



SCENE ON QUEEN

Spring 2008 | Vol. 4 No. 1

Your BIA. Your Business.

WHAT'S INSIDE

Tourism Designation: We Want It!	2
Upcoming Events	2
Who's New on the Street	2
20th Anniversary - Beaches Jazz	3
Transforming More Public Spaces in the Beach	3
News To Use	4
Urban Design	4

STAY SAFE

Helping businesses be safe is one of our top priorities. If you are on our email list, you know that we often send out emergency alerts about people or situations that might pose a risk to you. If you aren't on that list, you should consider sending us your personal email address so we can reach you quickly.

We are coordinating an info session with Officer Rob McDonald from 55 Division on **Tuesday, May 27 at 9 a.m.** at the Beaches Branch Library. Come listen to Rob and to your fellow business colleagues for an hour-long presentation and discussion about making your business more safe and secure. If your business has been vandalized or threatened in some way and you'd like to share your learnings, please let us know (416-693-2242) so you can be part of the program.



WHAT A DAY! – BEACH BIA FAMILY DAY FESTIVAL, FEB. 18TH

Our BIA staged its first-ever Family Day Festival with an enormously popular petting zoo, indoor activities with a magician, reptile handler, children's author and craft table; our area politicians at hot chocolate stands; expanded skating hours at Kew Rink; huggable roaming mascots and lots of deals and fun at restaurants and area businesses. The media including Global-TV, CTV, CITY-TV, *Globe & Mail* and community papers all came out and reported on it, and best of all, residents said they loved it.

THE GRAFFITI BATTLE

We've been sending you quite a few letters lately about graffiti. You can find them on the login page of our website if you've missed any.

Graffiti may seem like it's a losing battle. But it doesn't have to be. A few things are certain.

- If graffiti isn't cleaned up right away, it encourages more people to tag your walls.
- When it's cleaned up right away, it eventually discourages taggers.
- Graffiti discourages would-be shoppers who keep telling us they hate to see it on the walls.

We will be delivering waivers for you to sign that will allow Community Centre 55 to remove graffiti from your wall, free of charge, this summer. In the meantime, follow the lead of so many Beach businesses that are keeping graffiti at bay. If you don't remove graffiti, the City of Toronto might give you a warning and then remove your graffiti but they will also impose a sharp fine that will appear on your property tax bill.

The BIA is part of the Community Police Liaison Committee. The committee will be hosting an info night on graffiti on May 27 at Main Square at 7 p.m.

Let us know your thoughts at: excdirector@BeachBIA.com or at 416 693-2242.



Cameron Boyle, supreme graffiti buster from Community Centre 55, demonstrates graf removal techniques during the 20-minute makeover



Please share this newsletter with your staff

TOURISM DESIGNATION: WE WANT IT!

Toronto City Council voted 19 to 15 in favour of not changing Toronto's current by-law regulating holiday shopping (Chapter 510 of the Municipal Code).

http://www.toronto.ca/legdocs/municode/1184_510.pdf

That means that most of our stores, with some limited exceptions, must close on statutory holidays. For years, the Beach has been regarded as a tourist area and stores have remained open because they always have.

To be considered for a ruling change, we must prove we are actually a tourist destination in as many ways as possible. One way to make a convincing case is to find out your customers' postal (or zip) code. Not only is this great information for you to have, to determine your customer base, it will help our case to change the ruling. Please start charting this, day by day, week after week. It's not too early to begin. Please let us know if you are interested; we will follow up with you soon.

UPCOMING EVENTS IN THE BEACH

Here's an easy way to boost sales. Tie in your products, services or promotions with upcoming Beach-based events. Please note all sidewalk sales!! For the most up-to-date list, check our website at www.BeachBIA.com and go to the Events link.

