



SCENE ON QUEEN

Winter 2007 | Vol. 3 No. 1

Your BIA. Your Business.

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SURVEY RESULTS

To find out your thoughts about the **Jazz Festival**, **Celebrate the Beach** and our marketing efforts in general, we delivered surveys to all the businesses in September. Though the response wasn't exactly overwhelming, there was a consensus. For both the Jazz Festival and Celebrate the Beach, two-thirds of respondents think they're important to the overall awareness and marketing of the Beach and its individual businesses.

The outlook for future events is less clear. Some of you feel that we should focus on local residents, while others believe that we should try to attract outsiders. Our Marketing team will take all this feedback into consideration as they develop the marketing plan for 2007.



One of our Roaming Santas works his charm as the Malvern Collegiate Institute Girls Choir enchants



Santa makes a hit at the Three Dog Bakery



Neil McNeil's Jazz Band

DECEMBER 2006 IN THE BEACH

What a month! Warm weather... plenty of shoppers... new BIA initiatives, including Holiday Beat on the Street with four talented high school bands, Roaming Santas, big ads in the local papers, and coupon sheets distributed here, there, and everywhere. Net result: the holiday sound of cash registers jingling on Queen Street East. Let us know what you think worked well, or what didn't, and what we can do next Christmas.



Ends Designerwear staff on opening day

STREETSCAPING AND URBAN DESIGN

by the Urban Design Team

We've had mixed results from our first efforts at streetscaping:

- **STREET PLANTERS** were a big hit, with lots of compliments from residents and businesses. We will continue this summer program, and hope to fund a winter program too.
- **BANNERS** didn't have the visual impact we wanted because Hydro reduced by more than half the number of poles we could use, to a mere 46 poles.
- **STREET LIGHTING AND FESTIVE DECORATIONS** haven't happened yet, strictly due to cost. Unlike Yorkville, with a \$3-million budget, or Greektown with their half-million dollar budget, we only had a \$100,000 budget – and a very long stretch of road.
- **CUSTOM LIGHTING** is a necessity if we want to string up Christmas lights, as Hydro won't let us use their poles. One alternative would be to put up our own poles, but they can cost \$12,000 or more each. If we were to put up only four poles on each of our 23 blocks, it would cost us over a million dollars.
- **STREETSCAPING DESIGN** Not having a million dollars, we need to find more creative solutions. To that end, we're using a grant from the City to work with a streetscape design firm to develop an affordable plan that we can implement over the short and long term.

WHO'S NEW ON THE STREET

Welcome to the newest Beach businesses. Stop by to say hello and show them our Beach warmth.

- **Atisha Buddhist Centre** at 2181 Queen East, #304. Drop-in meditation classes give you a chance to relax in a friendly environment. 416-694-5300.
- **Copperfields Treasure House** at 1919 Queen East. A store where the past and present come together. Unusual gifts, antiques, paintings, furniture and collectibles. 416-698-9366.
- **Cottage in the Beach** at 1966 Queen East. A small and cosy restaurant offering old faves. 416-693-9009.
- **Ellaminnow Children's Bookstore** at 1915 Queen East. A warm and friendly full-service children's bookstore with some toys and games, for birth to teens, with two resident rabbits! 416-698-BOOK (2665).
- **Ends Designerwear Boutique** at 1936 Queen East. A personalized boutique shopping experience with current season designerwear at 50-85% off. 416-686-7367.
- **froosh** at 2230 Queen East. Irresistible handmade body treats at great prices. 416-686-3967.
- **Green Eggplant Restaurant** at 1968 Queen East. Upscale family restaurant specializing in grilled sandwiches, pasta, burgers, fish and steak and a big kids menu. Great for that business lunch. 416-913-3361.
- **Neighbourhood Sushi House** at 2197 Queen East. Variety of fresh and delicious sushi and other offerings from a Vancouver chef. Eat in or take out. 416-693-5775.
- **Mortgage Intelligence, The Gillis Group** at 2245 Queen East, 2nd Floor. Scott Gillis and his team negotiate on your behalf to find the mortgage that is right for you. 416-440-0338.
- **Sing the Body Therapies** at 1977 Queen East, 2nd Floor. Deep tissue and thai yoga massages by Beachers who have been giving great massages for many years. 416-691-7464.
- **Smooth Skin Laser Clinic** at 1971 Queen East, 2nd Floor. Specializing in photo rejuvenation and laser hair removal. Feel better in your own skin! 416-694-2900.

