



Tuesday, March 19th, 2024

Re: MM16.16 - An Equitable Distribution of Canada Day Celebrations Throughout the City

Dear Members of Toronto City Council,

Cc: Councillor Lily Cheng

The Yonge North York BIA is writing regarding motion MM16.16 and is in support of a study of the equitable distribution of events produced by the City of Toronto and its partners.

Canada Day festivities traditionally is the largest City hosted event that took place at Mel Lastman Square with attendees who joined together to celebrate in our diverse community and business district. These Canada Day fireworks and celebratory activities, historically held for years at Mel Lastman Square, is the only event that the City of Toronto held year after year at this civic venue.

Our 2024 surveys at multiple large-scale events provided us with evidence festival attendees at this North York main square visit local restaurants and spend locally at a variety of businesses. Festivals such as these drive local economic benefit through local and visitor spending, and by raising the profile of the area. Ensuring all of Toronto including North York receives equitable economic and cultural benefits should be of interest to all.

As the City of Toronto moves forward with limited resources for culture, arts, and festivities, we welcome the opportunity for a study to both better understand the understanding the current distribution of resources, marketing and priorities for events in the downtown core and equitably city-wide. Participating in the study as well as having an open dialogue in partnership with the City Staff in a more comprehensive fashion, would be welcome.

Yonge North York Business Improvement Area (BIA) works to enhance the business community and is one of the newest BIAs in Toronto with over 1,600 members, 30,000 workers and over 50,000 residents within our district. Our vision is to be the preferred destination in North Toronto for businesses, residents, visitors, and workers to live, work and play.

Our Board of Directors met today to collectively pass a motion to submit this letter of support to City Council as this topic is of great importance to our BIA and our Membership. If you require any further information, please contact l.burnham@yongenorthyork.com.

Sincerely,

The Board of Directors for the Yonge North York BIA