



# SCENE ON QUEEN

Summer 2006 | Vol. 2 No. 3

Your BIA. Your Business.

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## OCTOBER 18 – OUR AGM

Mark October 18 in your Palm Pilot, Daytimer, or calendar with a big exclamation point. It's the must-go-to meeting of the year--the BIA's Annual General Meeting. You'll hear what your BIA Board has accomplished this past year and find out first-hand about the hurdles, the heart-break, the triumphs and the tribulations. You'll even find out what they'd like to do next year. It's your opportunity to meet and mingle with your fellow merchants and property owners and share some successes or, perish the thought, gossip.

The meeting will start at 7 PM, but come at 6:30 for some great eats. They won't last forever!

**Where:** Balmy Beach Club,  
foot of Beech Avenue  
**When:** 6:30 for eats  
and 7:15 for the meeting  
**Why:** Why not!?

RSVP by October 15  
to 416-693-2242.



Jennifer Cline, Beach artist, stands by her original artwork for the street banners, now on display at the Beaches Library. Various Beach businesses are now selling raffle tickets to own the artwork until Sept. 5.

## TIME TO CELEBRATE THE BEACH!

By Neil Macdonald, Chair

**Celebrate the Beach**, our big summer event, is fast approaching. On Friday, August 18, from 6:00 to 10:00 PM, we're staging non-stop activities from one end of Queen to the other. We've got bands, an interactive Beach party, dancing, prizes, contests, a bike rodeo, skateboard demos, and more. Elvis may even be in the building.

And to make it easy for your customers to visit your store, we've arranged for the vintage Red Rocket streetcar to run along Queen. It's FREE, so people can jump on and off whenever they please.

Many merchants have told us about the sidewalk sales and promotions they're holding. Others are planning fun events like contests, poetry face-offs, a strudel-making demonstration, fashion shows, book readings, and lots more. Know of a band that can play? Let us know!

We're producing a special four-page event newspaper, to be distributed to 30,000 east-end homes, featuring all the special activities we're holding. If you wish, you can buy an ad in the newspaper – a sales rep will visit your store soon. We'll also be running ads in the local newspapers, and will put up posters.

So what exciting events have you got planned for your store? We need to hear from you. Please e-mail or fax a description of your activity right away! We need **your** help to make this a fun and successful evening. E-mail us at [Execdirector@beachbia.com](mailto:Execdirector@beachbia.com) or fax to 416-693-2240.



Please share this newsletter with your staff



Vibra Juice

## WHO'S NEW ON THE STREET

Congratulations to our newest businesses – we hope you'll stop by to welcome them to our street.

- **Arakara**, 1889 Queen East – offering an eclectic assortment of jewelry, accessories, and clothing; 416-857-2141.
- **Femistique**, 1887 Queen East – specializing in high-end women's lingerie, hosiery, and accessories; 416-686-6807.
- **five o seven clothing outlet**  
1915 Queen East – men's and ladies designer clothing at 40-70% off; 647-463-2535.
- **Maxsam Boutique**, 1852 Queen East – high-end women's fashion and footwear; 416-915-4825.
- **Sri Sri Yoga**, 2181 Queen East, Suite 202 – offering Hatha Yoga instruction and Yoga Therapy, at the Fitness Works studio; 416-690-5510.
- **Vibra Juice**, 1912 Queen East – a health boutique featuring fresh juices and stimulating technical workouts; 647-435-7066.

Let us know if we've missed your business. And if you haven't gotten your password and user name for the Beach BIA website, call us at 416-693-2242.

## BRING ON ALL THAT JAZZ!

It's almost here! The 18th Annual Beaches Jazz Festival will soon be bringing nearly a million people to our street and your store.

You can't imagine the amount of planning that goes into this event. We have attended many City meetings with representatives from Toronto Police Service, EMS, TTC, Right of Way Management, Toronto Parking Authority, and Jazz Festival staff. They all have legitimate concerns, and it takes a lot of work to accommodate them all.

### The Streetfest Sidewalk Sale (July 27-29)

We've been asking if you intend to put out a sidewalk table during StreetFest. We submitted your requests, and they were approved by Festival and City staff. Any bands placed near your business will be positioned in a way that won't block access to your business.

The only businesses that weren't granted a sidewalk permit already have outdoor patios. Also, if EMS determines that they need clearer access routes, they may remove tables at the corners of major intersections. If that happens, we'd find you a space nearby.

