

SANTÉ LAUNCHES 10TH YEAR!

SANTÉ: Toronto International Wine Festival is set to celebrate its 10th year, from May 5 to 10, 2008. A public launch of the Festival took place on Saturday, February 23rd at 'Santé Chill', during the Bloor-Yorkville IceFest. Santé attendees had the opportunity to get 'early bird tickets' for Santé, and to sample the wines of Australia's Jacob's Creek at the Santé Ice Bar, located in the Manulife Centre main entrance.

Visit the Santé website www.santewinefestival.com and start planning to attend the Santé events. Whether you are a Santé expert or a novice, with 74 wineries in the Festival you will surely find a number of events to peak your interest and your taste buds. Santé is also a unique opportunity to meet the principals and the winemakers of the participating wineries. Get your tickets today and avoid disappointment.

Events will be hosted in several Bloor-Yorkville shops, restaurants, and venues including the Royal Ontario Museum, The Four Seasons Hotel, The Park Hyatt Hotel and Hazelton Lanes.

SILENT AUCTION PRIZES NEEDED. The sell-out **Ultimate Winemakers' Dinner** on Tuesday, May 6th hosts 500 people for an amazing 5 course meal, prepared by Food Network celebrity chefs, who match their dishes to ten Santé award-winning wines. Reach an affluent group of wine and food enthusiasts! Make a donation to the **Silent Auction**, which takes place at the Ultimate Winemakers' Dinner. If you would like to donate products and/or services (\$250 min.), your business name and donation will be credited in the **Ultimate Winemakers' Dinner** Program, and viewed by all attendees. All proceeds from the auction will go to Grapes for Humanity, which was established in October 2000 by wine experts, Tony Aspler and Arlene Willis. Based in Toronto, its mission is to raise funds, with the assistance of the international wine community, to benefit humanitarian causes around the world. Its focus is to provide a better quality of life for victims and survivors of disasters and personal tragedies.

To find out how you can make a donation, please contact: Susannah Lau, Marketing Assistant at the BIA at 416-928-3553 x 27 or by email to assistant@bloor-yorkville.com.

2008 SCHEDULE OF EVENTS AT A GLANCE

Weeks April 7, 14 and 21 - Deconstructing Dinner Seminars

Week of April 28 - Santé in the City

Monday May 5 - Landmark Australia

Tuesday May 6 - Ultimate Winemakers' Dinner - Santé in the City

Wednesday May 7 - International Wine Tasting

Thursday May 8 - California Cruising – Santé in the City

Friday May 9 - Santé Down Under

Saturday May 10 - Sip, Savour & Shop, Sip, Savour & Learn, Santé Finale: Celebrating the 10th on the 10th

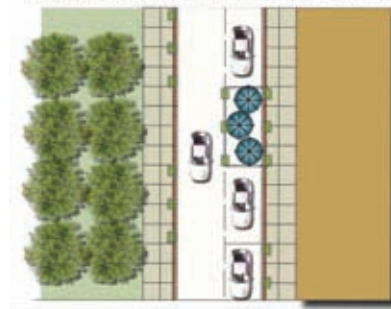
BLOOR-YORKVILLE STREETScape MASTER PLAN

In consultation with the City, the Greater Yorkville Residents Association (GYRA), and long-standing members of our neighbourhood, the Bloor-Yorkville Streetscape & Improvement Master Plan is complete. As featured in a previous Newsletter, the Master Plan outlines a comprehensive design strategy to ensure that future streetscape improvements are innovative yet simple, and most importantly, are an enhancement to the pedestrian realm.

Potential Special Pedestrian Street Section - Cumberland Street



Potential Special Pedestrian Street Plan - Cumberland Street



The Planning Partnership 37

The Bloor-Yorkville Streetscape & Improvement Master Plan was completed by the Planning Partnership, located at Bay Street and Yorkville Avenue. The Plan includes the designation of "Special Pedestrian Streets", unique tree pit treatments, and café extensions, as well as recommendations for street vendor locations. The project was also completed in coordination with the GYRA Greening Strategy, which is securing funding through Section 37 funds. To see the full scope of the Master Plan, please call us at 416-928-3553 ext. 26.

