



  
 the Danforth  
 Business Improvement Area  
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# 2012 Annual Report



## BOARD MEMBERS

### CO-CHAIR

**Amy Chow**, The Combine Eatery

### CO-CHAIR

**Albert Stortchak**, Der Dieterman Antiques

### CO-CHAIR & TREASURER

**Christopher Molder**, Tridac Mortgages

### SECRETARY

**Cameron Young**, Property Owner

### DIRECTORS

**Daniella Dimitrov**, Globe Bistro

**Jennifer Lambert Jones**, Joy of Dance

**Michael Sherman**, The Danforth Music Hall

**Jacque Smith**, The Big Carrot

### COUNCILLORS

**Mary Fragedakis**, Ward 29 (North)

**Paula Fletcher**, Ward 30 (South)

### BOARD COMMITTEES:

#### **Marketing/Events/Sponsorship**

Albert Stortchak, Committee Chair

Lanerick Bennett

Trisha Bjorklund

David Carr

Barb Hefler

Keven Menager

Catherine Perdue

#### **Membership**

Christopher Molder, Committee Chair

Keven Menager

Michael Sherman

Albert Stortchak

#### **Capital Improvements/Streetscape**

Jacque Smith, Committee Chair

Bruno Duarte

Cameron Young

#### **Bridge Lighting**

Jennifer Lambert Jones, Committee Chair

## MANAGEMENT

**Susan Puff**, Executive Director

**Sandy Molnar**, Sponsorship Manager

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## Message from our Co-Chairs

2012 has been both a successful and a bittersweet year for the Danforth BIA.

It has been a year of change and re-generation.

During the year several Directors stepped aside due to illness and other business considerations; fortunately, other members have come forward bringing with them fresh energy and perspective to the Board.

Committees have been transformed with the addition of new members including interested residents from the surrounding community—a testament to the community that we serve, their support for our businesses and a validation of our outreach efforts.

The year has also been one of contemplation, re-evaluation and new direction. Discussions arising from initiatives undertaken last year including one to attract business investment to the area have prompted the Board to bring forward, for your consideration, the issue of re-branding the BIA.

The year has been one of success. Our streetscape is flourishing and our special events are increasing awareness of our neighbourhood and making our BIA a destination. This report will speak to that success.

**Albert Stortchak**

Co-chair

**Christopher Molder**

Co-chair

### WHO IS THE BIA & WHAT DO YOU DO?

**The Danforth Business Improvement Area (BIA)** is a volunteer based association of businesses and property owners that is re-establishing the district as Toronto's premier business, shopping and entertainment destination. We are dedicated to maintaining the vitality of this area and protecting the new and existing investment that attracts shoppers, diners, tourists, businesses and employees.





# CAPITAL IMPROVEMENTS

This past year saw the Capital Improvements Committee deal with several area issues that required attention.

## **Power Outage on North Side of Danforth:**

Due to a meter problem on the north side of Danforth between Broadview and Ellerbeck, the BIA lampposts were not lit for the first half of 2012. In order to repair the problem a great deal of time, sorting through city and hydro red tape, and funding was required. This took another several months to work through but the lampposts are now fully functional. In the spring of 2013, the Committee will dedicate its time to returning power to the next section of Danforth, again on the north side, between Ellerbeck and Playter. The issue of power in this block is currently being impacted by the construction of the new LCBO store. Once the store is open in March of 2013 power will be restored to the lampposts in this section.

## **Lamppost Repainting:**

The Committee hired Green Touch Landscaping to repaint all of the BIA's lampposts this past spring. The lampposts had not been refreshed since their installation and were well past time for repainting.

## **Landscaping:**

The Committee oversaw the design for the spring and summer planters and hanging basket; and will once again be developing a décor plan for the 2012 holiday season.

## **2013:**

The Committee has applied to the City of Toronto for a Capital Cost Sharing grant in order to repair and renovate the tree pits in the Danforth area.

# DANFORTH EXPERIENCE

## **Marketing, Sponsorship, Events Committee**

To date, 2012 has been a year of growth and success as we produced the third year of the Danforth Experience - the umbrella framework for our BIA's signature events; marketing and sponsorship initiatives.

### **Sponsorship:**

Financial and contra sponsorship support exceeded a quarter of a million dollars this year.

