

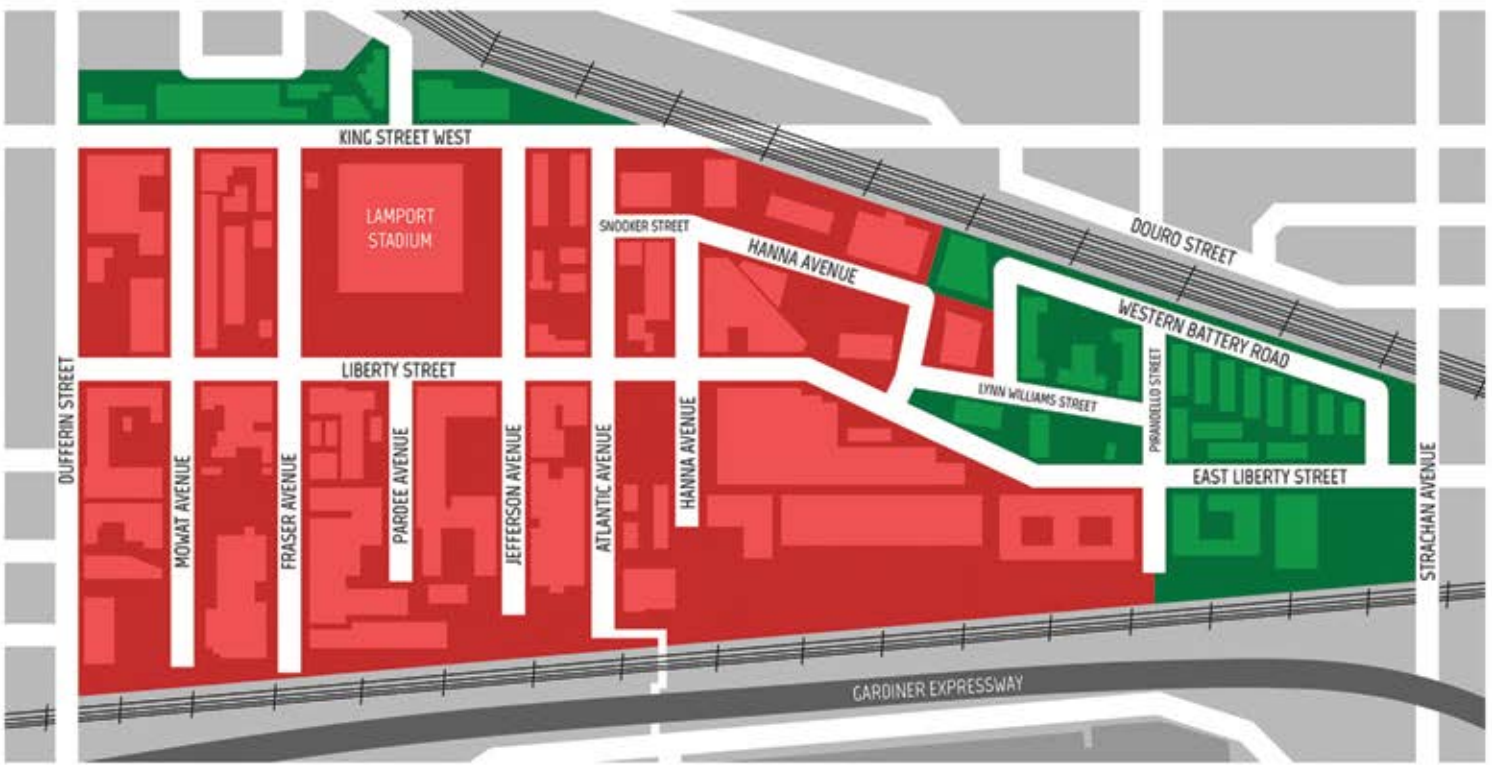
[libertyvillagebia.com](http://libertyvillagebia.com)



Liberty Village Business Improvement Area

# BOUNDARY EXPANSION PACKAGE

# 2021



 CURRENT LIBERTY VILLAGE BIA BOUNDARY  
 PROPOSED LIBERTY VILLAGE BIA BOUNDARY EXPANSION

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 416-516-1723  
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On behalf of the Board of Management and current members of the Liberty Village Business Improvement Area (LVBIA), it gives me great pleasure to inform you that our BIA is planning to expand its boundaries!

