



GreekTown on the Danforth Business Improvement Area

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January 30, 2023

Mayor John Tory
City Hall, 2nd Floor
100 Queen Street West
Toronto, ON M5H 2N2

Dear Mayor Tory and members of Executive Committee,

RE: EX2.4 – CaféTO 2023 and Beyond

Danforth Avenue has always been a strong, resilient main street prior to the pandemic. COVID-19 introduced new and significant obstacles for the economic environment, severely impacting businesses and shopping districts around the region and across the world. CaféTO, within the GreekTown on the Danforth BIA context, has been a tool to mitigate the effect and help the business community's survival and recovery.

We have heard from a number of our BIA restaurant members who say that their continued participation in the CaféTO program may no longer be financially viable given that the planned modifications are expected to impose thousands of dollars in fees on participating businesses.

Between supply chain constraints, wage growth, and increased operating costs, restaurants continue to face major challenges even in an environment where COVID-19 is endemic. We are also very conscious that consumers who eat out have less money in their pockets to spend and that is making the sector really anxious as well.

Although it is encouraging to see the CaféTO program modified to become a dependable source for neighbourhood restaurants to boost sales during the patio season, the bulk of eateries have still not fully recovered from the pandemic. We ask you to please take a second look at these measures and reduce the burden they are placing on restaurant owners.

Sincerely,

Constantine Voidonoulas
Chair, Board of Management