SAVE MONEY AND GREEN YOUR BUSINESS

greenTbiz is a program developed by the Toronto Association of Business Improvement Areas (TABIA) to provide programs and services to Toronto BIAs, for the benefit of its members and the environment.



greenTbiz has been visiting BIA businesses to help them understand how to get the most value for their money when it comes to energy-efficient lighting and equipment. Interested in a free consultation to find out how you can save money in your business? Give them a call!

Please contact:

Chantal Brundage, greenTbiz Program Manager at 416-697-9000 or Chantal@greenTbiz.org

For more information: www.greenTbiz.org

NEWS TO USE

TIE-INS WITH SHAKESPEAREWORKS

We're delighted to report that the ShakespeareWorks theatre company is returning to our community this summer. The past year they delivered programs in the schools and are now ready for a glorious return at a new location – Woodbine Park.

Our BIA sits on their community advisory group and will be looking for ways to work closely together. Here are some suggestions:

- Are you able to provide some free office space for ShakespeareWorks to sell tickets, in return for more traffic into your business?
- How about joint marketing? For example, if you own a restaurant, you could have a meal and play deal, or "play at the Beach" or a picnic lunch to go. If you sell gifts or clothing, you might consider ordering or creating items relating to Shakespeare or the two plays they will be presenting. If you have health or spa services, you might entice them with a day of play and pampering.
- If you'd like to discuss your ideas, call Tammy Duncan, ShakespeareWorks's General Manager, at 416-902-9950.

We'll have more info soon.



The stunning interior of the ShakespeareWorks theatre

STREET PEOPLE

A member from the Toronto Drop-In Network spoke to our Board about homelessness and street people. While each of us reacts to it differently, from caring to indifference and even hostility, we need to find some solutions. Here are some of their thoughts and suggestions:

- Street people often say most passers-by won't even look at them. Even a small greeting can boost their self-esteem.
- If you've gotten to know them, you can ask if they are finding what they need, like food and housing.
- You can phone the **Street Helpline** number at anytime, at 416 392-3777 to find out the nearest food, shelter and transportation.

TAX RELIEF

Your BIA Chair and Executive Director attended the Dec. 12 session of the Ontario Legislature, with representatives from more than 20 BIAs, to voice our approval for a resolution to eliminate the education portion of the property tax for small businesses. The MPP from Parkdale-High Park, Cheri DiNovo, tabled her motion calling on the Government to equalize the provincial portion of the property tax bill across the GTA. The resolution will remain on the table in the Legislature, and will become the focus of more pressure on the Government.

PEWTER ORNAMENTS

The Beach Business & Professional Association (BBPA) which is currently in a dormant state due to funding concerns, had some lovely pewter ornaments depicting the bandshell and its connection to the Jazz Festival that our BIA will be selling on their behalf. The \$10 selling price will be split three ways: paying the BBPA for its expenses, aiding the BIA Queen Street East beautification fund and providing \$1 to each selling merchant. If you would like to sell them in your store, let us know at 416-693-2242, specifying the quantity you'd like.



FOUR MORE YEARS

by Councillor Sandra Bussin

This past fall, I felt a close kinship with the Beach Business Improvement Area because my re-election campaign storefront at 1789 Queen Street East was established within the boundaries of the BIA. It gave me a great opportunity to experience first-hand the ever-increasing vibrancy of the street, the planters, street banners, and promotional events sponsored or supported by the BIA.

I appreciated greatly the support and endorsements I received from Beach business owners, the executive and membership of the BIA. I can't thank the BIA enough for its support.

