

# Annual Report

2022



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

2022 was a year of transition for the Downtown Yonge BIA (DYBIA), one that came with a lot of positive changes.

After two years of pandemic-related challenges, our neighbourhood was bustling again with increased pedestrian traffic, live events, new business openings, and the return of post-secondary students to in-person learning. While some indicators are not recovering as quickly as expected, overall, the economic recovery is going well, bringing the increased vibrancy that has long been a hallmark of our community.

An additional year under our current strategic plan, *Living Yonge*, gave us the opportunity to bring many of our programs to fruition based on our four strategic priorities:

A **Clean, Safe & Welcoming** neighbourhood is fundamental to our economic prosperity, which is why we continued to work closely with partners for the greater good of the community, focusing on expanding our Community Engagement Team's role, additional webinars and trainings for members along with activations in vacant storefronts. To remain **Economically Strong**, Downtown Yonge ensured members were armed with the most timely and relevant economic information to enable the best business decisions.

With people returning to Downtown Yonge in greater numbers, creating a **Liveable and Vibrant** neighbourhood was a key priority. In-person events, live programming and beautification initiatives all contributed to an energy that was sorely missed during the pandemic. Finally, tying this all together is a **Cohesive Identity**, positioning Downtown Yonge as "the place to be". Public murals, a new exhibit at the Friar's Music Museum and updated public infrastructure created a neighbourhood that resonated with all.

With a new strategic plan to be developed in 2023, a new era for the DYBIA is upon us - one we are excited to begin.



**Martin Wray**  
Board Chair



**Pauline Larsen**  
Executive Director and Chief Operating Officer

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## Highlights from the year

### Clean, Safe & Welcoming

- Increased public realm maintenance, including power washing and garbage removal
- Partnered outreach programs expanded, Community Engagement Team responded to over 120 crisis calls from 26 member businesses

### Economically Strong

- Increased data offerings for members, including newsletters, data roadshows and more
- Fee for service programs increased, securing over \$50,000 in revenue supporting other Downtown Yonge projects
- Inaugural Explore to Win contest; earned over 200,000 impressions and 4,000 link clicks

### Liveable & Vibrant

- A return to in-person activations, including 47 Play the Parks concerts, 12 farmer's markets
- New event launch, College Park After Hours
- Increased events done in partnership, such as Luminato, Epilepsy Toronto and Pride Toronto

### Cohesive Identity

- New exhibit launched at the Friar's Music Museum entitled Rhythms and Resistance (nominated for a Heritage Toronto award)
- New ArtWalk app launched, conducting 4 in-person walking tours
- Advocated at all levels of government on issues impacting the membership and the downtown core

## 2023 Approved Budget

### Expenses



• Administration	\$1,170,000	• Marketing & Member Services	\$682,000
• Capital	\$578,000	• Festivals & Events	\$381,000
• Maintenance	\$767,000	• Provisions for Tax Appeals	\$272,302

### Revenue



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

