



SCENE ON QUEEN

Winter 2006 | Vol. 2 No. 1

Your BIA. Your Business.

WHAT'S INSIDE

Letters to Santa & Beach Bucks A Boost for Business	2
Who's New on the Street	2
What You Need to Know About Displaying & Selling Goods	3
News on the Street	4
Need Some Extra Staff?	4

A YEAR OF NEW POSSIBILITIES

It's a New Year, and that means a fresh start and new possibilities!

Our **street banners** will be up soon. Getting approval took much longer than we had anticipated, but they're almost ready to go. They're designed by a Beaches artist, so they're sure to spruce up Queen Street.

We're also working on custom **street signs** that will reflect the historical character of the Beaches. Watch the *Beach Metro News* in the coming weeks for details.

One project we're excited about is developing a **marketing strategy** to bring more business to Queen Street. It's still in the planning stage, but we'll be telling you more about it – and asking you for your opinions – in the coming months.

Meanwhile, we hope you enjoy this newsletter. As always, we urge you to contact us with your comments and queries.



The laid-back Beaches goes upscale. Frank the doorman is a customer-courtesy offered by Latitude for Living over the holidays.

DISCOVERING THE BEACHES ONLINE

7,500 hits in one month!

That's how many times our full-featured website was visited at www.beachesbia.com. We're promoting the Beaches as "Toronto's favourite lakeside community," and enticing people come to the Beaches to shop and explore.

Nowadays, people use the Internet the way they used to use the Yellow Pages. If you want people to find your business, you need to be online.

That's why the Beaches BIA website works for *you*:

- Your Queen Street business is listed in our **Find a Business** directory
- We link to your own website
- We provide space for you to post your own business profile
- You could even be one of our Monthly Featured Businesses.

Imagine the cost and effort if you were to do this on your own. *Yet it's all free with your membership in the Beaches BIA.*

(continued on page 2)



Dave, co-owner of The Watcher Comics, admits that his passion has become his vocation.

WHO'S NEW ON THE STREET

We're glad the following businesses have made the Beaches their home. Check them out soon!

- **Alex Farm Products** 1965 Queen East – now you can find incredible gourmet cheeses, from Quebec Kénogami to Basque etorki, on Queen Street. 416-690-3600
- **Coles** 2169 Queen East – a smaller, cosier version of its bigger sister, Indigo. 416-686-7316
- **Geek Squad** 2171 Queen East – tech support for your computer. 416-847-3685
- **Lizball** 2096 Queen East – a colourful and eclectic mix of fashion, gifts and home accessories from around the world. 416-691-9422.
- **Pomegranate** 2222 Queen East – House of Culinary Passion featuring Italian/fusion cuisine. 416-693-2992
- **Sister's PACE Fitness** 2251 Queen East – 30-minute circuit training for women of all ages and abilities, just below Starbucks on Hammersmith. 416-691-7223.
- **Stoneworks** 1967 Queen East – a long-time Beach business is back! Gorgeous jewelry, gift ware and accessories. 416-913-3205
- **Vivetha Bistro** 2485 Queen East – a great little restaurant at the far eastern end of the street, offering a fusion menu. 416-686-2485
- **Watcher Comics** 2219 Queen East – a fantastic subterranean collection of weird and wonderful comics for the collector and comic lover. 416-694-4140.

If we've missed your new business, please let us know.

Be sure to use our **Find a Business** search features at www.beachesbia.com.

DISCOVERING THE BEACHES ONLINE (CONT.)

We've been promoting www.beachesbia.com in the *Beach Metro News* as an easy way for your customers to find your business. It's the only site that lists every business in the Beaches.

So what are you waiting for? Update your profile now – it's easy!

It's easy to update your profile! Here's how:

- Call us at 416-693-2242 for your user name and password.
- Log onto www.beachesbia.com. No computer? The Beaches library has lots!
- Click on the **Merchant Login** link at the bottom-right corner of the Home Page.
- Create your profile, including your website and e-mail address, and a brief description of your business.
- To help people find your business through a keyword search, add key words to your profile. For example, if you sell vases, use these key words: gifts, vases, glassware, ceramics etc. There's no limit! For examples of other profiles, check out Hammer Skateboard or Pippin's Tea in the Directory.
- Remember – *only you have online access to your business's information and profile.*
- Want more than just a profile? Why not post a coupon – check out Living Lighting's profile. Our website designer can help you add more features.



First in a series of ads for newspapers promoting our website



Benedetta Stellino, co-owner of Konditor, helped to promote our Dear Santa letter writing contest by giving entry forms to everyone who bought her amazing pastries. The forms were also distributed in the *Beach Metro News*, the *Beach Riverdale Mirror*, and were delivered to 21,000 homes in the Beaches area.

