

LIBERTY  
VILLAGE  
BIA



TORONTO'S INNOVATION HUB

Liberty Village Business Improvement Area

# LVBIA Member's Package

# 2018



'Liberty Village Panorama' by Carlos Pacheco, CC BY-SA 2.0

[www.libertyvillagebia.com](http://www.libertyvillagebia.com)

# Welcome to Liberty Village

On behalf of the Board of Management and members of the Liberty Village Business Improvement Area (LVBIA), it gives me great pleasure to welcome you to Liberty Village.

Liberty Village BIA was launched in 2001 as part of the City of Toronto's Agencies, Boards and Commissions with the mandate to represent businesses and property owners by finding ways to improve business in Liberty Village and beyond. Enclosed in this package you will find important information on what is a Business Improvement Area including specific details on LVBIA's programs and projects, initiatives, events and activities, along with member benefit programs and contact information.

Welcome to Liberty Village. If you have any questions please do not hesitate to contact the LVBIA office at 416-516-1723 or by email [executivedirector@libertyvillagebia.com](mailto:executivedirector@libertyvillagebia.com).

Yours truly,



Deborah Thompson  
Executive Director

## Liberty Village - A Brief History

Originally home to heavy industry, Liberty Village has undergone a startling transformation and emerged as the creative and innovative heart of Toronto. Where once machines hummed and physical labour ruled, today an exciting new reality is crafted from that enduring collaborative spirit and passion for creativity.



### LIBERTY VILLAGE BEGINNINGS

Liberty Village has a long history as home to industry because of its access to the main downtown lines of the Canadian Pacific and Grand Trunk (now CN) railways. Until 1858 it was also the site of Toronto's Industrial Exhibition which later moved south across the rail corridor and is now the beloved Canadian National Exhibition.

### CENTRAL PRISON

In a darker chapter of our past, Liberty Village was also home to industrial institutionalization. Just west of Strachan (now the LV Townhomes), the Men's Central Prison was built by the province in the early 1880's – not only to incarcerate, but to put inmates to work in the hope of penal profits from their labour. It was shuttered in 1911.

For more fascinating historical information please visit our website at [www.libertyvillagebia.com](http://www.libertyvillagebia.com).