The work of the Beach Business Improvement Area was particularly notable during December with its support and promotion of so many yuletide events on Queen Street. The seasonal music performances by area high schools at Queen and Lee, the Lion's tree lighting in Kew Gardens, and the Santa Sightings in the Beach added greatly to the festive mood of our community. I would like to congratulate the BIA for helping to make all these events a success.

In the New Year, I look forward to my continuing work with the BIA. Over the next four years of the new Council, I am confident that the energy and commitment shown so far by the BIA will continue to grow. During that time, I will assist the BIA at City Hall to promote dynamic streetscape improvements and increased commercial success.

Thank you,

Councillor Sandra Bussin
Speaker – Toronto City Council
Beaches-East York, Ward 32

ON BOARD

On October 18, 2006, the BIA held its annual general meeting. Turnout was good, and special guests included Councillor Bussin and MPP Michael Prue. Chair Neil Macdonald reviewed the BIA's many accomplishments in 2006. The new board for the current four-year term was elected, and the budget for the coming year was also approved.

There was a slight increase over the previous year, but the budget remains considerably smaller than other BIAs of similar size. We want to get the most out of our budget, and we believe we still need to establish a track record before asking you to approve the bigger budgets that would allow us to embark on larger-scale projects.

To review the AGM's complete minutes, please log into the members section of the Beach BIA's website at www.beachbia.com.

Here's what our newest members have to say:

Joe Abbinante – Ups & Downs: "I've been operating on Queen Street for many years now, and I've gotten to know a lot of business owners. I'm looking forward to working on their behalf to make the Beach even better."

Ben Stellino – Kaffeehaus Konditor: "I've been a long-time resident in this unique community, and am now the co-owner of Kaffeehaus Konditor. It is my ambition to contribute to the revitalization of our neighborhood to make it the talk of the town!"

Sharon Watson – Watcher Comics: "As a new person on the Board I would like to help the BIA promote business in our area. I am very excited to hear about the plans that the BIA has and to offer any help and ideas."

NEWS TO USE (cont.)

MARKETING REVVING UP

We're always on the lookout for ways to improve our Marketing efforts. If you've got ideas or an hour or two, we'd like to hear from you. Here's a sampling of what we've got to discuss: website and newsletter advertising, late winter/early spring enticements to shop, media pitches, a simple newsletter to the community, BIA involvement in the Easter parade, and scheduling of the 2007 Celebrate the Beach.

ENTREPRENEURS BOOT CAMP

Steven Cross and wife Carolyn, owners of Threads Lifestyle in the Beach, will be launching a clever and useful idea this spring – Entrepreneurs Boot Camp. In an effort to give back to their community, they decided that they could help best by sharing their knowledge and experience of business. Even with excellent educational backgrounds and years of experience, they still do not claim to guarantee success or any results, but they are certain that all participants will have a fun, intense learning experience. Plan on at least two full-day sessions and three evenings. If interested, e-mail them at info@threadslifestyle.com or call 416 690-1806.

FEEDBACK MATTERS!

We always like to get feedback! It's nice to get compliments, but we also need to hear how we can improve because, ultimately, it's all about customer satisfaction.

Good news, good reading, great pictures, (re Scene on Queen)

The newsletter was already "outstanding." I don't know how one can improve on that... but I think the BBIA just did!

Congratulations on the streetscaping - our business neighbourhood is becoming a very desirable village in every sense - the range of high-quality shopping, dining, professional services, the integration of businesses into the community and now, visually, with the beautiful and well-maintained planters. The forthcoming street signs will be icing on the cake!

From the *Beach Metro News*, Letters to the Editor: I have lived in the Beach for over 25 years and try to support local businesses for most of my needs... In the course of just two blocks on the south side of Queen, we dodged several booby traps left by irresponsible and inconsiderate dog owners... Something has to be done about dog owners who treat the sidewalks of all of our streets as doggie toilets. Business owners need to clean the sidewalks in front of their establishments or lobby for the strict enforcement of stoop-and-scoop-laws if they want people to stroll and shop on Queen Street.



Santa gets a cheer from the Brookmount Starbucks staff, and we cheer Starbucks for providing warm refreshments for all the bands and Santas on the Street



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: execdiretor@BeachBIA.com

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