Since establishing our BIA in 2001, the Liberty Village area has experienced significant transformation. We have since welcomed many new residents, and a variety of new businesses; specifically along the Northside of King St W, and Westside of Strachan Ave. There is currently no BIA representing the expansion area marked in green in the map above. With your support, an expansion to our BIA's boundaries can offer the neighbourhood a variety of benefits and continue the development of Liberty Village as a premier destination that is well-connected to the rest of the City.

Enclosed in this package you will find important information on what is a Business Improvement Area, the expansion process and your involvement (Chapter 19 - Municipal Code) and specific details on LVBIA's programs, services and events.

If you wish to change your mailing or email address, or require this document in a different language, please do not hesitate to contact the LVBIA office at **416-516-1723** or by email [admin@libertyvillagebia.com](mailto:admin@libertyvillagebia.com)

Yours truly,

Julia Rigato  
Community Manager



## 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.

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.

## How is a BIA Funded?

BIAs are funded by a special levy on commercial and industrial properties in the area. Annual budgets are set by the Board of Management and approved at an Annual General Meeting where all property owners and businesses can attend to vote. The annual budget is then applied across the assessed tax base of the area and appears on municipal property tax bills. For tenants, the costs are passed on through their lease. If there is support to expand, the new Liberty Village BIA levy would be applied in 2022.



## Liberty Village BIA Today

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.

### Executives

#### Julie Kaye | Chair

TBD Telecom By Design Inc.

#### David Essig | Vice-Chair

IWG plc

#### Connie De La Vega | Secretary

Commercial Property Owner

#### Daniela Pereira | Treasurer

Bank of Montreal

### Directors at Large

#### Charles Arbez | Director

Hullmark Developments

#### Marco Dell'Elce | Director

B.Suite Salon & Spa

#### Libby Garg | Director

Freshii

#### Yohannes Habtemariam | Director

The Craft Brasserie & Grille

#### Chris Wilkins | Director

Edge Interactive

#### Graham Giles | Director

Beanfield Technologies

#### Sandy Weir | Director

Smooth Wax Bar

### Ward 10 Spadina-Fort York

#### Joe Cressy | Councillor

councillor\_cressy@toronto.ca

### City of Toronto Economic Development

#### Mike Major

Manager BIA Office

#### Ned Sabev

Economic Partnership Advisor

#### Danielle Davis

Capital Project Coordinator +  
Streetscape Designer



# OUR MISSION



**To create an economically strong, inviting, and thriving neighbourhood that supports our members success by attracting more people to live, shop, work and play in Liberty Village.**

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.



# The BIA Expansion Process and Your Involvement

In accordance with Chapter 19 of the City Municipal Code, a steering committee composed of property owners and business representatives within the existing and expansion area has been formed. This committee will lead all aspects of the expansion, and includes the following members:

**Charles Arbez**  
Hullmark Developments

**Carolyn Ray**  
Love Me Do Baby & Maternity

**Rael Maze**  
Sonder

**Ettore DiNunzio**  
Longos

**Marilyn Gotfrid**  
Pet Valu

**Sandy Weir**  
Smooth Wax Bar

Over the next few months, you can expect to receive various information pertaining to the expansion, including notices for public consultations, opportunities for 1-on-1 meetings with our BIA, as well as instructions and reminders for voting.

Notice of the proposed by-law will be sent by pre-paid mail to all persons who own or lease realtable property within the expansion area. In order to successfully move forward with the expansion of the Liberty Village BIA, 30% of the mailed ballots are required to be returned, with 50% in support of the expansion.

