



see page 4,  
Holiday Did You Know ▶



Winter 2009, Vol. 4, No. 2  
YOUR BIA. YOUR BUSINESS.

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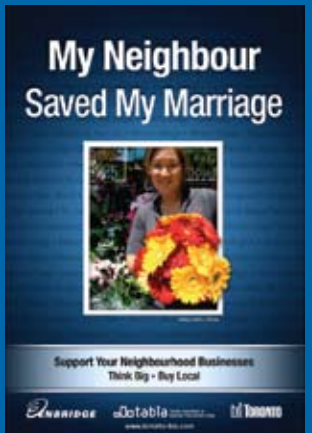


# FAMILY DAY FESTIVAL APPROACHING MONDAY, FEB. 15TH

Building on the enormous success of the last two year's Beach BIA Family Day Festival, our volunteer team is hard at work thinking of ways to involve all businesses even more this year. Here's how you can get involved:

– plan a family-related event in your business on the day of the festival or help out as a volunteer. Events may include storytelling, bands, face-painting, fun fashion shows or arts & crafts and they can even happen the week prior to the event!

BIA bus shelter poster with Helen Hahn from Beachwood Flower Shop.



## CITY-WIDE ADVERTISING ASSISTS BIAs

All 70-plus Toronto BIAs have one thing in common – we all want local shoppers! With that directive in mind, TABIA, the Toronto Association of BIAs, developed an ad campaign with input from the various BIAs, to support neighbourhood businesses.

(Continued on page 2)

### 1) 'WHERE'S BUDDY?' SCAVENGER HUNT

In addition to fun events on Monday, Feb. 15th, we'll be having a 'Where's Buddy?' hunt in participating stores throughout our BIA for the entire week before the festival. Participating stores will hang a poster of our mascot, Beach Buddy, somewhere in their stores and kids will have to find him. All you'll have to do is stamp their "passports" once they've found him. The \$50 participation cost will cover a Buddy poster, stamp and passports.

### 3) VOLUNTEER

Know anyone who'd like to help out on the day such as high school students, looking for volunteer credits? Send them our way!

### 2) EVENT PARTICIPATION

We'll be sending out detailed information to you soon but just wanted you to start thinking of ways you might want to get involved this year. Among the possibilities

### 4) EVENT SPONSORSHIP

Our levels of sponsorship extend from basic all the way up to title sponsor and given the fantastic Toronto and area recognition we receive, it's a wise investment. The Presenting sponsor will be \$5,000, Gold - \$1,000. Silver - \$500 and Bronze - \$250. 'Where's Buddy?' Sponsors will have a small \$50 participation fee to cover basic costs. We'll be sending you more info in January but let us know anytime if you're interested in participating.



Please share this newsletter with your staff

## CITY-WIDE ADVERTISING ASSISTS BIAs (Continued from page 1)

"Think Big-Buy Local" posters are in bus shelters, subways and local community papers throughout Toronto. The nine designs show photos of BIA business owners in their shops.

Out of a possible nine ads, The Backroom, TABIA's ad agency, chose three from the Beach BIA. Their business name or area is not mentioned since these are supposed to be generic and apply to all local businesses. The poster with Helen Hahn from Beachwood Flower Shop is featured on page 1. The tag line with West Indian cook Ed Pottinger in his kitchen in the Riverside BIA is "My Neighbour Jerks My Chicken." Others featured from our BIA are Joe Cirone from Cirone's Foods and Dr. Mark Dilworth from Beaches Animal

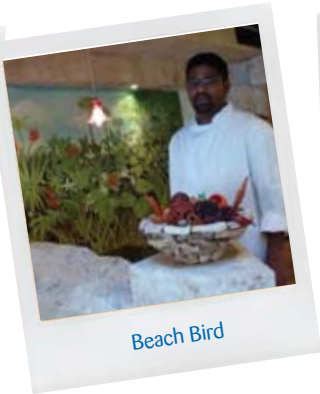
Hospital. You can see them all on the TABIA website at <http://www.toronto-bia.com/> - Think Big, Buy Local.

John Kiru, head of TABIA, says the concept is "to encourage residents in the many different areas of the city to shop in their own neighbourhood. TABIA intends to boost all BIA businesses throughout the city to aid in the recovery of the recession."

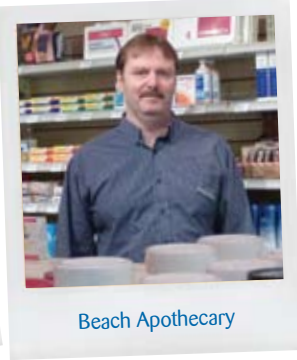
The next phase of the advertising may take a more interactive approach as the agency enlists Torontonians to come up with creative advertising ideas for a contest. As well, BIAs may be asked to help donate prizes for winning entries.