### **Marketing:**

2012 marked the first time that a 30 second tv commercial was produced and aired specifically for a Danforth BIA event (Thrill of the Grill). The spot ran multiple times daily for 4 weeks on the Global network (June 21 – July 21/12).

The Danforth BIA increased its social media presence through Facebook and Twitter. All Danforth businesses have been approached to provide information for both outlets. Danforth BIA followers have increased from a few to over a 1,000 within the past couple of months.

### **EVENTS:**

#### **Danforth Blooms**

Our Spring event kicked off the event season for the Danforth at the beginning of May. In keeping with our mission to be environmentally friendly, the BIA recycled its spring bulbs to consumers who were encouraged to replant them in their own yards. 500 people came out to pick up their bulbs, meet our garden specialist, and receive their complimentary TD Canada Trust tote bag and ESKA water.





## Thrill of the Grill

The 3rd Annual Thrill of the Grill BBQ competition was held on July 21. This year's event grew substantially over the past two years in scope and attendance. Danforth Ave was closed to traffic from Jackman to Broadview Ave and 1,000 consumers attended. The fundraising component for this year was kidney cancer research at Sunnybrook's Odette Cancer Centre. The combination of the event framework and the charitable component provided the greatest leverage in terms of securing marketing and financial sponsorship for the Danforth BIA. The 4th Annual Thrill of the Grill is scheduled to take place on Saturday, July 20, 2013. Financial and marketing sponsors are currently being secured and the consumer attendance target is 1,500 people.

## Toast To The Holidays

This final event in our calendar year is scheduled to take place on Friday, December 7, 2012 from 6 - 9pm. The aim of the event is to encourage consumers to do their holiday shopping and dining in the Danforth BIA. The format will be similar to previous years – shop, sip and stroll through our businesses. Wine sampling will be provided by Churchill Cellars; and the BIA will be offering a Grand Prize draw for a \$1,000 in Danforth Dollars.





## MEMBERSHIP RELATIONS

The mandate of the Membership Committee continues to focus on communications and information sharing between the Board, the City of Toronto and BIA members on all issues of concern to members.

This year, in order to support initiatives of other committees notably Events and Marketing, the Membership committee increased its size and scope of activities. Committee members took on a liaison role between BIA members and the Events and Marketing committee to ensure that businesses were aware of upcoming event and marketing opportunities; and to facilitate business participation.

The Membership Committee actively met with business members one on one to provide information on website marketing opportunities; to answer any questions or deal with any problems related to Taste of the Danforth; to represent and bring forward business concerns that required City of Toronto assistance.