MAY

- 2-4 Beach Studio Tour
- 19 Victoria Day Fireworks, Ashbridges Bay
- 24 & 25 "Doors Open" Toronto, Beach Walking Tour
- 31 Yard Sale for the Cure, throughout the Beach
- 31 Community Centre 55's Slobberfest Dog Festival. See: www.centre55.com

JUNE

- 6-8 Waterfront Blues Music Festival, Woodbine Park
- 6-8 **Beach BIA Sidewalk Sale**
- 14 & 15 Beaches Arts & Crafts Show, Kew Gardens

JULY

- 1 Canada Day Fireworks, Ashbridges Bay
- 1 Beaches Country Jam Music Festival, Woodbine Park
- 4-6 Firefighters' Challenge, 11 a.m.-4 p.m., Woodbine Park

- 12 & 13 Heatwave Beach Volleyball
- 18-20 Beaches Jazz Workshops
- 18-20 Jazz in Woodbine Park
- 24-26 Beaches Jazz Festival StreetFest
- 24-26 Beach BIA Sidewalk Sale**
- 26 & 27 Beaches Jazz Festival Main Stage, 11 a.m. - 3 p.m., at the foot of Leuty Ave.
- 27 Beaches Jazz Festival Run, Boardwalk

AUGUST

- 31 Beachfest Music Festival, Woodbine Park
- 31 Beach BIA Sidewalk Sale**

SEPTEMBER

- 13 5th Annual Celtic Festival, Kew Gardens
- 14 Terry Fox Run for Cancer, 9 a.m., E. of Woodbine Beach Change House
- 27 Celebrate the Beach Festival and Sidewalk Sale.** See www.BeachBIA.com

WHO'S NEW ON THE STREET

Please give our new and your neighbouring businesses a warm Beach welcome!

Amuse at 1975A Queen East. Fine dining with a casual feel featuring classical French cooking and local seasonal fare. 416-694-0004.

Beach Impression at 2219 Queen East. Full service computer support, imaging supply, personalized printing and fine gifts. 416-855-0103.

BeachMac at 2196 Queen East. Great selection of Macs, Mac peripherals, iPods, and accessories. Apple Authorized Service Centre. 416-849-0694.

HSBC Bank Canada 1847 Queen East. No matter where in the world you live, you can count on HSBC to provide you with exceptional service and competitive products. 416-694-4887.

Ivory Parade at 2096 Queen East. A gift emporium with lots of cool handbags, jewellery, cards and paper products. 416-699-2626.

Jane Hall Design at 2156 Queen East. A treasure chest of colour and texture with fabulous home furnishings and fashion accessories from colour guru, Jane Hall. 416-691-8080.

Kimberley Jackson at 1854 Queen East. An imaginative use of salvaged materials to build fine furniture and accessories. Each piece is unique and rich with history. 416-690-8787.

Soup*Noodles Pub at 22222 Queen East. An authentic Korean restaurant where people come to slurp, eat, drink and surf, enjoying great prices and healthy food. 416-691-6260.

Tails at 1953 Queen East. A pet store providing carefully selected pet food, supplies and accessories with small animals, fish, reptiles and birds, for sale. 647-436-2529.



Jane Hall's designs burst with colour

Tea Emporium at 1920 Queen East. Large assortment of teas within a tea boutique. Try the tea bar with new tastings every day. 416-698-8378.

Tex Mex Connection at 1959 Queen East. Freshly prepared Mexican food that's full of flavour. Free delivery and take-out. 416-691-2999.

Vernissage Jewellery at 2211 Queen East. Custom designs in platinum, gold and silver. A family-run business featuring jeweler, Pepe, who has been creating for over 32 years. 416-693-1141.

20TH ANNIVERSARY – BEACHES JAZZ

The year was 1989. The song “Don’t Worry, Be Happy” was the record of the year and the “world wide web” was still mostly a concept. It was also the year that Lido Chillelli introduced his first jazz festival to the Beach. Perhaps the award-winning song was his motto as he developed a successful formula for music festivals. A few years later, the web would help him spread the word about his festivals to millions of people.

