, but they add up and ultimately become a real environmental hazard. You already know that the best way to end this disposal problem is to quit smoking, but everyone has their reasons and while the number of smokers is heading towards minority status, we still need to ask that cigarette butts are disposed of properly and are not thrown onto our streets and sidewalks. Once a cigarette lands in the street, it can easily end up in the storm drain, where it gets carried into our lakes, creeks and rivers. Unfortunately, fish and birds mistake the filters for food and ingest them. Cigarette filters contain cellulose acetate, a form of plastic that does not biodegrade and can persist in the environment for many years.

Many building owners provide sand pots, ashtrays and cigarette waste disposal receptacles. Please use them or if you look closely at the front of the new waste receptacles, issued by the City of Toronto, you will find that there is a small hole circled in silver, to discard your cigarette butts. Use it....but please don't plug the hole with your gum!!!



## HOLIDAY MAGIC A GREAT SUCCESS!

The holiday season was in full effect in Bloor-Yorkville from November 20th - January 1st!

The Village of Yorkville Park was lit up on Saturday, November 20th, at our Official Lighting Ceremony, where warm refreshments were served courtesy of Whole Foods, and highlighted by a special concert by recording artist Ivana Santilli, formerly of Bass is Base.



Bloor-Yorkville proudly took part in the city-wide Cavalcade of Lights program, which was advertised through a full colour brochure, radio, newspaper, and website.

We would like to thank:

Four Seasons Hotel  
Whole Foods Market  
99.9 FM Virgin Radio  
All of the 20+ Bloor-Yorkville BIA members businesses who participated in the festivities by showcasing:

- \* Special Window Displays
- \* Holiday Lights
- \* Special 'Holiday Magic' Retail Promotion

And most of all, thanks to the hundreds of people who came to see the show!

## WINTER BASKET SPONSORSHIP

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

110 Bloor Street West Inc. - HR Reit  
1235 Bay Reit - HR Reit  
33 Hazelton Ave.  
The Art of Dentistry  
Bonhams  
Church of the Redeemer  
FirstService Corp.  
Hazelton Lanes Shopping Centre  
Markio Designs Inc.  
MTCC 1276 - 38 Avenue Rd.  
MTCC 555 - 1166 Bay St.  
NuForce Inc.  
Oxford Properties Group  
RHSL Corporation  
Samuel Kolber  
Seniority Investments Ltd.  
Strait Properties Ltd.  
Sunrise Records  
Torindo Ltd.  
Transmetro Ltd.  
Village Ortho

Thank you again, for your continued support!



## DEVELOPMENT UPDATES

### 94 Cumberland Street

An application has been submitted to the City for a 26-storey residential tower with retail at grade. Demolition of the existing 9-storey office building would be required.

### 1 Sultan Street

An application has been submitted to the City to construct a 9-storey office tower. At this time, we have been advised that the low-rise historic buildings will be incorporated into the development and retained.

## COMMERCIAL FAÇADE IMPROVEMENT GRANT

Does your storefront need a facelift? The City of Toronto is offering incentives for business and property owners to upgrade their storefronts, through the Commercial Façade Improvement Program. The program, which is administered by the City's Economic Development Office, provides funding for 50% of the cost of eligible improvements to commercial building façades. Based on the lowest contractor estimate, submitted with the application, the maximum grant for non-corner properties is \$10,000 and \$12,500 for corner properties. Improvements may include: restoration, wheelchair accessibility, doors, signage, windows, lighting, masonry, etc. Stucco and painting of brick are excluded. Please note that this program is pending City Council approval.

The application forms for 2011 will be posted on the web site in March ([http://www.toronto.ca/bia/financial\\_incentive\\_programs.htm#1](http://www.toronto.ca/bia/financial_incentive_programs.htm#1)). If you have specific questions please contact George Wheeler, at the City Tel: 416-392-1820 or Email: [gwheeler@toronto.ca](mailto:gwheeler@toronto.ca).

This program is distributed on a first-come first-serve basis, for as long as the funds are available. If you do participate in the program, please notify our office and we will feature your improvements in an edition of the Newsletter.



The historic Pilot Tavern, before (left) and after (right). Come visit the new facade at 22 Cumberland St.

## BLOOR STREET TRANSFORMATION PROJECT UPDATE

The Bloor Street Transformation Project is completed for the most part.

18 granite benches will be installed on the west side of Bloor Street, and 46 bike posts will be installed once weather permits.

Additional City of Toronto waste receptacles will also be installed, as soon as the supplier has the manufacturing completed.

The 84 remaining London Plane Trees will be planted in the spring to complete the transformation.