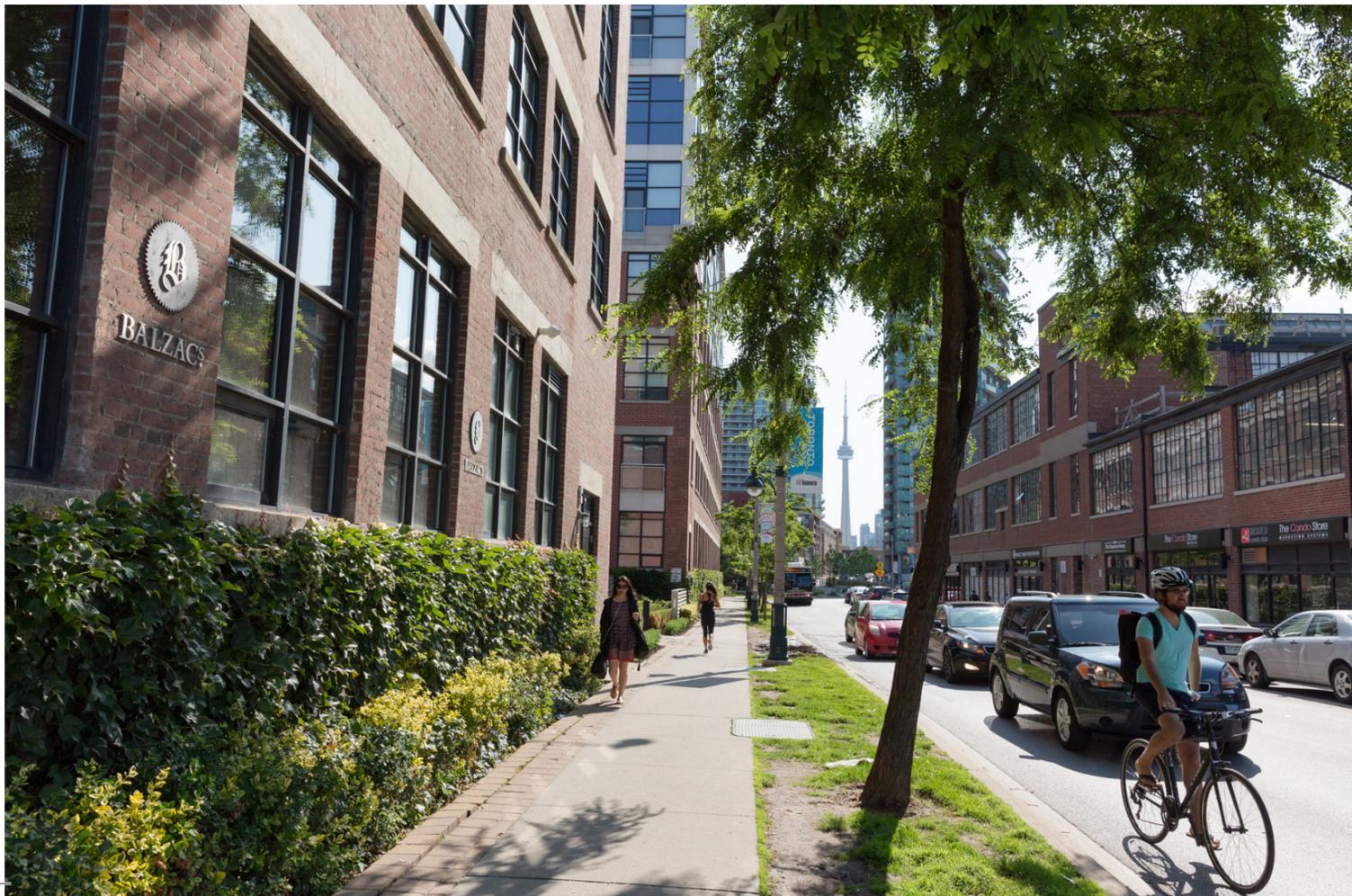


## What is a BIA?

A Business Improvement Area (BIA) is an association of commercial property owners and tenants in a defined area who work in partnership with the City to create thriving, competitive and safe business areas that attract new businesses, shoppers, diners, residents and tourists. By working collectively as a BIA, the local businesses have the organizational and funding capacity to be catalysts for civic improvement, enhancing the quality of life of their local neighbourhood and the City as a whole. **All businesses and property owners are automatically members of the BIA and are entitled to participate actively.** Membership fees are based on the rules established by the Province of Ontario and the BIA sets a yearly budget which is allocated amongst Liberty Village property owners as a levy on the assessed commercial value of their property.

Toronto now boasts a total of 83 BIA's across the City – the largest number of BIAs in North America – representing more than 35,000 businesses. Together they generate more than \$34 million in funding towards street and sidewalk beautification, marketing and promotional campaigns, street festivals, clean street and graffiti-removal campaigns, transit, and crime prevention strategies. BIAs also act as a unified voice to address issues on behalf of their membership.

As a member of the Toronto Association of Business Improvement Areas (TABIA) and the Ontario Business Improvement Area Association (OBIAA), the LVBIA actively advocates on behalf of our property owners, developers and business operators at City Hall, Queens Park and on Parliament Hill.





## LVBIA Board of Management

The Liberty Village BIA is run by a volunteer Board of Management elected from its members. The Board is nominated at an Annual General Meeting and, once approved by City Council, serves a four-year term concurrent with the term of Council. The Board works on behalf of its BIA and meets regularly to set priorities, implement capital improvements, plan events and promote the Liberty Village business area and community.