UPCOMING NETWORKING EVENT



April 2nd, 2008 Prego Della Piazza
150 Bloor Street West
5:30 p.m. - 7:30 p.m.



Join the BIA and YBB for a cocktail and hors d'oeuvres.
 Catch up on news, meet your neighbours and find out about upcoming events.
 Door prize donations are always welcome!

GET INVOLVED IN YOUR COMMUNITY



The objective of the Police Liaison and Safety Committee of the Yonge-Bloor-Bay Business Association (YBB) is to increase awareness among business members about the importance of safety and security. Through a close partnership with Toronto Police of 51, 52 and 53 Divisions, who are represented on the committee, YBB addresses common and specific concerns affecting the community, and informs members of issues and policing initiatives. The Committee played a pivotal role in securing the successful passage of the Safe Streets Act 1999, by the Ontario legislature.

Upcoming events

The Emergency Services Appreciation Day, Manulife Centre, Tuesday June 3,

2008. The purpose of this event is to express appreciation, on behalf of the businesses, resident associations, and all members of the community, for the splendid work carried out by the Toronto Police, Fire Department, and EMS. The lead sponsor is Manulife Financial. This event draws hundreds of people.

Walkabout with the Toronto City Police. This walkabout gives businesses an opportunity to meet the local Police, and discuss any concerns regarding safety and policing.

The success of our organization, and the committee, relies on participation from the Community. For further information, please call the YBB office at 416-922-4211. Robert Kennedy is the Chair of the Police Liaison & Safety Committee of the YBB Association.

NEW WASTE/RECYCLING RECEPTACLES COMING SOON

The City's Coordinated Street Furniture Program will be rolling out in the Spring of 2008. It includes the installation of new waste and recycling receptacles.

The new bins will feature a push-pedal to operate the flaps which cover the openings. If you require a bin outside of your business or property, please let us know by emailing:

urbandesign@bloor-yorkville.com.

We will forward the request on your behalf.



ICEFEST 2008 HEATS UP THE NEIGHBOURHOOD

February 21-24TH marked the third annual **Bloor-Yorkville IceFest**, with 10,000 people checking out glistening ice sculpture masterpieces, ice carving demonstrations and more. The record crowd came out over the weekend to admire the many creative and awe inspiring ice sculptures throughout the neighbourhood, and to watch professional ice carvers compete at the 8th Annual Sassafras Ice Carving Competition for "The People's Choice Sculpture". Robert Brooks of Toronto took home the trophy, sponsored by Satori Urban Wellness, 33 Hazelton Avenue, for the favourite ice sculpture.

The 'Underwater Kingdom' in the Village of Yorkville Park drew a tremendous amount of attention from the public, and the media. It was a photographer's paradise; the magic of the mermaid, the sunken pirate ship,

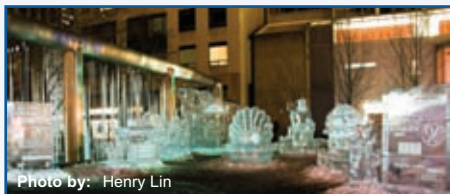


Photo by: Henry Lin

and King Neptune all came to life. With the help of our generous corporate sponsors, as well as local businesses, we have been able to create this exciting and beautiful winter spectacle. Specifically we would like to thank our corporate Gold Sponsor- Holt Renfrew, our Silver Sponsors - The Holt Renfrew Centre, The Hudson Bay Centre, Manulife Centre and Wyborowa Exquisite

Vodka and our Bronze Sponsors – The Colonnade, Jacob's Creek and Starbucks. They were key in making this event possible.

Thank you also to all local businesses that participated in sponsoring an Exhibition Ice Sculpture: Clarins Skin Spa, Harry Rosen, Hazelton Lanes, Renaissance Court, Royal Ontario Museum and Scotiabank. The Bay Bloor Street had an Ice Bar serving hot apple cider and bite sized brownies. Yay! served Limonana from their Ice Bar located at Yorkville and Yonge.