## Expansion Roadmap

1

Form a Steering Committee

2

Approval of the BIA BOM and General Membership

3

Define Bounderies

4

Identify Objectives and Develop Communications Strategy.

5

Consult with Businesses and Property Owners

6

Your Involvement

Hold Public meeting to gauge interest - VOTE

7

Council requests city Clerk to conduct a poll

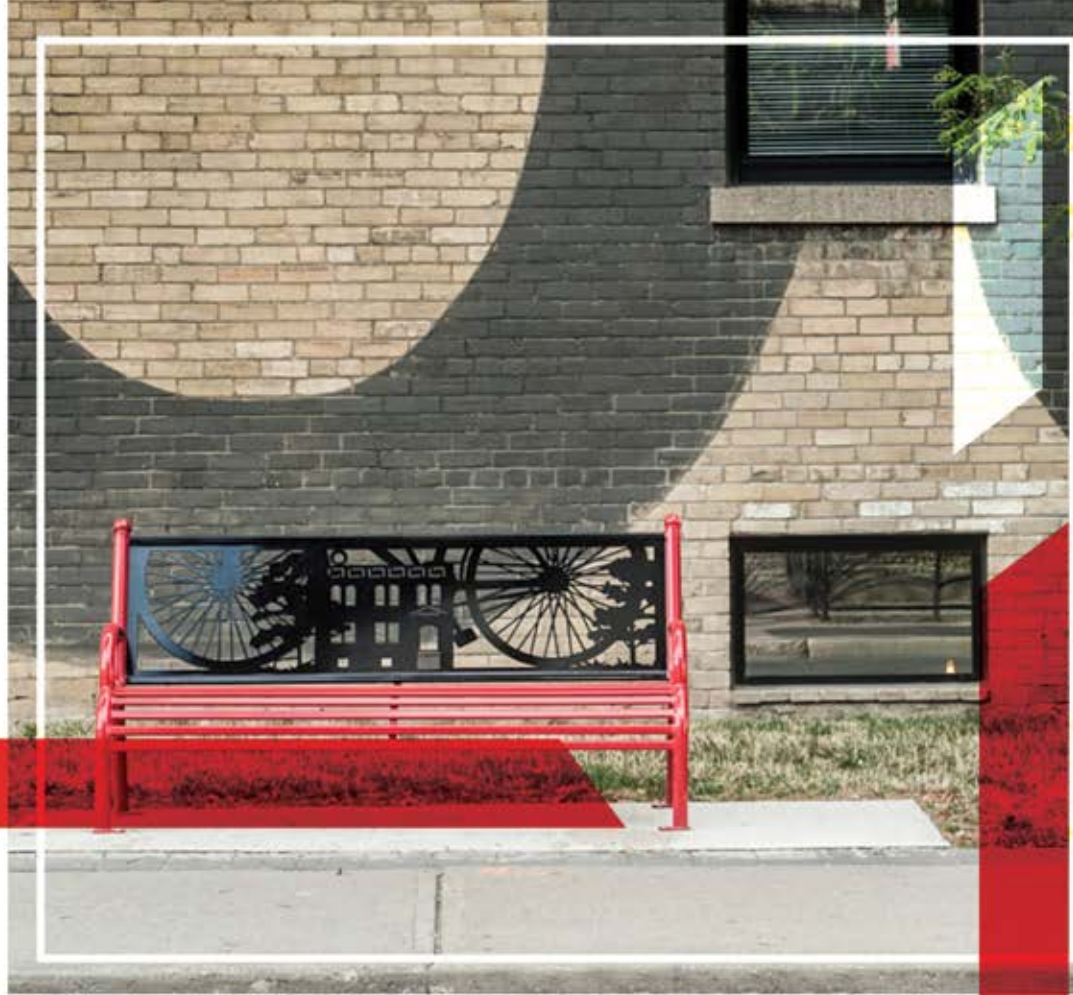
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If poll is succesful, Council passes by-law to expand boundaries

The graphic above indicates the steps we must take to successfully complete the expansion of our BIA's boundaries, as required by the City of Toronto.