### Executive

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Mike Zenker, Past Chair  
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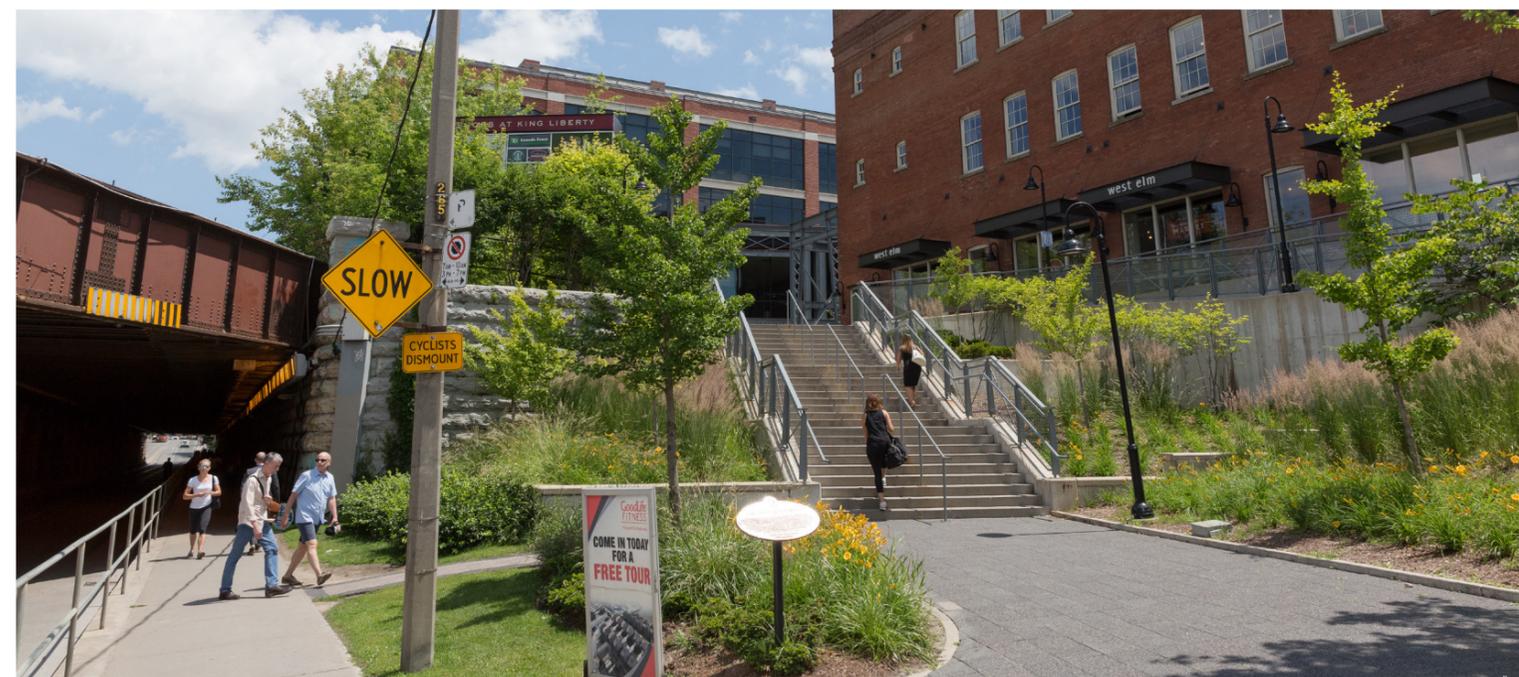
Councillor Gord Perks  
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The Liberty Village BIA, founded in 2001, was the first commercial-based Business Improvement Area in Canada. We proudly represent over 600 businesses with more than 10,000 employees, all located in our unique campus style community situated on the west side of Toronto's downtown core. Our leading creative and tech companies – alongside our diverse and engaged entrepreneurial incubators – have ignited unprecedented growth that is the envy of the City.

The LVBIA is renowned as a "model" BIA that enhances the businesses and property owners of Liberty Village while creating a safe, well designed and attractive community. Recognized for our "Green" activities and environmental initiatives, we are a natural fit as a testing ground for new ideas, approaches and forward thinking innovation. Among our numerous events is our signature "Give Me Liberty" street party (held annually in June) that attracts thousands and is recognized by the City of Toronto as an event of "Community Significance".

Liberty Village is the heart of creative commerce in Canada. The LVBIA helps promote innovation and growth by fostering a unique culture - driven by passion and balanced by a profound respect for our historical roots.

**OUR MISSION:**  
**"To Champion and Nurture a Creative and Innovative Community"**





## Liberty Village BIA Membership Benefits

### Streetscape & Beautification Projects

The Liberty Village BIA funds and manages a number of neighbourhood beautification projects and assets in the area. These projects are designed to help beautify, create safer streets, and enhance wayfinding. All businesses in the area benefit from the improved local atmosphere and ambiance that these projects create.

### Sustainable Transportation in Liberty Village

Working or living in Liberty Village can be done with minimal to no impact on our environmental footprint. The LVBIA has many options to help support everyone's transportation to and from work through transit discounts, car sharing options, and bike-friendly initiatives.

A few companies have taken great strides to ensure that their vehicle fuel consumption is offset with electrical power. The benefits of having an electric car versus a gas powered one is that they produce fewer tailpipe emissions. The City of Toronto states "Local air quality studies confirm that tailpipe emissions are a main source of air pollution that negatively affects the health of Toronto residents." The Fueling Station has an electric vehicle charging station outside of its main entrance. Tenants of the Toronto Carpet Factory have a designated parking spot with electrical charging access for electric vehicles.