Bagel World



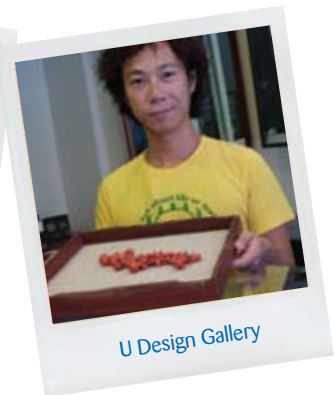
Beach Bird



Beach Apothecary



BMO Bank of Montreal



U Design Gallery

## WHO'S NEW ON QUEEN STREET EAST

With the tremendous influx of new businesses in the past few months, we must limit our descriptions. In any case, please say hello to your new associates on the street!

**Absolute Cafe** at 2030 Queen E.  
Croissants, pastries and other wonderful treats.

**Ambiance** at 2106 Queen E.  
Fresh flowers and gift baskets.

**All in 1 Cleaning Depot** at 2483 Queen E.  
Same day dry cleaning and laundromat.

**BMO Bank of Montreal** at 2198 Queen E.  
Friendly and innovative banking.

**Bagel World** at 2018 Queen E.  
All natural breads, bagels, and pastries.

**Beach Apothecary** at 1854 Queen E.  
Pharma products plus the alternatives.

**Beach Bird** at 1955 Queen E.  
Family restaurant with fabulous, fresh food.

**Beach City Music** at 2146 Queen E.  
Music paraphernalia minus the instruments!

**Brick Street Bakery** at 1969 Queen E.  
Well-loved baked goods and sandwiches.

**Danse Partout at BizzyBee Playcentre**  
at 1971 Queen E. Learn to dance, in French!

**Delina Restaurant** at 1891 Queen E.  
Delish shawarma, falafel, salads and more.

**Essentia** at 2180 Queen E.  
World's only natural memory foam mattresses.

**Fanning Fresh** at 2220 Queen E.  
Coming soon. Smoked salmon and fresh fish.

**Hard Core Boot Camp** at 2210 Queen E.  
2nd floor. Combo of martial arts, calisthenics and boot camp.

**Himalayan Collections** at 2098 Queen E.  
Tibetan store with gift items.

**Island of Tinos** at 2459 Queen E.  
Authentic Greek Mediterranean restaurant.

**Juice & Java** at 2120 Queen E.  
Juice, java, sandwiches, fresh soup and more.

**Modern Tibet** at 2116 Queen E.  
Tibetan clothing and jewellery.

**Naturalis** at 2198 Queen East.  
Coming soon with Montreal-style bagels, croissants and coffee.

**Nicole's Hair Studio** at 2194 Queen E.  
Cutting edge design and latest trends.

**Pilates Patio** at 2279 Queen E.  
Small professional pilates studio.

**Rowe Farms** at 2126 Queen E.  
Locally grown meats, conscientiously farmed.

**Salty Dog** at 1980 Queen E.  
The place to get great food and have fun.

**Siam Restaurant** at 1959 Queen E.  
Authentic Thai restaurant.

**Stack** at 2124 Queen E.  
Lifestyle and organizational items.

**Structube** at 1847 Queen E.  
Modern furniture and accessories.

**The Embellished Room** at 1978 Queen E.  
Stylish European fashions for \$29.99.

**Titika** at 2012 Queen E.  
Swanky Canadian designed active-wear.

**U Design Gallery** at 2305 Queen E.  
Canadian designed, custom-made fine jewellery.

**Vitalife** at 2251 Queen E.  
Colon hydrotherapy clinic spa environment.

**Wild Earth Bakery & Cafe** at 2142 Queen E.  
Healthy and allergy-free food and treats.

**Wild Wing** at 2552 Queen E.  
Coming soon with many varieties of wings.

## NEWS TO USE

**Want some publicity for your sale or event?? Or even your own website?** We started a Fan page for the Beach on Facebook a few months ago, and it's really taken off. As of press time, we have over 1,600 fans who check the site regularly and give their comments. It's a great way to let folks know instantly what you have to offer. We can even have links to your Facebook page if you have one, so let us know. This is fast, free and it all happens, thanks to Julie from Vernissage Jewellery who volunteers to keep it up-to-date.

**Illegal seller out front?** Someone trying to peddle jewellery or other goods? These sellers often come on weekends when it's hard to get in touch with an enforcement person. Call Jared from Licensing if you see someone breaking the law at 416-392-3175.