# MEMBERSHIP BENEFITS



## Love Liberty

During the pandemic in June 2020, the Liberty Village BIA launched Love, Liberty – a campaign about sharing some love for our neighbourhood and all the amazing people and businesses that make this place so special. 'Love, Liberty' continues to increase exposure to our neighbourhood, enhance community pride, and build solidarity during a challenging time. #LoveLibertyTO

## Promotion

The Liberty Village BIA promotes your business through our web directory, bi-weekly newsletters and active social media accounts (Twitter, Facebook & Instagram). Businesses are also welcome to contact our BIA for assistance in promoting an event and/or job openings.

## Give Me Liberty | Street Party

Give Me Liberty is our annual street party that celebrates all things Liberty Village. Each year in June, we close Fraser Ave. (North of Liberty St.) and transform it into an outdoor patio with over 75 vendors - all local businesses within our neighbourhood. Over 5,000 people are in attendance each year, which has proven to be a great resource for local businesses looking to increase revenue, and/or build meaningful connections with residents and visitors.

## Liberty Connect

Liberty Connect is our monthly B2B conference call with the Liberty Village business community for conversations on immediate interests and concerns. Liberty Connect was launched at the start of the global pandemic, in April of 2020, as a forum for local businesses and property owners to share how they are being affected by COVID-19, and to learn more about available support and resources. We have since developed Liberty Connect into a diverse platform, giving listeners regular updates from our local Councillor Joe Cressy's office and our Neighbourhood Police Officers, along with new and exciting guest speakers.

## Bonus e-Gift Card Program

In November 2020, in the midst of Restaurant and Retail closures due to the pandemic, it became evident that local businesses needed direct support from their community and the Liberty Village BIA. In response, the LVBIA launched a bonus e-Gift card program, which is a virtual gift card that automatically gave consumers an extra 25% on the amount that they purchased on the card to spend at participating businesses in Liberty Village. The 25% Bonus amount and all processing fees were paid for by the BIA. This proved to be an effective way to put money directly back into our local economy by helping participating businesses increase their sales without reducing their margins. This initiative was a great success, and the LVBIA hopes to continue the program annually.





## Streetscape and Beautification Projects

The Liberty Village BIA funds and manages a number of neighbourhood beautification projects and assets in the area. Most recently, the LVBIA constructed two new parkettes on Liberty St., which included new landscaping, planting, seating and site furnishings. These projects are designed to help beautify the area, create safer streets, and enhance wayfinding. All businesses in the area benefit from the improved local atmosphere and ambiance that these projects create.

## Networking Events

Throughout the year we host a variety of networking events which provide our member businesses and their employees with the opportunity to engage with one another.

In the past, this has included:

- Scavenger Hunts
- Annual Holiday Bash
- Paint Night
- Liberty Talks Speaker Series

## Walk Liberty

Walk Liberty is an interactive, online portal that showcases the rich history, public spaces, and dynamic and eclectic businesses of Liberty Village. The Liberty Village BIA identified 13 stops along this self-guided walking tour of Liberty Village, encouraging visitors to get outside, explore the neighbourhood and support our local businesses. #WalkLibertyTO

## 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. To learn more about how Smart Commute can help your organization, please visit their website at [www.smartcommute.ca](http://www.smartcommute.ca)

## Community Safety

The Liberty Village BIA has worked hard to establish excellent working relationships with the Neighbourhood Community Officers (NCOs) who patrol Liberty Village. We work in partnership with the NCOs to address a variety of community safety concerns and solve problems. In 2019, the LVBIA, with the assistance of Councillor Joe Cressy's office, also undertook a lighting study in various locations in Liberty Village. It was determined that there was a need for increased lighting and a decision was made to increase street light wattage from 75 watts to 100 watts - a clearly noticeable and important upgrade for the safety of our neighbourhood.

