

# Annual Report

2021



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

Our commitment to the Downtown Yonge community and its quality of life drives everything we do- and has done since the BIA was founded in 2001. Never has this been more apparent than during the COVID-19 pandemic which broke out in March 2020. We left 2020 feeling accomplished, supporting our members through unprecedented challenges and testing our resilience as a community and as an organization.

We believe that Downtown Yonge rose to those challenges, making significant contributions to recovery efforts and pushing forward towards the best post-pandemic reality.

We refined and continued with programs aligned with our strategic priorities started in 2020, like our Play the Parks virtual concert series, our online Day in Downtown Yonge itineraries and our extensive data collection and analysis, as well as developed new ones such as seasonal interactive activations and brought the Community Engagement Team back on street. Our strong focus on advocacy at all levels of government also continued, prioritizing the needs of our membership and ensuring Downtown Yonge's recovery is strong and the issues impacting our neighbourhood are addressed.

We look forward to continuing to stay true to our vision and mission during the recovery to come, while still remaining flexible and nimble to the needs of our membership.

*"Living Yonge is a feeling and a belief. That neighbourliness is alive and well.  
That citizens and visitors of all backgrounds have a place.  
Vibrant. Inclusive. Innovative. Ever-evolving."*




**Martin Wray**  
Board Chair




**Mark Garner**  
Chief Operating Officer and Executive Director

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## Highlights from the year

### Clean, Safe & Welcoming

- Continued daily cleanliness and increased efforts around beautification throughout the neighbourhood
- Partnered outreach programs expanded, Community Engagement Team back on street

### Economically Strong

- Online event production expanded, with continued focus on local businesses
- Research portfolio expanded with the need for further advocacy to restore the core and support members
- Over 4,700 square feet of CafeTO patio space implemented over the summer months

### Liveable & Vibrant

- A focus on the cultural corridor designation with additional murals, pandemic-safe activations and arts programming
- Implemented new tools and supports for member businesses with a focus on a safe & inclusive community

### Cohesive Identity

- Grew the visibility of the Friar's Music Museum and the Neon Museum initiatives through new programming and a partnership with the Sign Association of Canada
- Pursued public speaking engagements on best practices and lessons learned on building a healthy neighbourhood through post-pandemic recovery
- Advocated at all levels of government on issues impacting the membership and the downtown core

## 2022 Approved Budget

### Expenses



• Administration	\$1,110,823	• Promotions and Events	\$830,000
• Capital	\$560,000	• Festivals & Events	\$365,000
• Maintenance	\$713,000	• Provisions for Tax Appeals	\$272,302

### Revenue



• BIA Levy	\$2,995,325	• Festival Revenue	\$85,000
• Grants	\$200,000	• Other Revenue	\$70,000