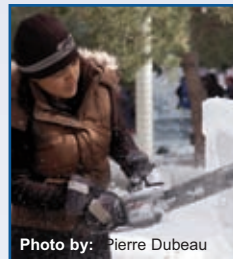


Photo by: Pierre Dubeau

The Ontario Tourism 'There's No Place Like This' Snow Globe attracted large crowds to the Hudson's Bay Centre to view the world's biggest snow globe. Also new to the Festival this year were Ice Carving Demonstrations at Town Hall Square, as well as in the Village of Yorkville Park on the Sunday of the Festival.

We would also like to thank the following Ice Carving Competition Sponsors:

Accessity, Avec Plaisir Fine Lingerie, Crêpes à GoGo / Lovecraft, Glow Medi Spa, In Beauty Spa, Mendocino, Robin Barker Hairs'ociates, Sassafras, Satori Urban Wellness, Toni & Guy Hairdressing Yorkville and Whole Foods Market.

February was Heart Month and the above

'IceFest' participants generously made a donation to the Heart and Stroke Foundation of Ontario. In addition, we would like to thank the following businesses who donated a portion of proceeds from their sales of February 23rd: Clarins Skin Spa, Glow Medi Spa, Mendocino and Thomas Kinkadee Signature Gallery. Holt Renfrew had a custom-made 'Ice Bar' for Bloor Street customers to indulge in hot cocoa. It was a very busy Saturday afternoon with all proceeds donated to the Heart and Stroke Foundation. A special tartine by executive chef Corbin Tomaszeski was also available at Holt's Café. All proceeds went to the cause.

Thank you to the following Bloor-Yorkville businesses for helping to make IceFest a success and donating prizes for three "Bloor-Yorkville Prize Packages": La Casa del Habano, Clarins Skin Spa, Glow Medi Spa, Mendocino, Dr. Peter Milonas-Optometrist, Nike, Satori Urban Wellness, Sutton Place Hotel, Toni & Guy Hairdressing Yorkville.



Winning sculpture by: Robert Brooks

HELP BUILD A STRONGER YORKVILLE

Just a couple of hours a month — *By: Douglas Jure, Chair – Bloor-Yorkville BIA*

Twenty-three years ago the Yonge-Bay-Bloor Association and property owners, together with the support of the City of Toronto, established the Bloor-Yorkville Business Improvement Area (BIA). Under the terms of provincial legislation, our BIA is mandated to organize, finance, and carry out physical improvements to our streetscape, and to strengthen our retail economy through marketing and special events promotions.

Governed by a 17-member Board of Management, and managed by a full-time professional staff, our BIA is carrying out its mandate. Ours is the third largest BIA in Ontario. With a commercial assessment base of \$1.9 billion, our budget this year totals \$1.8 million. Our programmes are reported regularly in this newsletter.

Like all community organizations, the success of our BIA is contingent on the commitment made by individuals who have a sense of public obligation, and who are prepared to spend the time — roughly a

couple of hours a month — to solve problems ranging from traffic congestion to property taxation, and to design marketing plans for special events and advertising campaigns to draw customers to Yorkville. Your Board has established four committees and two sub-committees to carry out its governance role. The Board meets on the last Wednesday morning of the month and committees meet monthly.

The Executive Committee which I chair includes: Past-Chair Bob Saunderson, Vice-Chair Valentine Lovekin, Secretary David Homer who chairs the Toronto's International Wine Festival — Santé and the Traffic Committee, Treasurer Robert Kennedy, and Planning, Preservation and Urban Design Chair Ron Palmer who also chairs the Streetscape Improvement Sub-Committee.

The Promotions and Communications Committee is co-chaired by Miriam Blumenfeld and Christena Chruszez.

