

Annual Report

2020



A message from the Chair & Executive Director of the Downtown Yonge BIA

2020 was a year like no other, a year that tested Downtown Yonge's resilience, strength and innovation. We want to thank all front-line workers who stood strong in the continued fight against COVID-19, including our many member businesses who remained open and committed to taking care of the community when we needed it most. Your continued dedication to the Downtown Yonge neighbourhood each and every day inspires us in our daily work to support the needs of all who call Downtown Yonge "home".

Through all the health and economic challenges faced, we remained committed to the vision, mission and values set out in our Strategic Plan, pivoting our approach to focus on new services and supports, adapting to the ever changing needs of our members and the community.

Focusing on a foundation of compassion and tenacity, we remain steadfast in our commitment to the Downtown Yonge neighbourhood and ready to meet the challenges ahead— bringing back mainstreets, growing and sharing our knowledge through data, and restoring the downtown core through advocacy and ingenuity.

BIAs have a critical role to play in the recovery, and we look forward to emerging from this crisis a healthier, safer and stronger Downtown Yonge.




Martin Wray
Board Chair




Mark Garner
Chief Operating Officer and Executive Director

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Highlights from the year

Clean, Safe & Welcoming

- Adjusted daily cleanliness efforts and additional beautification throughout the neighbourhood
- Partnered outreach programs expanded

Economically Strong

- Event production migrated online, with video spots on local businesses highlighted during each event
- Research and data analytics grew with the need for further advocacy to restore the core

Liveable & Vibrant

- Website updates and social media campaigns updated to respond to the changing environment and highlight businesses
- Continued to provide education to members through online channels

Cohesive Identity

- Launched several virtual arts & culture programs, including Music Memories of Yonge as well as virtual walking tours
- Continued public speaking engagements on the evolution of the neighbourhood

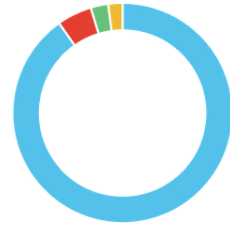
2021 Approved Budget

Expenses



| | | | |
|------------------|-------------|------------------------------|-----------|
| • Administration | \$1,110,823 | • Promotions and Events | \$731,000 |
| • Capital | \$500,200 | • Festivals & Events | \$300,000 |
| • Maintenance | \$600,000 | • Provisions for Tax Appeals | \$272,302 |

Revenue



| | | | |
|------------|-------------|--------------------|----------|
| • BIA Levy | \$2,995,325 | • Festival Revenue | \$85,000 |
| • Grants | \$170,000 | • Other Revenue | \$70,000 |