## UPCOMING BIA EVENTS

February 26 - 27

IceFest

April 28 - May 8

Hot Docs

June 12

Toronto Taste

June 19

Celebrate Bloor- Red Carpet Style



For more information on these and other BIA events, or to learn how your business can get involved, please contact Michael Bozzer, Member Services Coordinator, at 416-928-3553 ex 27 or via email at: [biamember@bloor-yorkville.com](mailto:biamember@bloor-yorkville.com)

## BLOOR-YORKVILLE BIA RECIPIENTS OF PRESTIGIOUS AWARD

On January 13, 2011, the BIA was presented with the Heart and Soul Team Award for Volunteer Service for 2010 from the Heart and Stroke Foundation of Ontario. The award recognized the BIA's fundraising efforts during last year's IceFest. Throughout the last 6 years, the BIA and its valued members have helped raise tens of thousands of dollars for the Heart and Stroke, and we will continue to do so for IceFest 2011!

This award goes out to all members who have donated time, money and more to this very worthwhile cause.



L-R: R. Kaczmarek, BIA; J. Chan, Heart & Stroke; B. de Lange, BIA; V. Glencross, Heart & Stroke

## ECONOMIC DEVELOPMENT MURAL PROGRAM

The Mural Program helps local businesses and communities create an attractive and positive identity for their commercial areas.

Funding of up to \$5,000 is available for mural projects that demonstrate strong local involvement, community partnerships, and commitment to promoting economic development initiatives.

### What is covered?

One-time only funding of up to \$5,000 for murals in commercial or employment districts.

Eligible expenses include artist fees, materials, installation costs, and equipment rental.

The Program does not provide funding for murals with commercial content, maintenance of completed murals, insurance costs, permit fees, or costs related to securing the mural site.

The deadline for application submissions for the 2011 Mural Program is Thursday, March 31, 2011.

For more information about the program, please contact:

Michael Saunders 416-392-1005.



## Who's New

**Na Siam Thai Cuisine**  
730 Yonge Street  
647-351-7456

**Taschen!**  
29 Yorkville Avenue  
416-961-3185

**Seventy Seven**  
84 Yorkville Avenue  
416-967-7700

**Sunset Grill**  
120 Bloor Street East  
416-967-3447

**TruBalance Healthcare Inc.**  
108 Scollard St.  
647-884-0663

**Meena's Linens**  
2 Bloor Street East, lower concourse  
416-935-1234

**Monsieur Felix & Mr. Norton Gourmet Cookies**  
50 Cumberland Street  
416-595-4379

**Flight Centre**  
1200 Bay Street  
877-815-4929

**WatchFinder**  
128 Cumberland Street  
416-928-0128

**Rawlicious**  
20 Cumberland Street  
416-646-0705

**Industry- Formerly Toni & Guy**  
102 Bloor Street West  
416-920-7775

**Permanent Makeup Cometics Centre**  
114 Cumberland Street  
647-352-7444

## Who's Moved

**Dynasty Chinese Cuisine**  
69 Yorkville Avenue

## Coming Soon

**Mideastro**  
27 Yorkville Avenue

If you are new to the area, or have recently changed locations, please call (416) 928-3553 x 27 or email us at [biamember@bloor-yorkville.com](mailto:biamember@bloor-yorkville.com) to be included in our next Newsletter.

## EXHIBITS, EVENTS & CELEBRATIONS

**Toronto Reference Library**  
789 Yonge Street • 416-395-5577  
[www.torontopubliclibrary.ca](http://www.torontopubliclibrary.ca)

**Star Talks: Peter Oundjian**  
Friday March 11th. Doors open 6 pm. The Toronto Symphony Orchestra's Music Director discusses the rewards and challenges of presenting musical masterworks in the 21st century with the Toronto Star's John Terauds. Preceded by a cash bar reception. Q&A to follow. Tickets for this event will be available starting Tuesday, February 15th.

**Royal Ontario Museum**  
100 Queen's Park • 416-586-5549  
[www.rom.on.ca](http://www.rom.on.ca)

**Ragamala: Garland of Melodies**

Featuring new acquisitions as well as artifacts from the ROM's vaults, this exhibition explores themes associated with Ragamala painting, a genre of South Asian miniature painting that flourished during the 16th to 19th centuries. Until March 20, 2011.

**TEI Anatsui: When I Last Wrote to You about Africa**

The Institute for Contemporary Culture hosts the North American premiere of El Anatsui: When I Last Wrote to You about Africa, a career retrospective of the

internationally renowned artist. Best known for monumental wall sculptures made from discarded bottle tops, Ghanaian-born artist El Anatsui, has transformed often-overlooked and discarded materials into monumental visual statements that reference global, local and personal histories, as well as traditional Ghanaian beliefs. Until March 27, 2011.

**Position As Desired / Exploring African Canadian Identity: Photographs from the Wedge Collection**

26 works of art by photo-based artists examine evolving African Canadian identity through memory, language, representation, community and history. Until February 27, 2011

**Bata Shoe Museum**  
327 Bloor Street West • 416-979-7799  
[www.batashoemuseum.ca](http://www.batashoemuseum.ca)

**March Break Madness!**  
Be a Rockstar at the BSM!"Rock on" at the Bata Shoe Museum this March Break! Get your backstage pass for exclusive access to all the rockin' fun activities. Make your very own cardboard guitar; grab the microphone and rock the BSM stage for your own photo op; get a cool tattoo; decorate a star-shaped cookie; try

on costumes and funky footwear; treasure hunt your way through the galleries to win a prize; leave your footprint in our own 'Walk of Fame' and much more! Plus join us for the unveiling of a very special pair of shoes and daily giveaways of an Ipod shuffle. March 14-18, 2011.