Board directors who do not chair commit-

tees but are members of them are:

Tom Capisciolto, Joel Carman, Guida Fernandez, Sam Kolber, Len Tokey and Michael Ward.

The constitutional appointments to our Board are Nick Vesely, President of the Yonge-Bloor-Bay Business Association, and City Councillor Kyle Rae. In recognition of the extraordinary commitment to our community, the Board has appointed two honorary members: Dick Wookey and Brian Stark.

These individuals, along with all the members of the various committees, help build a stronger Yorkville. Their time commitment is not onerous, roughly a couple of hours every month as I mentioned earlier. Our Board is continually looking for individuals who are concerned about our community to join our committees. I encourage you to contact our General Manager, Briar de Lange, to volunteer your time. Just a couple of hours a month.

Yorkville Residents Association, H & R Developments - 1235 Bay Street, H & R Developments - 110 Bloor Street West, Hemingway's, Kinsman Robinson Galleries, The Planning Partnership, RHSL Corporation, Strait Properties Inc., Torindo Ltd., Transmetro Limited.

Thank you again, for your support!



Summer Baskets: Our BIA continues to get recognition for its efforts to beautify our streets with distinctive hanging flower baskets. This will be the ninth year that the Bloor-Yorkville area will be decorated with an array of beautiful hanging flower baskets.

In the month of April, we will be circulating a donation form. Sponsors will receive recognition as a flower basket program supporter in the Newsletter, on the BIA website, and at our Annual General Meeting! If you would like to participate, please contact us at urbandesign@bloor-yorkville.com or 416-928-3553 x26 for more information.

DEVELOPMENTS UPDATES

130 Bloor Street West (155 Cumberland Street): Construction of the 7 storey residential addition to 130 Bloor St. West, will require a staging area on Cumberland Street. A portion of the south sidewalk and lane will be occupied by hoarding for a period of 12 months, beginning in February, 2008. Pedestrian traffic will be diverted to a temporary walkway, which will be protected by a jersey barrier. Access will be maintained for vehicles.

21 Avenue Road (Existing Four Seasons Hotel): The initial proposal for the redevelopment of 21 Avenue Road has been withdrawn. The proposal called for the construction of two condominium towers at 48 and 58 storeys, in place of the existing Four Seasons Hotel. A new proposal is being worked on by the developer, Menkes, and their architect, Peter Clewes, of architect Alliance. We will notify our members of the new proposal, once it becomes available.

150 Bloor Street West: Tampold Architects have been retained by Northam Realty to design the conversion of the lower 10 floors of Renaissance Plaza to residential condominiums. The current use of the first 10 storeys is retail at grade, with offices occupying the floors above. The ground floor of Bloor Street will be converted to a two-storey retail frontage, while the cladding of the new residential portion will be modified to a primarily glass façade.

BLOOR STREET CONSTRUCTION UPDATE

Completion of the final phase of the watermain upgrades is expected for April 4, 2008. Following the watermain work, we will look forward to the start of the Bloor Street Transformation Project. Construction on the east side of Yonge Street is expected to begin in June, with completion expected by December 2008. Construction of Phase 2 will begin west of Yonge Street in January 2009, and should be completed by the end of the year.

A public meeting will be called prior to the construction in order to prepare business and property owners for future expectations. A Quarterly Newsletter is being distributed to those who have requested additional information. The Newsletter, sent via email, should answer any possible questions. If you do not receive the Bloor Street Newsletter, please email us at urbandesign@bloor-yorkville.com to receive updates. You may also check our website at www.bloor-yorkville.com.

HAZELTON AVE. LOADING ZONE

A new commercial loading zone is set to go in on Hazelton Avenue, directly north of Scollard Street, which should help alleviate some of the loading issues for the businesses in the vicinity. The loading and unloading of deliveries has been a challenge, amplified by the loss of parking spaces, on the east side of Hazelton Avenue, between Yorkville Avenue and Scollard Street, and the conversion to two-way of this stretch. The Commercial Loading Zone designation stipulates that only commercial delivery vehicles are exempt from being ticketed. Passenger vehicles, even if being used for loading or unloading, will be ticketed.