You'll usually find Ben behind the lens rather than in front. She's the Grand Prize winner in the Toronto Star's 2005 Winning Images amateur photo contest, winning a prize pack worth more than \$4,000!

LETTERS TO SANTA & BEACH BUCKS - A BOOST FOR BUSINESS

The BIA ran a 'Dear Santa' letter-writing contest over the holidays to boost business to the Beaches. Letter writers had to tell Santa what gift they wanted from the Beaches, and creative as well as lucky winners won Beach Bucks.

We received lots of great entries. Here's what one winner wrote:

We feel fortunate to have lived in such a great community for the past seven years. Local businesses are something we support on a daily basis; we strongly believe they are the backbone of the Beaches and thus we purchase as much as we can locally.

We have used Beach Bucks before and we may use them again. If you have any questions whenever a customer ever presents a BIA gift certificate, please call us at 416-693-2242. Help us to help *you* promote *your* business!

WHAT YOU NEED TO KNOW ABOUT DISPLAYING AND SELLING GOODS

1) Displaying goods on the sidewalk during normal business hours

Contact: For an application, contact Municipal Licensing and Standards, 112 Elizabeth Street, Main floor, 416-338-7212

- To display your goods on the sidewalk in front of your store, you must have a Marketing license. The actual sale must take place inside the store.
- You may display only your goods in front of *your* store.
- When applying, you must show proof that you have third-party liability insurance of \$2-million.
- Municipal Licensing and Standards (MLS) will inspect your space to ensure there is at least 2.13 metres (7 feet) of clear, obstruction-free sidewalk space in front of your business.
- You will be advised of the annual fee when the permit is approved. The fee is determined by the size of the approved area.
- You must display the permit in your window. MLS will paint lines on the sidewalk to mark the approved area.

2) Displaying goods during the Jazz Festival or other street events

Contact: Your BIA at 416-693-2242

- The event organizer may request that the street be closed for a street event, subject to approval from the Transportation Division and the various emergency services. Applications must be received at least three months in advance.
- The organizer must work with your BIA to plan sidewalk and street traffic flow, allowing for transportation and emergency access.
- The organizer must include you in their plans. For the Jazz Festival, for example, your BIA will ask you well in advance if you plan to display goods on the sidewalk. Please respond as quickly as possible in order to be included in the master plan.
- Safety *always* comes first. Some stores may be unable to display goods if it restricts pedestrian traffic flow on sidewalks or emergency vehicle access.
- If you already have a Marketing License, you may display your goods on the sidewalk in your licensed location.
- If space allows, you will be allowed to place a rolling rack or shelving directly in front of your store. It will only be permitted under the provisions of the street closure permit, and only for the duration of the street closure.



3) Sidewalk sales

Contact: Your BIA at 416-693-2242

- Everyone may participate in a sidewalk sale.
- Your BIA may apply for a permit to hold a sidewalk sale on any date, except during a large street event like the Easter Parade.
- The BIA, and not individual stores, assumes all costs for permits.
- The sidewalk sale permit is good for up to three days
- You will need to tell us whether you plan to participate as soon as possible once we notify you that we're holding a sidewalk sale.
- All stores may display goods in front of their stores without a Marketing license *only for the duration of the sidewalk sale permit*.
- Our first sidewalk sale was last summer's Midnight Madness. We hope to have a similar event this summer.

4) A-frame signs for your business

Contact: Municipal Licensing and Standards, 112 Elizabeth Street, Main floor, 416-394-3507

- You may display an A-frame sign to advertise or draw attention to your business.
- You must have a license to display the A-frame sign.
- Applications are available at the MLS office, noted above.
- Call first to determine what documents you need to bring with you.

5) Reporting illegal sales and other vending infractions

Contact: Municipal Licensing Standards Investigation Unit at 416-392-3082.

- If you see goods being sold illegally, for instance, from a truck or van, you are encouraged to report the vendor.
- If you think a vendor is making too much noise or causing a commotion, call either the Investigation Unit or the police, whichever is more appropriate.



COUNCILLOR'S CORNER will return next issue

BIA and Councillor Bussin help kids at Christmas

Beaches Councillor and Deputy Mayor Sandra Bussin (left) and Neil Macdonald, Beaches BIA chair, present toys for kids staying at the Toronto East General Hospital to Diana Stepko, Child Life Specialist in Paediatrics (second from right) and Teresa Vasilopoulos (right), President of the Toronto East General Foundation at Bussin's annual Christmas levée on December 18 at the Gardener's Cottage.

NEED SOME EXTRA STAFF? THESE TWO AGENCIES MIGHT BE ABLE TO HELP YOU FIND THEM.

