

The Standard

Projects completed and planned in our BIA

Completed projects for 2005 and new ones for 2006:

ADVERTISING: In 2005, the Danforth BIA sought out professional help for creating awareness for the BIA. They chose David Hayes + Company who designed the new logo (which is slowly being rolling out) and the new tag line (It Starts Right Here!). We will also start a series of ads for the next eight (8) weeks in NOW magazine to promote our area to new potential customers.

The Danforth BIA also produced the 2005 Danforth Directory in conjunction with GreekTown on the Danforth BIA. We are producing another directory this year with GreekTown that will be distributed at the end of November. We have changed suppliers for the new directory to ensure a better quality product and timely delivery.

The website has also been overhauled, improved and updated on a regular basis. Wheelchair and stroller accessible stores and restaurants are now clearly listed.

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We purchased winter theme banners that were installed in November for 4 months. New themed banners are being purchased this year. They will be promoting shopping, eating, and entertainment.

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The BIA has hired Linda Yielding as coordinator for special events. Linda brings a wealth of experience from the restaurant industry and from professional fundraising. She has successfully hosted the Danforth BIA Charity Road Hockey Challenge for the past seven (7) years. Linda has also been our coordinator for the Taste of the Danforth and – new this year – the annual Sidewalk Sale. The main purpose of the Sidewalk Sale was to help retailers who don't fare well during the Taste weekend. The feedback is that the Sale is really appreciated by our retailers.

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CAPITAL IMPROVEMENTS: The new lights have been installed on Broadview Avenue and they match the vintage lighting on Danforth Avenue. All that is left is for Hydro to straighten out the angles of some of the lamp heads. David Cunningham, Chair of the Danforth BIA, thanked Councillor Case Ootes for his part in securing the cooperation and coordination from Hydro, TTC, Enbridge, etc. to make this project happen. David also thanked Henry Byres of Economic Development for all his hard work and dedication to project.

2006 PROJECTS:

The first project in 2006 will be switching the lights on our trees to LEDs. It is expected that the switchover to LEDs will lower our maintenance costs and reduce the charges from Hydro substantially.

The capital improvement plans for 2006 include putting up something stunning at the beginning of Danforth Avenue just past the bridge. Some suggestions being considered include installing flagpoles or an archway indicating that It Starts Right Here.

The Danforth BIA will also be upgrading the benches and planters, adding information kiosks and directories. The upgrade of the Broadview subway station is progressing well (anticipated completion in Spring 2006) and once done, the Broadview parkette featuring walkways, a gazebo, benches, and flowers will be created.

2006 Danforth Directory: how can you help?

Incoming:

Pizza Nova
240 Danforth Avenue
416-439-0000

N.B. If you notice some new neighbours moving into our BIA, please let the Administrator know about it. We would like to welcome them to our area. Likewise if a neighbour is suddenly missing!

BOARD MEETING INFORMATION:

The next Board of Management meeting for the Danforth BIA will be held on December 5, 2005 at 6:30 PM at the BIA office located at 253 Danforth Avenue, 3rd floor. Please confirm with the Administrator by Thursday, December 1st if you are planning to attend.

If you are interested in getting involved and helping to shape the future of your neighbourhood, why not drop in one of our board meetings just to get an idea of how we work. The meetings are usually held on the first Monday of each month (unless it's a holiday).

Thank you!

UPCOMING EVENTS:

Pictures with pets & Santa on Dec 3
Riverdale Share Christmas Dec 10th
Carol sing-a-long on Dec 17th

The Boards of Management of the Danforth BIA and Greek-Town on the Danforth BIA realize that some of the businesses were not happy with the presentation and tardiness of the delivery of the 2005 directory. This is why we changed companies for the production of the 2006 one. Think Postcards has been contracted by the Boards of Management to prepare the directory for us and they have been very active in trying to solicit ads from our businesses. The directory is meant to pay for itself through advertising with the "break even" point being 78 ads.

It is disappointing to note that of the over 600 businesses in the Danforth BIA and GreekTown on the Danforth BIA, there are only about 30 ads sold as of today. This means that we will have to cut back severely on the number of pages in the directory. We may have to eliminate the alphabetical listing at the back and change the format of the category listing at the front of the book or even defer the directory until next year.

We are all aware that the current business climate affects the number of advertising dollars available to us, but hope that you can see the value in this publication and reach just a little deeper to help make the 2006 Danforth Directory happen.

It is for this reason that we encourage you to reconsider this marvelous opportunity to place an advertisement in the directory. The distribution will be done independently by Canada Post and is guaranteed to reach the 26,000 homes and apartments in the Riverdale and Rosedale areas. The 2006 Danforth Directory is currently planned for distribution at the end of November which will be four weeks into our aggressive ad campaign with NOW magazine.

We are anticipating great acceptance of the 2006 directory and know that it will be a keeper for the entire year in the destination homes!

While we are constantly updating our membership data, it is an ongoing challenge to keep up with the movement in the area so we need your assistance. If your establishment was not included in last year's directory or if you feel you were placed in the wrong category, first, please accept our apologies and second, send the correct information to the BIA office so we can adjust our records. You can send it by email or fax—your choice.