If you are expecting a significant delivery, which will take longer than the typical 20 minute exemption, notify Parking Enforcement beforehand, to ensure that their officers are aware. We also recommend that you require your commercial delivery vehicle to post a sign "On Delivery For (your business name)", to identify the vehicle as much as possible. Please show consideration to your neighbouring businesses, by ensuring that delivery vehicles are not parked for more than 20 minutes.

PROMOTIONAL OPPORTUNITY

All businesses are invited to sponsor the on-going Bloor-Yorkville BIA website contest. This is a fantastic promotional oppor-

tunity! As a sponsor, you will have a prominent logo and name recognition on our site, for a 3 month period. As well, you will increase your marketing database. Our previous sponsor, Calvin Klein, had over 400 of the nearly 1100 total entrants opt to receive future promotional information from their store.

The Bloor-Yorkville BIA website is dynamic and user-friendly. As a result it is very popular, with its usage steadily increasing. From 2006 to 2007, the sessions increased by 28% and the hits increased by 9%.

Don't miss this great opportunity to promote your business, while supporting the initiatives of the BIA. If you are interested in sponsoring the website contest, please contact Laura Penny at: bybia@bloor-yorkville.com or 416-928-3553 x 21. To view our current contest, sponsored by Hazelton Lanes, please visit: www.bloor-yorkville.com.

WINTER BASKET PROGRAM SPONSORS

We would like to sincerely thank all of the following contributors for their generous donations to the Bloor-Yorkville Winter Basket Program:

1358023 Ontario Ltd., Avison Young/Minto, Angelo Tomei, Church of the Redeemer, De Bonis Management Ltd., Four Seasons Hotel, GE Real Estate Equity, Greater

Who's New

Simply Zoup

762 Yonge Street
416-271-3341

Dr. Tarra Elliot

The Art of Dentistry
25 Bellair Street - 2nd Floor
416-927-7677

Juva MedSpa

91 Scollard Street
416-960-5882

If you are new to the area, or have recently changed locations, please call (416) 928-3553 x 21 or email us at bybia@bloor-yorkville.com to be included in our next Newsletter.

INTERNSHIP & WORK PLACEMENTS SOUGHT

The Irish Canadian Development Institute (ICDI) is urgently seeking volunteer internship / work placements for a group of visiting Irish students, April 7th until May 29th.

You would provide a valuable work & personal development opportunity as they experience living & working in Toronto's diverse ethnic community.

Telemarketing, Reception, Internal Office, Administration and other positions considered in a range of industries: Hospitality, Tourism, Retail, Financial, Leisure, Media etc. Previous hosts include Metro Convention Centre, Royal Bank, Warner Brothers, Park Hyatt, Marriott Hotel, Sheraton Hotel, Howard Johnson, Four Seasons, Strathcona, Radisson Admiral, Marriott Eaton Centre, Rogers Cable, Global TV, CBC, CTV, Covenant House, Community Living, Merit Travel, Butterfield & Robinson, Tourism Toronto, Hot House Café, West 49, Shoon, Trove, Sporting Life, Body Blue, Animation, Play it Again Sports.

Since 1993, ICDI has coordinated positions for over 900 students.

Visas, Wages, Accommodation, Insurance, Transportation, etc are all financed and coordinated by ICDI.

Please contact Richard Creighton, ICDI Project Manager at: 416-903-0707 or rcreighton@irishcanadian.org

Questions? Problems? Ideas for a future article or column? Let us know!

Contact us by phone at:

416-928-3553 x21, or email:

bybia@bloor-yorkville.com

Your input is appreciated!

EXHIBITS & EVENTS

Royal Ontario Museum

100 Queen's Park • 416-586-5549
www.rom.on.ca

Darwin: the Evolution Revolution

March 8 - August 4, 2008. From his early years as a naturalist and his education in medicine and theology, to his groundbreaking voyage aboard the HMS Beagle, follow Darwin's path as he develops his ideas about evolution; insights which became the cornerstone of modern biology. Discover why it took so long for Darwin to publish his groundbreaking book, *On the Origin of Species by Means of Natural Selection*. Find out why he was both revered and condemned for his views on evolution, and learn about the impact of his ideas on science and society today.

