

# Annual Report

2023



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

As the first full year of post-pandemic recovery, 2023 was a transformative year for the Downtown Yonge BIA (DYBIA), and while economic recovery still has a way to go, there were some solid gains made that leave us hopeful for the future.

The Downtown Yonge neighbourhood saw an array of new business openings in 2023, showcasing its attraction as a premier retail and entertainment destination in Toronto. Additionally, pedestrian volumes have continued to track upwards since 2022, with over 65 million pedestrians on Yonge Street during the year.

More than 60 events and activations presented by the DYBIA brought the community together through art installations, pop-ups, concerts, movie nights and more. A larger events portfolio than pre-pandemic means the DYBIA is ensuring visitors always find something new and exciting to see.

While it's no easy feat keeping a busy, crowded neighbourhood like ours clean and well-maintained, our teams were up to the task. They were on the street 7-days a week as the stewards of our community, removing graffiti tags and power washing, maintaining Downtown Yonge as a premier destination in Toronto.

The DYBIA has also done extensive advocacy on behalf of the neighbourhood, with two issues taking centre stage for 2023: construction mitigation and community safety. Our entire team is engaged daily in conversations, ensuring better information and better outcomes for our neighbourhood.

This year also saw the release of our new Strategic Plan 2023-2028 that will guide us through the next 5 years with a vision, mission and values for a post-pandemic world, along with 3 strategic priorities that will set the neighbourhood up for success in the coming years. We look forward to this new chapter for the community.




**Martin Wray**

Board Chair




**Pauline Larsen**

Executive Director and Chief Operating Officer

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## Highlights from the year

### New Strategic Plan 2023-2028 launched

#### Community Safety & Wellbeing

- Maintained enhanced public realm maintenance, including power washing and garbage removal
- The Community Engagement Team participated in over 200 partnered outreach sessions with 8 different partners and stakeholders

#### Economic Recovery

- Pedestrian foot traffic reached over 60 million in 2023, only 10% below 2019 levels
- Fee for service programs increased, securing over \$300,000 in revenue supporting other Downtown Yonge projects
- Explore to Win contest grew; more than double the entries in 2022, more than 60% of which were receipts of purchases made in Downtown Yonge

#### Placemaking

- Over 60 events and activations; more than in 2019
- New events included Ziigwan, a 3-day Indigenous arts & music festival, as well as a Roller Drag Ball for Pride month
- Trinity Square Clocktower revitalization began

#### Advocacy & Engagement

- Two key issues took centre-stage in 2023: construction mitigation and community safety
- Advocated at all levels of government for better services for our neighbourhood
- A 6-month long strategic planning process lead to a revised vision for the neighbourhood over the next 5 years

## 2024 Approved Budget

### Expenses



Administration	\$1,317,860	Promotion & Communication	\$355,000
Capital	\$435,000	Festivals & Events	\$467,500
Maintenance	\$900,432	Provisions for Tax Appeals	\$276,387

### Revenue



BIA Levy	\$3,040,255	Festival Revenue	\$105,000
Grants	\$80,000	Other Revenue	\$90,000