Oasis - Connecting Job Seekers and Employers

The Oasis Job Development Team can connect you with pre-screened, trained, and motivated full-time, part-time, or casual staff for your business – at no cost to you.

Oasis is a non-profit organization that gives people control over their careers and their futures by helping them find meaningful employment. Since 1993, Oasis has had overwhelming success in helping people recover from substance abuse and get back into the workforce.

Successful businesses know that inclusive hiring practices give them a solid competitive advantage. Giving people a second chance has proven time and again to result in dedicated, hard-working, loyal employees with a solid work ethic.

To find out how your business can benefit, call Cristina Maggi or Faelyne Templer at 416-461-7739 x33.

Introducing Youth Employment Partnerships

Youth Employment Partnerships (YEP) is a network of non-profit job placement agencies. In 2004, more than 5,000 Toronto businesses used YEP's no-cost services to find young people, aged 15 to 30, to staff their businesses.

The YEP network of community-based agencies successfully matches the abilities of youth with the needs of the employer. Employers find the help they need, and potential employees bring their energy and abilities to the job that's right for them.

They offer a range of services for the employer and the employees. And in some cases, they may even be able to arrange wage subsidies and provide training.

For more information about Youth Employment Partnerships, or to get in touch with your local youth employment agency, call 416-397-7317.

To see this entire image and find out the latest BIA news, always check the BIA website, www.beachesbia.com under News and Events - BIA news.

NEWS ON THE STREET

Shop Dine Tour

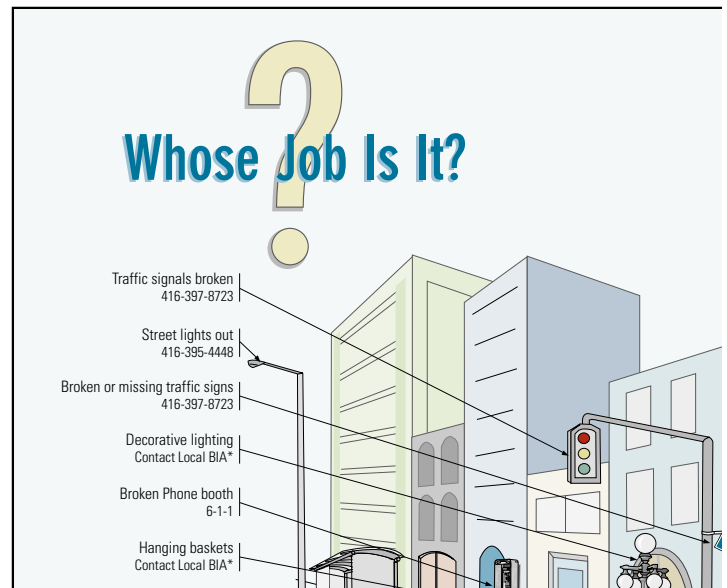
The Shop Dine Tour is planning on returning to the Beaches, possibly starting in May, weather permitting! They would like to run a shuttle leaving downtown at 10:30 a.m., dropping off people near Kew Beach Park, and then returning to pick people up in the later afternoon. Pauline, their sales rep, will be visiting businesses in the next couple of weeks to see if you are interested in purchasing an ad for their guidebook. If you wish to contact them directly, you can call 416 463-9430.

Be safe, be alert

Be aware of what's happening in the community by subscribing to a community police alert. The service is only available online at this time. To subscribe, go to the 55 Division Police website at <http://www.torontopolice.on.ca/d55/> You can also subscribe to a monthly community newsletter.

Your BIA is a member of the Community Police Liaison Committee which meets monthly and is composed of organizations, associations and other BIAs in our area. You can either go directly to the police with your issues or concerns or to us at the BIA for less urgent matters. Some issues addressed at the monthly meetings include graffiti, crime in the area, working with youth, safety and parking.

For non-urgent police matters or questions, you can dial 55 Division at 416 818-5500. For very urgent matters, always dial 911.



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

Beaches BIA Executive

Neil Macdonald, Chair
Barb Snow DeAngelis, Vice-Chair
Bob Gore, Treasurer

Words To Live By
Pippins Tea Company
Robert Gore & Associates

Beaches BIA Board

Maryanna Benakis
Sandra Bussin

Deborah Curl
Ed Francis
Tony Karabetos

Keating Educational Tours
City Councillor, Beaches-
East York and Deputy Mayor
Ci VEDIAMO Restaurant
Ed's Real Scoop
Landowner

Mario Lamanna
Wayne Olson
Leon Shapiro
Diana Thomas

Lamanna Fashion for Men
WHA Architects
Bark and Fitz
The Artisans

website: www.beachesbia.com

Staff
Deborah Etsten

Executive Director