Highlights include live African spur-thighed tortoises and horned frogs from South America along with fossil specimens collected by Darwin himself.

Kids Activity Zone

All naturalists-in-training will love this special activity area for families and kids. Climb aboard the HMS Beagle to begin your round-the-world voyage! Learn how to tie nautical knots or peer through on-deck telescopes to keep a lookout for land on the horizon. Classify and sort bugs, dress up for an expedition, create your own evolutionary animal and much more!

Gardiner Museum

111 Queen's Park • 416-586-8080
www.gardinermuseum.com

Man-Eating Tiger & Other Staffordshire Figures from the Rosalie and Isadore Sharp Collection

February 15 - April 20, 2008. This exhibition examines one particular aspect of Staffordshire ceramics: earthenware sculptures made between approximately 1790 - 1840, depicting subjects inspired by the popular culture of that time.

The Japan Foundation

131 Bloor Street West, 2nd Floor
416-966-1600 x 224
www.japanfoundationcanada.org

kara

March 11- May 9, 2008. The Japan Foundation, Toronto is pleased to present "kara" by Daisuke Takeya. In this project, both Canadian and Japanese cityscapes are depicted as subjects being observed from a distance. "kara" in Japanese means "empty" and this same character can also be pronounced as "sora" which means "sky". This series of cityscape paintings are each entitled "kara" because the sky seems empty.

Takeya has lived in busy cities under the skies of both Canada and Japan. Through this series of paintings, he reveals the serenity to be found in urban scenery.

Bata Shoe Museum

327 Bloor Street West • 416-979-7799
www.batashoemuseum.ca

The Charm of Rococo: Femininity and Footwear in the 18th Century

Until April 6, 2008. Featuring magnificent and lavish footwear, The Charm of Rococo transports visitors into a world of opulence in the age of Louis XV. Emanating from the French court, the Rococo aesthetic infused a sensuous charm and delicate grace into fashion in the 18th century; it also defined femininity in new ways.

Yorkville Gallery Walk

Marg King • 416-966-2991

Meet Marg King, Lil Seymour and Earle Toppings, the first Thursday of every month (except January), 6:30 p.m. sharp, at Hazelton Lanes, The Rotunda. The walk ends at approximately 8:00 p.m.

Historic Yorkville Walks

Genova Tours • 416-367-0380

Looking to find out about the history of Bloor-Yorkville? Join a guided walk for an insider's peek at our history.

The tour takes place every Sunday, beginning at 10 a.m., and is two hours long. Meet at the northeast corner of Bloor and Yonge. \$25 per person.

Reservations required.

TO LIST YOUR EVENT, PLEASE CALL 416-928-3553, EXT. 21

CALL ME

Important numbers to keep at your fingertips...

EMERGENCY	9-1-1
BIA Maintenance Contractor	416-231-8776
City Hall	416-338-0338
City By-law Enforcement	416-392-7560
City By-law Enforcement email:	mlstorontoeastyork@toronto.ca
Garbage Collection & Complaints	416-338-2010
Garbage/Litter Hotline	416-39-CLEAN (392-5326)
Graffiti	416-392-5254
Noise Control	416-338-0338
Parking Enforcement, Radio Dispatch	416-808-2222 x3-1-1
Parks Maintenance	416-392-1111
Police - Non-Emergency	416-808-2222
Sidewalk Maintenance	416-338-9999
Street (Homelessness) Hotline	416-392-3777
Vending Enforcement	416-338-0338
Yonge-Bloor-Bay Association	416-922-4211

BLOOR-YORKVILLE NEWS

Published and distributed by:
Bloor-Yorkville Business Improvement Area

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Toronto, Ontario M4W 1A5

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