**TABIA Offers** TABIA has a number of partnerships with companies that can assist you. For example, Global Payments has competitive rates for BIA members. Visa is 1.74%, MasterCard is 1.84%, Interac is \$.10 and Maestro is \$.10. Additional benefits include Free VISA, MasterCard, Maestro and Interac Direct Payment sales deposits to your bank account of choice.

Another option is the sponsorship program with Citi Cards Canada and Publicis. To see full details of all that TABIA can offer you, check the website at <http://www.toronto-bia.com/> The TABIA Member Benefits Page and Resources for BIAs sections have a wealth of information.

**Say HELLO!!** Good golly, you can't believe the number of times we hear that people are offended when they go into a store and no one smilingly welcomes them! Service is one of the major ways we can differentiate ourselves from those bigger, impersonal stores. Don't worry about seeming over-anxious; a little greeting goes a long way.

**Credit Card Scams** Some businesses in Toronto have been targeted with debit card scams. And defrauded customers tend to blame the stores, even when you're not at fault. The frauds have become very sophisticated and hard to describe. Some "crooks" distract staff while substituting an entire device or the innards of debit machines in a matter of seconds; others use the hand-held devices and can either replace or rewire. There are even little bugging devices that no one would ever detect or think about that are easily inserted. The key is to be ever-vigilant about your debit or

credit card machines. Do not let them out of your sight. Put some stickers or other ID on them so you can recognize all parts of them instantly. Be aware that more and more customers are going to avoid the hand-held device since they no longer trust it.

**Commercial Facade Improvement Program** This was the first year our BIA members were eligible for this grant since a BIA has to be in operation for five years to qualify. Given the ever-growing number of BIAs and the ever-dwindling City resources, have a look at last year's requirements before you plan any work for 2010 since they don't fund for work, after the fact. <http://www.toronto.ca/bia/pdf/cfip-application-2009.pdf>

**Security** Need to assess your business and see how you can make it safer? Give friendly Constable Rob McDonald a call. At 416-808-5579.

**Keep this website address handy.** When you want to refresh your business skills, check: <http://www.enterprisetoronto.com/> to see what's being offered. These free seminars are repeated throughout the year.

## TASTE OF THE BEACH SPICES UP ANNUAL MEETING

If you attended the AGM, you had to admit the event looked pretty snazzy due to the impressive food platters from some of our best eateries. The delicious food certainly enhanced the Beach BIA's fifth and best attended AGM to date. And the bonus was a lively and informative meeting that included the BIA Board's presentation and lots of very good questions from members and guests.

Here's a short summary but you can check out the detailed minutes on our website on the Members' Only section. If you've forgotten your user name and password, let us know.

### The BIA's mandate remains to:

- Promote the area as a business and shopping destination
- Improve, beautify, maintain municipally-owned surroundings
- Identify and respond to the needs of our membership
- Keep the membership abreast of BIA activities

### URBAN DESIGN – creates a consistent aesthetic identity for The Beach to enhance the experience along Queen Street East

The Urban Design portfolio was presented by Charles Cameron, Chair of the Beach BIA, on behalf of Rick Gabriele, the committee chair who was away.

#### Highlights this year:

- **New:** a contract with Goodbye Graffiti to remove tags from all buildings and street furniture in our BIA, at no charge to members. At the time of the AGM, Goodbye Graffiti had already removed nearly 500 tags in one month!

- **New:** More than 100 new "The Beach" branded street signs highlighting the four historic areas.
- **New:** 12 bright blue gateway banners at key intersections proclaiming: "It's Better in the Beach."
- **New:** 55 hanging baskets that replaced the terra cotta planters, with 20 more baskets to arrive in 2010.
- A continuation of the beautiful floral program for summer and winter.
- **New:** the first of several City benches and a message board by Kippendavie.
- Long-term plans may include the greening of Kew Beach P.S.'s fence, LED lighting on iconic buildings and a water feature in Kew Gardens.

### MARKETING & COMMUNICATIONS – promotes the Beach area

This portfolio was presented by the committee chair, Leane Besky.

#### Highlights this year:

- Website growth – up to 225,000 hits during peak times with ever-increasing recognition.
- **New:** A Facebook Fan Page for The Beach, with links to our website, featuring all that's new and wonderful, with an ever-growing fan base!
- **New:** A Twitter Page penned by our mascot, Beach Buddy, with over 200 followers.
- Broad distribution of our Beach brochure – 50,000 copies across the GTA.
- Greatly expanded 'Buy Local' campaign that takes many formats.
- **New:** advertising in *Toronto Life* and in bus shelters for the 'one day getaway' to The Beach, with streetcar ads starting in 2010.