#### A few reminders:

- Only sell items that you would normally sell inside.
- No other seller can use your space.
- Your table must be no more than two feet wide. Keep it as narrow as possible – there'll be a lot of people, and space is limited.
- You can put out a table or a rolling rack.
- If you're selling food, it must be prepackaged. Otherwise you must satisfy strict requirements for cooking food outside, including sinks, food guards, etc. There are no such restrictions for selling through a window.
- We've asked Toronto City Council for a one hour liquor license extension for patios during Streetfest – July 27-29.
- Some merchants have arranged with Festival staff to place vendor stands in the street. If you're interested, there's still time to arrange your own stand – contact the Festival's offices. All money raised from street table fees goes to the Toronto East General Hospital Foundation.
- If you see "gypsy" sellers – wandering vendors who appear to be selling goods without permits – call 416-693-2242 to report them. They are a nuisance to all festivals.
- There will be a million potential customers walking by your store – why not stay open a little longer to let them check out your merchandise? Give them a reason to come back to your store after the Festival is over.
- Join the fun by jazzing up your window with a musically-themed display. Catch the buzz – spread the buzz!
- The BIA will have a booth by the Library this year. We'll be selling raffle tickets for the banner original artwork and spreading the good word about the Beach.

If you need to get in touch with the Festival's Lido Chilelli or Pat Carpignano, e-mail them at [infobeachesjazz@rogers.com](mailto:infobeachesjazz@rogers.com) or call them at 416-698-2152 or 416-917-5169.

## A BANNER YEAR FOR THE BIA

They're here! After many delays and a lot of wrangling, our banners and flowers have finally arrived. It's wonderful to see these splashes of colour gracing Queen Street. We hope you'll regard them as your own – after all, they're beautifying your street. If you see any flower-boxes that need weeding or watering, or any banners that need attention, please give us a call. Meanwhile, see page 4 of this newsletter for some of the comments we've received.

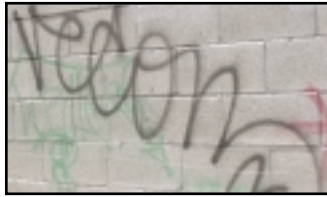


Derrick Ness helps install the very first banners on Queen Street.

# NEWS YOU CAN USE

## THE GRAFFITI PLAGUE

As everyone knows, graffiti is a problem that keeps coming back, and only gets worse if left unchecked. We've arranged with Community Centre 55 to send student work crews to remove graffiti from Beach commercial properties, and we informed property owners of this one-time free offer. It's their responsibility to clean up their buildings, so this is a great deal.



Property owners whose buildings are defaced by graffiti risk being charged by the City to remove graffiti, so letting Community Centre 55 do it is a no-brainer. All we ask is that the property owner considers making a contribution to CC55.

One BIA is looking into installing a community art board to counteract graffiti, and perhaps a mural too. What do you think? Are you willing to help make this happen? Any ideas where these could go?



Lita Yu of Set Me Free sits by one of the new planters near her store.

## TAKING CARE OF OUR TREES AND PLANTERS

The young new trees on the street that were planted within the last three years need water in the hot dry weather, according to the City. If you've got one near your store, please water it as often as you can, and maybe pull out the weeds too while you're at it. They help improve our streetscape, which is always good for business.

## DOORS CLOSED

You've heard of Doors Open. Well now there's Doors Closed. It's a new energy conservation campaign by the Toronto Association of BIAs (TABIA) to encourage businesses to keep their doors closed to prevent the cool air from escaping. Volunteers from TABIA's Conservation Council will be visiting businesses in the next few weeks to tell them about the greenTbiz program, and to remind them of the importance of using their air conditioning wisely. Not

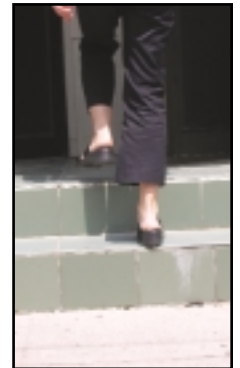
only will this help save energy and reduce emissions from power plants – it will also reduce merchants' energy bills.

## THE HOMELESS AND PANHANDLERS

The City has a new program for homeless people called Streets to Homes. If you are aware of a homeless person in our BIA, call the Street Helpline at 416-392-3777. Panhandling is a different matter. If you think that someone needs to know where to get a good meal or some other assistance, call toll-free 1-866-392-3777.

## ACCESSIBILITY- MAKE IT A PRIORITY

It's time to start thinking about a growing segment of our population – those with limited mobility in wheelchairs or even those who push strollers. If your store is accessible to all, you'll get more business and people will appreciate your efforts. Your neighbours who have already made their businesses accessible hear this all the time. If you can modify your steps, stairs, or doorways, now's the time to do it. A few years down the road, it will be mandatory in Toronto.