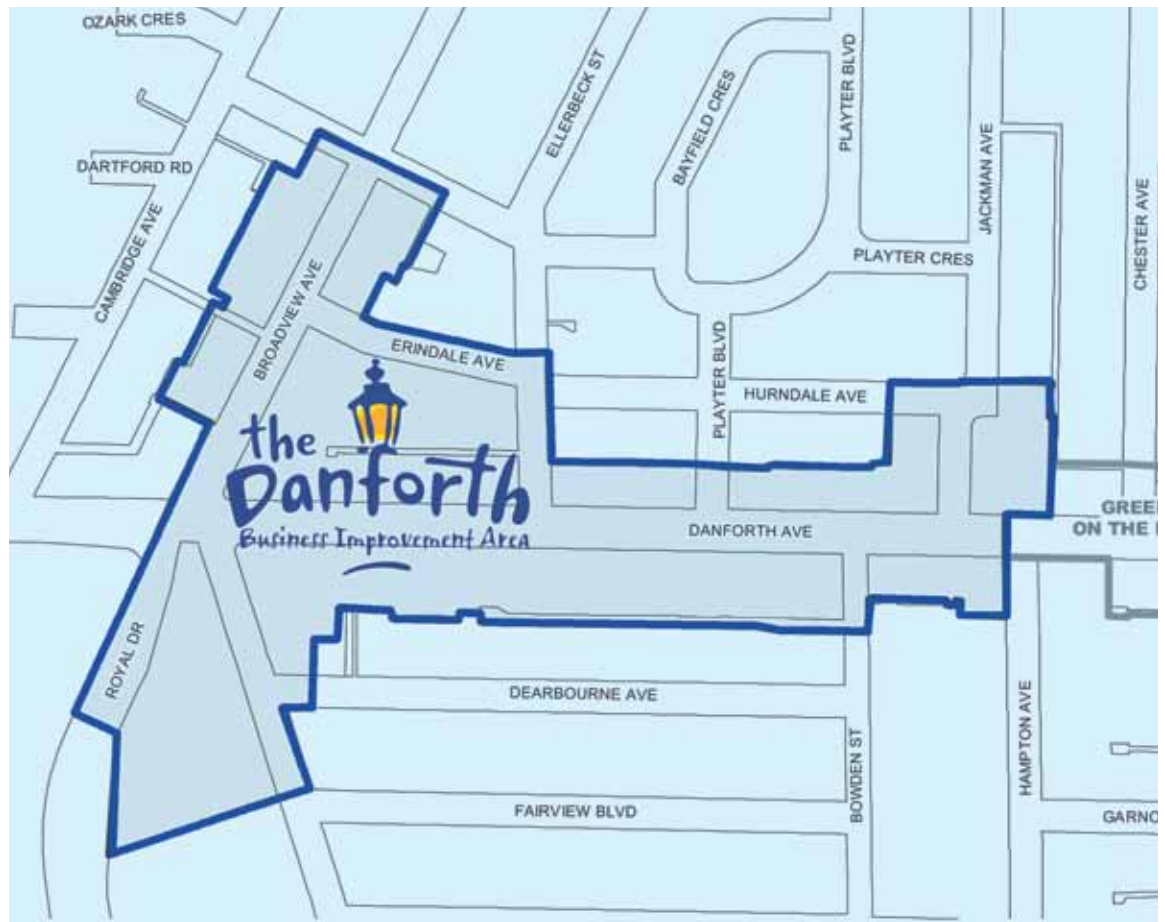
Efforts to enhance our member profile lists and other opportunities available to members, will continue to be the Membership Committee's priorities in 2013.





COUNCILLORS  
**Mary Fragedakis**  
Ward 29 (North)

**Paula Fletcher**  
Ward 30 (South)



## FINANCIALS

The proposed 2013 budget is a slight increase to our 2012 budget and allows the BIA to continue its core initiatives.

Given on going increases to your annual municipal property assessments and overall market conditions we are very conscious to keep a tight budget and increases minimal.

As a business or property owner in the Danforth BIA, we encourage your involvement and invite you to provide input into the future of our area.

|                                      | 2012<br>ACTUAL   | 2013<br>BUDGET   |
|--------------------------------------|------------------|------------------|
| <b>REVENUE</b>                       |                  |                  |
| BIA levy                             | \$256,670        | \$261,819        |
| Appeal Reductions                    | \$25,667         | \$26,182         |
| Donations/Sponsorship                | \$12,000         | \$15,000         |
| Interest                             | \$150            | \$150            |
| Festival and Misc                    | \$11,693         | \$14,000         |
| Contribution from Prior Year's Accum | \$5,500          | \$35,000         |
| Appeal Provision Surplus             |                  | \$13,050         |
| GST recovery (for previous year)     | \$19,232         |                  |
| <b>TOTALS</b>                        | <b>\$330,912</b> | <b>\$356,201</b> |
| <b>EXPENSES</b>                      |                  |                  |
| Administration                       | \$87,316         | \$101,913        |
| Capital                              | \$7,764          | \$13,018         |
| Maintenance                          | \$89,796         | \$94,096         |
| Promotion & Advertising              | \$118,248        | \$129,992        |
| Appeal Provision Deficit             | \$1,178          |                  |
| Add 10% of BIA levy as provision     | \$25,667         | \$26,182         |
| <b>TOTALS</b>                        | <b>\$329,969</b> | <b>\$365,201</b> |



As a business or property owner, you have significant investment in your property, premises and staff. As your local business association, we are committed to enhancing your investment. As an association, we want to be sure we are serving your needs and providing good value. It is important that you, as a member, are engaged and given the opportunity to work with other business leaders in setting the future direction for the district.

To discuss further involvement with the Danforth BIA initiatives, please contact: **Susan Puff, Executive Director** by phone: 416-429-4479 or by email: [bia@thedanforth.ca](mailto:bia@thedanforth.ca)



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