On the 20th anniversary of the jazz festival Lido is providing a wallop of entertainment and heavy promotional efforts. The Beach will be mentioned as a destination, through media partners like CTV, Toronto Star and Toronto.com who will provide more than \$2 million worth of promotional value to the district. Beach businesses will have many opportunities to get involved with Lido’s marketing efforts or to capitalize on the crowds in their own way. The BIA will be finding additional ways to market Queen St. E. and to entice people to experience what’s offered beyond the festivals. Let us hear your ideas.

The four festivals that will be here this year are:

- June 6-8 - **Waterfront Blues Music Festival**, Woodbine Park
- July 1- **Beaches Country Jam Music Festival**, Woodbine Park
- Five separate **Beaches Jazz Festival** events: July 18-20 -musical events in Woodbine Park at three separate stages; July 21-23 jazz workshops at the New Life Mennonite Church at 1774 Queen E. from 7-9 p.m.; July 24-26 Beaches Jazz Festival StreetFest with nearly 50 bands along a 2 km stretch of Queen St that will be closed to traffic; and July 26-27 - main stage top-notch talent in Kew Gardens; and July 27 the return of the Fun Run on the boardwalk.
- Aug 31- **Beachfest Music Festival**, Woodbine Park



Show off your stuff during sidewalk sales. Let us know if you plan to put out a table during the Jazz Festival’s Streetfest.

Need ideas of how to get involved?

- Put out a table or rack during StreetFest for the BIA’s annual Sidewalk Sale but let us know if you plan to do it so you will be included in any festival plans.
- Take out an ad in the BIIF Festival Guide. Ads are reasonably priced, and deadline is May 25 for camera-ready artwork.
- Sponsor a band to play in front of *your* store for Streetfest.
- Be a sponsor or food supplier to hungry runners.
- Participate in the Jazz Up Your Window Contest. Show the world that your business is part of the fun. How about tying in your window display with a special promotion?
- Have a booth for the festivals in Woodbine Park. Ask Lido or Pat for details.

Want to find our more? Contact Lido or Pat at 416-698-2152, or infobeachesjazz@rogers.com or www.beachesjazz.com
Or get in touch with the Beach BIA at 416-693-2242, execdirector@BeachBIA.com

TRANSFORMING MORE PUBLIC SPACES IN THE BEACH

“The wall now explodes with vibrant designs and colour...” That’s what one of the local papers said about the Beach BIA’s first mural project by Beach artist, Rudolf Stussi. The IGA wall, completed in December 2007, is now known widely as a sensational piece of mural art.

This year our BIA has two more transformational projects underway: the painting of Bell utility boxes by area high school students and a mural competition for the wall of the Subway in the Beach store on Wineva, south of Queen.

Bell Utility Box Transformation

More than 20 talented high school students from Rosedale Heights School of the Arts, Monarch Park and Malvern Collegiate worked on concepts for painting a Bell utility box and on April 27, they painted. Bell gave us approval for this exciting pilot project to transform 13 boxes in the neighbourhood. Funding came from a City Clean & Beautiful grant. Rudolf Stussi, the IGA mural artist, gave the students guidance on how to paint mini murals in public spaces.

Mural at Wineva

Another impressive Beach wall at Queen and Wineva will get a new look this summer. We will be advertising to mural artists and local Beach artists that they can take apply for this competition. The theme of the wall will be the historical amusement parks that used to grace our waterfront. Our judges will select the best from what promises to be an array of fine artists. Watch for more info in the coming months.



Madeleine from Monarch Park Secondary School was one of more than 20 students who are helping beautify the Beach, one Bell box at a time.