### Toronto Transit Commission Metropass Discount Program

Employees that work at one of our 600+ member businesses are eligible to purchase a discounted TTC Metropass through our LVBIA office. As the only BIA in the City of Toronto offering such a program, it makes the LVBIA one of the top 3 bulk purchasers of transit passes in the city!

### BikeHere Program

The LVBIA has invested in three sets of bike lockers found in both the Lamport Stadium and the Hanna GreenP parking lots. These can be rented with a small fee on a monthly basis. For more information contact us at [admin@libertyvillagebia.com](mailto:admin@libertyvillagebia.com).

### Bike Share Toronto

Liberty Village is lucky and pleased to have Bike Share Toronto. Cycling is a great way to exercise and a practical way to get to work. If you don't have a bike, consider a short term rental from Bike Share Toronto. Banks of these bikes can be found at the corner of Liberty and King Streets and Fraser Avenue, as well as Liberty Village Park.

### Car Sharing Community

Many people utilize the many Car2Go vehicles available in Liberty Village. At Lamport Stadium, 50 parking spots are dedicated to the use of Car 2 Go vehicles. An Enterprise Car Share spot is found at the Toronto Carpet Factory. Various sized vehicles can be used, depending on your needs.

### Smart Commute

We are proud to be a participating member of the Smart Commute program. This Metrolinx program serves Toronto and Hamilton with the goal of easing traffic congestion and finding alternative commuting methods such as cycling, carpooling, and public transportation routes. The LVBIA is a recognized Gold Workplace of the Smart Commute program. We are the only BIA in the City of Toronto to be involved with Smart Commute. To learn more about how Smart Commute can help your organization, visit their website.

### Murals & Public Art

The Bell Boxes Murals Project painted 160 murals on Bell Canada outdoor utility boxes throughout Toronto, Southern Ontario and Quebec. The LVBIA is proud to be a participant in this program for 2017.

### The BENCHmark program

Developed by the LVBIA to create a permanent collection of one-of-a-kind benches, throughout Liberty Village, the initiative invited area artists to create works of art on wooden park benches which would metaphorically connect the area's industrial past, creative present and unlimited future. A new program is now underway for 25 new Artist benches to be placed around Liberty Village in 2018.

### Graffiti Removal

The LVBIA manages the removal of graffiti at no cost to your business. Graffiti removal includes the front of your building façade as well as the sides (up to 25 feet from the sidewalk). Let us know if you need graffiti removal services.

### Branding

The Liberty Village BIA has a number of other branded assets such as seven decorative banners on utility poles from King Street along Dufferin Street. Liberty Village stickers on 20+ City litter receptacles and 15+ labels on our local artist benches.

### Promotion and Events

The Liberty Village BIA promotes your business through our web directory, monthly newsletter and active social media accounts (Reach of 12,000+). Have an event you need help to promote; please contact us today.

### Annual Give Me Liberty

Annually in June we will hold the Give Me Liberty street party which features a sidewalk sale with over 100 vendors. Fraser Avenue north of Liberty Street will be transformed into one very large outdoor summer patio. Meet your talented Liberty Village neighbours, experience live entertainment, FREE family-friendly activities, enjoy the food specialties from the many Liberty Village restaurants, and quench your thirst! Contact us to become a vendor or sponsor.

### LVBIA Events and Networking Forums:

- Liberty Talks Speaker's Series – Spring and Fall
- Scavenger Hunt - September
- Holiday Bash - December
- Business Building Events throughout the Year

### Other Member Benefits:

- Increasing community interest and pride in the business area.
- Ensuring ongoing communication and cooperation among members of the business community and City council and staff.
- Advocating membership interest and concerns through effective communication with the City and other levels of government.

### Connect with your BIA!

Please keep your Liberty Village BIA updated with your current information - phone, email, website, hours, etc. What you provide is what will be on our business directory on the LVBIA website and social media.

### Contact the LVBIA Office to:

- Share your success stories special events, promotions and activities with others via the LVBIA e-newsletter with a readership of 10,000.
- Advertise and recruit new staff members for your growing business
- Keep up to date on LVBIA Initiatives

Visit our website to learn about our projects and initiatives. If you would like to get involved as a volunteer or participate on a committee or task force please contact us at [admin@libertyvillagebia.com](mailto:admin@libertyvillagebia.com).

## See you in Liberty Village!





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