

Annual Report

2024



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

A new strategic plan brought with it an updated blueprint to guide the Downtown Yonge Business Improvement Area (DYBIA), one that ensures the neighbourhood's economic & cultural impact is recognized and refined as it continues to evolve.

A foundation of all the work we do, ensuring we have a **clean, safe and welcoming environment for all** means implementing a range of programs that provide supports for businesses and their staff, as well as keeping Downtown Yonge inviting for all. In 2024, this included restoring the Trinity Square clocktower, providing seven-days a week street maintenance to supplement City services, working with partners such as Toronto Police Service and Victim Services Toronto to offer expanded training webinars for members as well as a nearly 70% increase in power washing of our sidewalks.

As one of Toronto's fastest growing business districts, our role as a BIA is to ensure we are creating exciting events, experiences and activations that support and enhance our member business offerings, while adding value to the competitiveness of the neighbourhood. Seeing nearly 200 new businesses open since 2022 means the DYBIA is constantly adapting its programming to ensure we continue to **champion diverse businesses, experiences & communities**. This includes piloting new programs such as themed events, food tours and a month-long light festival, while limiting the burden on members by generating over \$650,000 in non-levy revenues.

Downtown Yonge continues to be the place for connection, entertainment, excitement and exploration, but in order for it to continue to be a gathering place for Torontonians, we are also focusing on **prioritizing ease of access for businesses, visitors and residents**. With many important infrastructure and public works projects underway or upcoming, our efforts in this regard are around optimizing local transportation and access, as well as mitigating the impacts of congestion to keep people moving, regardless of their mode of transportation. Creating easily accessible resources such as parking maps, themed neighbourhood guides and regular construction updates ensures businesses and their customers are able to access the area for all their needs.

All these pieces are integrated and linked, working together to create a neighbourhood that is everything to everyone, the heart of the home we call Toronto.




Martin Wray
Board Chair




Pauline Larsen
Executive Director and Chief Operating Officer

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Highlights from the year

Creating a safe, clean and welcoming environment for all

- Introduced a suite of new safety-related initiatives including trainings and a trespass sticker program
- Collaborated with the City of Toronto on infrastructure upgrades including the Trinity Square Clocktower and piloting new garbage bins

Championing diverse businesses, experiences and communities

- Added an additional 4 themed events in the Fall as well as the Illuminite art festival through grant and funding opportunities
- Piloted innovative new experiences to promote our members including new walking tours focusing on photography and food

Prioritizing ease of access for businesses, visitors & residents

- New resources developed to address ease of access such as parking maps and themed itinerary pages
- Met regularly with Metrolinx to ensure members are kept up-to-date on the Ontario Line construction

Member Engagement

- Engaged with nearly 50% of streetfront businesses over 3 months during a detailed member audit
- Increased the number of respondents to our member survey by 20% compared to 2022
- Received the 2024 Member Support Award from the Toronto Association of BIAs (TABIA) for our “Member Engagement Strategy Implementation”

2025 Approved Budget

Expenses



• Administration	\$1,275,000	• Promotion & Communication	\$399,000
• Capital	\$495,000	• Festivals & Events	\$526,000
• Maintenance	\$911,300	• Provisions for Tax Appeals	\$281,915

Revenue



• BIA Levy	\$3,101,061	• Festival Revenue	\$105,000
• Grants	\$70,000	• Other Revenue	\$155,000