**Gardiner Museum**

111 Queen's Park • 416-586-8080  
[www.gardinermuseum.on.ca](http://www.gardinermuseum.on.ca)

**Betty Woodman: Places, Spaces & Things**

A selection of Woodman's painted ceramics and wall installations from the past 20 years of her career. The heart of the exhibition is a group of fifty porcelain vessels that were created by Woodman during multiple residencies at the Sevres Factory in France between 1987 and 2009. Inspired by historical examples, these porcelains feature expressively distorted forms and brightly painted surfaces that recall the work of modern masters like Pablo Picasso and Henri Matisse. In addition to the Sevres pieces, the exhibition also includes a number of large-scale painted ceramic vessels and several of Woodman's monumental canvas and ceramic painting installations. March 3rd- June 5th, 2011.

## 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	647-299-8332
City Hall	3-1-1
Garbage Collection & Complaints	3-1-1
Garbage/Litter Hotline	3-1-1
Graffiti	3-1-1
Sidewalk Maintenance	3-1-1
Vending Enforcement	3-1-1
Noise Control	3-1-1
City By-law Enforcement	416-392-7560
City By-law Enforcement email:	<a href="mailto:mlstorontoeastyork@toronto.ca">mlstorontoeastyork@toronto.ca</a>
Parking Enforcement, Radio Dispatch	416-808-2222 x3-1-1
Parks Maintenance	416-392-1111
Police - Non-Emergency	416-808-2222
Homelessness/Panhandling	416-397-4432
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](mailto:bybia@bloor-yorkville.com) or 416-928-3553 x 21.



# NEWS



WINTER 2011 ISSUE

A PUBLICATION OF THE BLOOR-YORKVILLE BIA



## ICEFEST 2011 STEP RIGHT UP!

Step right up to the Village of Yorkville Park on February 26-27 to celebrate winter in all of its icy glory!

The Bloor-Yorkville BIA is proud to present our 6th annual IceFest, with a Circus theme, complete with clowns, mimes, stilt walkers, elephants, ringleaders, tigers and much more, including all the food you normally see at a circus, such as cotton candy, snow cones and popcorn!

Of course, it wouldn't be IceFest without dozens of our awesome ice carvings scattered throughout the neighbourhood, culminating in our Ice Carving Competition on the 26th of February in the Village of Yorkville Park. Come out and see a tiger jumping through a flaming ring, a strongman, a massive elephant, a gorilla busting out of its cage, and maybe even a bearded lady - all captured in beautiful crystal-clear ice!

IceFest 2011 is in support of the Heart and Stroke Foundation of Ontario and we will take your picture in our cool centre piece. For a \$5.00 donation to Heart and Stroke, we will send you your digital, professional photograph in front of a whimsical carousel!

Contact Rick Kaczmarek, Marketing Manager at the BIA at 416-928-3553 extension 24 or email: [marketing@bloor-yorkville.com](mailto:marketing@bloor-yorkville.com) for further details.

## Celebrate iceNite on February 24th

The Yonge Bloor Bay Business Association cordially invites you to join us in our launch of the Bloor-Yorkville Icefest; Guests will enjoy a glistening view of the Toronto skyline from the top-floor ballroom of The Sutton Place Hotel's Stop 33. Rub elbows with Yorkville's movers and shakers as we celebrate Canadian Art and Culture. The party starts at 5:30 and runs until 8:30.

This event is a fundraiser in support of the Yonge Bloor Bay Business Association, which is celebrating 90 years and is committed to advancing the development of the Yorkville district as a desirable shopping, business, professional, commercial and residential area.

iceNite is a supporter of The Heart and Stroke Foundation.

Admission \$25 - Credit cards accepted  
Unique "Yorkville Chic" silent auction, live entertainment and complimentary hors d'oeuvres.

Advanced registrations are strongly recommended

To register and for any other inquiries, please contact us at 416-922-4211 or Email: [info@ybba.org](mailto:info@ybba.org). For full details click on the Events page at [www.ybba.org](http://www.ybba.org).



## SANTA SPEEDO RUN HITS BLOOR-YORKVILLE

The 6th annual Toronto Santa Speedo Run once again took place this December 13th, giving the neighbourhood an unusual and unexpected fashion show. The Run departed from Hemingway's Restaurant at 142 Cumberland Street, with a breezy fun run through Bloor-Yorkville. Clad in nothing but sneakers and Speedo bathing suits, entrants raised over \$38,000 for the Toronto Hospital for Sick Children Toys & Games Fund. Many thanks to all BIA members who participated by promoting and raising funds for this event!



**SickKids**  
FOUNDATION