The wall at Wineva and Queen in its before the mural stage

NEWS TO USE

Finally...Façade Improvements

Next year commercial property owners in our BIA will finally be eligible for City façade improvement grants. These are available to BIAs that have been in operation for five or more years. Properties may qualify for a maximum of \$10,000.00 (\$12,500.00 for a corner property) and a minimum of \$5,000. The grants can be used to replace or repair windows, doors, lighting, awnings, brickwork, signage, or make building entrances wheelchair accessible. You will be required to provide two contractor estimates, a photograph of the current façade and a sketch or architectural drawing of the proposed façade. That means you should start thinking seriously about it now. Once they are advertised next year, the limited funds will be allocated quickly to BIA members across the city. For more complete information on *this year's grant*, check: <http://www.toronto.ca/bia/pdf/cfip-application-2008.pdf>

Firefighters Combat Challenge

Community Centre 55 is helping to host this annual event that pits teams of firefighters against one another on a difficult course in Woodbine Park, July 4-6. The challenge was developed to showcase physical fitness, inside and outside the fire service. Men and women carry out skills that are required to do their jobs each day. Teams compete individually and in relays against the clock wearing full gear to see who is "fitter, faster and stronger!" For more information you can visit the Canadian website at www.firefit.com. There's an opportunity for businesses to sponsor a team and test their stuff. If you can think of ways to get involved, sponsor or even register your business in this exciting event, get in touch with Donna Ruffo at donna@torontofirecombat.com or Nancy at CC 55 at 416-691-1113, x 224.

A mascot for the Beach

Do you think we need a Beach mascot? Can you see a big, huggable character that truly represents the Beach at all our local festivals or even downtown at city-wide events that could promote our area? Email or phone in your ideas. Contact info is on page 4. Here's one of the four mascots that paraded around Queen St. during Family Day.



One of our huggable mascots at Family Day in the Beach



Before our grand appearance at the Easter Parade: Charles Cameron, Chair; Bob Gore, Treasurer and Paul Karamat, volunteer

Membership has its benefits

By being a member of the Beach BIA, you are eligible for a whole host of exclusive benefits. For example, you can provide an employee benefit package to your employees through PIB/RWAM Insurance or have preferred rates for merchant VISA and Mastercard through Global Payments Canada GP or even order custom-made bags and accessories made from an environmentally friendly material known as Polyfabric™ from POP Packaging. All these items are featured on our website at www.BeachBIA.com when you login at the bottom of any page.

If you don't have a login user name or password, give us a call at 416-693-2242. With your user name and password, you can also add your business hours or update your web profile. Our statistics show that the "Find a Business" feature on our website is very popular. If your profile hasn't been updated, you may be missing out on the action. Make sure you post your weekly specials (for free!) and business hours, too.

Serve alcohol?

If your establishment serves alcohol, you may be interested in attending a risk management workshop, May 5 and 6 from 1:30-3:30 at Metro Hall. This two-part workshop will inform you about violence, impaired driving and liability issues that are growing concerns for licensed establishments. To register or get more information, call Toronto Public Health at 416-338-3585.

URBAN DESIGN

Our Urban Design volunteer team has been working with the City to get new trees for the southwestern part of Queen. We've also put our name on the City list for lots of stylish new benches. Both of these additions will not cost our BIA anything. And we've been working with Shell Canada's planners to install a new "Beach" signage gateway when they renovate their station at Woodbine and Queen this spring. The City is still working on rolling out new street signs; many are anxious to see them. All we can say is: we are in the queue!! We are also doing research on permanent planters for the street and LED Christmas lighting.



Scene on Queen is produced quarterly by the Beach BIA. Got a question? Any problems? Ideas for a future article or column? Let us know! Contact us by phone at: 416-693-BBIA (2242) | Fax: 416-693-2240 | E-mail: exccdirector@BeachBIA.com

Beach BIA Executive

Charles Cameron, Chair-elect
Rick Gabriele, Vice-Chair-elect
Bob Gore, Treasurer

iConsult
Commercial Property Owner
Robert Gore & Associates

Staff

Deborah Etsten

Executive Director

Beach BIA Board

Sandra Bussin

City Councillor, Beaches-
East York and Speaker,
Toronto City Council
State Farm Insurance
Pippins Tea Company

Leane Besky
Barb Snow DeAngelis

Mike Howarth Retired
Diane Montgomery TD Canada Trust
Michael McDonald Telus Mobility
Lee Welbanks invis

website: www.BeachBIA.com