## TAX BILLS, PLEASE

TABIA is collecting copies of commercial tax bills as part of their battle against rising taxes. They can use your tax bill to document the increases that BIA members have had imposed on them. Please fax your copies to Lionel Miskin at 416-222-3007, or e-mail him at shanemar@interlog.com

## THE WEB ADVANTAGE

The Beach BIA website is a marketing feature open to all merchants. Make your website listing work for you – especially now that the website's address is on our new street banners. How do we know it works? One restaurant has received over 60 requests to see its profile or find out its address. Don't miss out – submit your profile and keyword listings. It costs you nothing, but you can gain hundreds or thousands of dollars of business if you take advantage of it.

On the BIA website – [www.beachbia.com](http://www.beachbia.com) – you'll notice the Featured Merchant link. We pick merchants with an interesting website profile. If you don't have a profile, we can't feature you. If you need help in updating your web listing, or need your password and username, call us at 416-693-2242.

## DOORS WIDE OPEN TO VISITORS

Doors Open was an ENORMOUS success. The City of Toronto devotes two days to showcase architectural gems not normally open to the public. About 500 people joined guides Glenn Cochrane, Gene Domagala (right), and Barbara Myvrold for six historic and cultural tours of the Beach. Beach Solar Laundromat also opened their doors to the public. These tours bring new people to the Beach and help others re-discover it.



# WE THRIVE ON FEEDBACK!

Here's a sampling of what you're saying about the planters, flowers, and banners, and our Beach brochures, with our responses.

"Congratulations to you on the flowers and banners. Queen Street sure looks better! This is long overdue."

"Bravo, great initiative – the planters are beautiful. I hope they last and will be appreciated. The planters I installed in front of my store this spring were vandalized yesterday."

We knew vandalism would be a possibility and it's touched us, too. Our supplier has replenished plants that were stolen or damaged, and he continues to water every other day and fertilize once a week. We hope for the best!

"I have an apartment that overlooks Queen Street and I can see one of the beautiful banners from my window. Is it possible to buy one?"

We only have a few extra banners to use as replacements. We are considering selling souvenir tote bags with the three banner images on the front. We're also selling raffle tickets for the originals, by Beach artist Jennifer Cline. Tickets are being sold by several Beach merchants, and the raffle will held on Sept. 5.

"Why are there so few banners, and blocks where there are no banners?"

Toronto Hydro only gave us approval to mount banners on 46 of the approximately 350 poles on the street. The poles along Queen East are old, and are cluttered with signs, transformer boxes, and signals. There are relatively few that meet Hydro's safety and liability standards.

"I didn't get a planter anywhere near my store."

We had to follow the City's strict guidelines; planters were only allowed in areas that met width and spacing requirements.

"I really like and appreciate your brochure – this kind of marketing is exactly what the Beach needs."

Thank you! We've heard lots of great feedback about the brochure. It's being widely distributed around town. If you need more copies, let us know.



Councillor Bussin and staff admire Queen Street flower planters

## COUNCILLOR'S CORNER

### Beach BIA showing its True Colours on Queen Street East

I know I share with all Beach residents our absolute delight with the Beach BIA's beautiful planters and banners now festooning Queen Street East. They have given the street a festive mood. Special thanks must be given to Barbara De Angelis of Pippins Tea at Queen and Wineva who spearheaded the planter project and BIA Chair, Neil Macdonald.

As the local Councillor, it is very comforting to know that there is now a group of talented and energetic business people working together to improve the appearance and business environment on Queen Street in the Beach. I have been a long-time booster of a BIA in the Beach because I've always believed we could do better on Queen Street.

With the placement of the planters and banners and the wonderfully good-natured settling of the Great Beach vs. Beaches Controversy earlier this year by the BIA, I am satisfied that my support for the formation of a BIA on Queen Street East was well-founded.

### BIA Business Research Grant Passed by Council

I am also happy to announce that on June 27 Toronto City Council passed the 2006 Commercial Research Investment Program for selected BIAs in the City. The Beach BIA will now receive a \$6,300 grant for marketing research. The grant will provide for the first stage of multi-year research to understand customers, give direction on repositioning and marketing strategies, advice on streetscaping, and strategies for retail recruitment and retention in the Beach BIA area. The work proposed will include interview surveys. The grant will supplement the money the Beach BIA has budgeted for this research project.

Deputy Mayor Sandra Bussin  
Councillor, Beaches-East York, Ward 32  
City of Toronto



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 at: Phone: 416-693-BBIA (2242) | Fax: 416-693-2240 | E-mail: [execdirector@BeachBIA.com](mailto:execdirector@BeachBIA.com)

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