(Continued on page 4)

- Community newsletters (*Biz Scene on Queen*) and postcards distributed to 23,000 Beach-area homes, four times a year.
- Ongoing communications to businesses including newsletters (*Scene on Queen*), letters and email alerts.
- Ongoing media relations and excellent media coverage, both locally and in Toronto.

### EVENTS & FESTIVALS – organizes events and festivals throughout the year

Julie Fernandez, committee chair, presented this portfolio.

- Family Day Festival, our signature event, enormously success last year, with expectations for bigger things in 2010.
- Continuing our Christmas events – Roaming Santa and the Holiday Beat on the Street with the high school bands entertaining on street corners.
- Participated and piggybacked onto many existing events like the Jazz Festival, Easter Parade, Doors Open Toronto, Pride Parade and new this year, the Scotiabank Toronto Waterfront Marathon.
- **New:** Event-planning underway for expanded Easter Parade presence and Halloween festivities.
- Beach Buddy, our mascot, a huge hit at events, will continue to make lots of appearances.



Neil McNeil students entertain on Dec.5

### BUSINESS & COMMUNITY LIAISON – in the community, with the community and for the community

No committee exists for these activities; Deborah Etsten presented the information.

- Ongoing community activities --the 20-minute clean-up in April, Yard Sale for the Cure and ongoing involvement with the Community Police Liaison Committee.
- Work closely with Community Centre 55 on many projects, meet regularly with Residents' Associations and continue to be a resource for information.
- Members of the following committees: Toronto Association of BIAs (TABIA), TABIA Board of Directors, Tourism Toronto, BIA Conference Planning Committee and Gardener's Cottage Advisory Board.

### TREASURER'S REPORT – Holding the line for 2010. No increases planned.

Bob Gore, BIA Treasurer, gave the report.

- Our expenses for this year were \$195,000.
- Some deferred expenses will be park benches and holiday lighting since we are getting free benches from the City and continue to work on the lighting project.
- Those costs were redirected to maintenance and graffiti removal.
- In recognition of the economic climate, the BIA levy will stay the same for 2010.
- The average levy is about \$500 per year or \$42 per month for a medium-sized business.
- The formal audit by an independent auditor indicated no concerns but rather that we are managing our affairs appropriately.

## LETTER FROM THE TORONTO BEACHES DOGS ASSOCIATION

Dogs and their owners play an integral part in our community, and we contribute in many positive ways to its success. The Toronto Beaches Dogs Association is a group that strives to advocate for the needs of dog owners while helping to educate them on how to be respectful members of our community, whether it is in our public spaces or in the businesses we visit. As you may be aware, a ban on dogs from Toronto's Blue Flag beaches had been proposed. As a result of our mandate, our willingness to compromise and our relationship with our community, a winning solution was settled upon recently.

As a group, we are working towards achieving an enjoyable, healthy, safe and positive relationship with Queen E. businesses by encouraging and facilitating responsible dog ownership. The reason for our outreach is concern expressed by some business owners with respect to dogs entering their premises, as one example. We realize you work hard to maintain your relationships with your customers and that any negative impact to your business is a serious matter.

We look to you to work with us so that we can educate dog owners on proper etiquette. We offer our assistance in helping make your business more successful and encompassing. We reach out to the Beach BIA in hopes of establishing a dog and business "protocol" sheet that business owners may hang in their windows.

We look forward to hearing from you and working with you to achieve a balanced community life where all members of our community feel that they are being treated fairly, and with respect.

Chris Yaccato

You can contact Chris by email at [chrisyaccato@hotmail.com](mailto:chrisyaccato@hotmail.com)

## A HOLIDAY "DID YOU KNOW"

The ever-popular Roaming Santa has returned to Queen E. on Dec. 12 and 19 to say hi to the kids on the sidewalks and in your stores and give out candy canes.

Our popular Holiday Beat on the Street includes three high school groups – Malvern Collegiate's Brass Band, the Malvern Collegiate Girls' Choir and Neil McNeil's Jazz Ensemble as they entertain on various sidewalk corners on Saturdays in December.

Our Shop the Beach postcard was delivered to 23,000 homes in the Beach and ads appeared in all the local newspapers. (pictured on cover of this issue)



**Biz Scene on Queen is produced 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: [execdirector@BeachBIA.com](mailto:execdirector@BeachBIA.com)

#### Beach BIA Executive

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

iConsult  
Commercial Property Owner  
Robert Gore & Associates

#### Staff

Deborah Etsten  
Tiana Russell

Executive Director  
Coordinator

#### Beach BIA Board

Leane Besky  
Sandra Bussin

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

Mike Howarth  
Lee Welbanks  
Julie Fernandez

Retired  
Invis  
Vernissage Jewellery

website: [www.BeachBIA.com](http://www.BeachBIA.com)