



## York-Eglinton Business Improvement Area (BIA)

April 7, 2021

Toronto City Council  
Office of the City Clerk  
City Hall  
100 Queen Street West  
Toronto, ON M5H 2N2

Re: **Preserving the Past, and Protecting the Future of Little Jamaica (Motion MM31.11)**

Dear Mayor Tory and Members of Council;

On behalf of the York-Eglinton Business Improvement Area (BIA) Board of Management and the 200 commercial property owners and small business operators along Eglinton Avenue West, we would like to endorse motion MM31.11 put forward by Councillor Josh Matlow and Deputy Mayor Michael Thompson for City Planning to launch a comprehensive heritage survey of our neighbourhood.

Our neighbourhood has historically been home to the largest concentration of Black and Caribbean small businesses in Toronto, whose stories need to be told to residents, visitors, and the country. We are proud of the history of Little Jamaica and Eglinton Avenue West and want to see the character of the neighbourhood and small businesses preserved. We are committed to working closely with the City of Toronto and the various grassroots organizations to formally recognize Little Jamaica's past, celebrate the present and secure its future.

Our BIA recently launched and held the first meeting of our new Partnership Committee. Our vision is that our neighbourhood and Little Jamaica will be economically successful, welcoming and attractive both within the local community and for visitors from elsewhere. To enable this vision our BIA will foster stronger partnerships with residents, customers, non-profits and community groups. Together we want to increase the sense of belonging, community involvement and therefore support for small businesses in the area.

Moving forward with this council motion, **we request that Business Improvement Areas along Eglinton Avenue West be recognized as important partners, and for City Planning to consult with the BIAs throughout the comprehensive heritage survey process.**

Many thanks,

A handwritten signature in black ink that reads "Louroz Mercader".

Louroz Mercader  
Manager, York-Eglinton BIA

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