## Advocacy

The Liberty Village BIA actively advocates membership interests and concerns through effective communication with City departments, City Councillors and other levels of government.

## Murals & Public Art

Each year the LVBIA continues to improve the cultural capital of Liberty Village through various mural and public art projects. Recently, in collaboration with SKETCH, 11 new mural art benches were introduced to Liberty Village. The partnership highlighted the role of public art in storytelling, and its potential power to support urban growth and renewal. The opportunity allowed emerging artists, who faced homelessness or lived on the margins, to develop their craft in a professional, community-based setting.

## The Bench Series Program

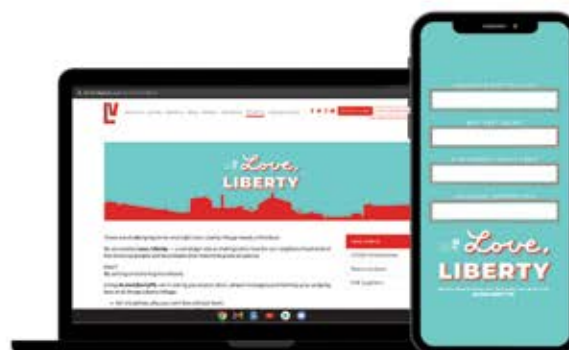
The Liberty Village BIA assesses the neighbourhood's need for streetscape furniture on an ongoing basis. In 2020, the LVBIA installed 14 new metal benches throughout the area. The goal of this project was to beautify the neighbourhood while supporting national and local artists, and to celebrate the community spirit that defines Liberty Village. The initiative has created a uniform look along the streets within Liberty Village, raising the profile of the area.

## Graffiti Removal

The Liberty Village BIA manages the removal of graffiti at no cost to your business, twice a year. Graffiti removal includes the front of your building facade, as well as the sides (up to 25 feet from the sidewalk). Businesses are welcome to report graffiti to our office throughout the year.

## Branding

The Liberty Village BIA has a number of branded assets throughout the neighbourhood. This includes 34 pole wraps, 9 banners, 20+ labels on City litter receptacles, and 14 metal benches and plaques.





## Testimonials

"The Liberty Village BIA has been incredibly supportive of the business community. Their newsletters and social media have increased exposure and awareness of my business. Prior to COVID they ran regular in person sessions that were educational and provided for great networking. The annual Give Me Liberty event was a fun gathering of businesses and residents in the area. It was one of our top drivers of generating new clients. During COVID, the Liberty Village BIA stepped up to provide critical support through their Liberty Connect Conference Calls, informative newsletters about support programs and just checking in to see what we needed. Lastly, they have run wildly successful marketing campaigns for retail and restaurant establishments. We have had access to programs we otherwise would not have been able to carry out on our own."

**Sandy Weir**

Smooth Wax Bar

"York Heritage was involved in founding the LVBIA and has been proud to witness the organization's growth and expansion over the past 20 years. We strongly believe in the importance of community and have a strong desire to be involved in the neighbourhoods in which we work. The LVBIA continues to harness the energy of the creative, innovative businesses in Liberty Village to collaborate on events and programs of benefit to the business community as a whole. Networking events, the annual street party and street beautification, among other LVBIA initiatives, contribute to the liveliness and desirability of the area"

**Jane Siklos**

York Heritage Properties

"Taking liberty in Liberty to help the local creative community with their production, proofreading, and printing needs, has been a key reason why Moveable has succeeded locally, since we opened our doors in the Toronto Carpet Factory in 1983. Over the last 38 years, at Moveable, we've seen Liberty go from brownfield to a creative campus for very talented design, advertising, digital and media firms. The Liberty Village Business Improvement Area has been a great talent connector locally, since it launched in 2001. From the yearly Give Me Liberty celebrations on Fraser Avenue, to streetscape improvements and public art, to the Love Liberty social media program, the LVBIA continues to attract and connect talent in what is arguably one of Canada's most creative areas."

**Chris Fraser**

Moveable



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