



Tuesday, May 21st, 2024

Re: MM18.18 - Equitable Funding and Distribution for Canada Day Events in All Community Council Areas for 2025

Dear Members of Toronto City Council,

Cc: Councillor Lily Cheng

The Yonge North York BIA is writing regarding motion MM18.18 and is in support of Councillor Lily Cheng's motion for City Council to direct the General Manager, Parks, Forestry and Recreation and the General Manager, Economic Development and Culture, to report back no later than the fourth quarter of 2024 with recommendations for equitable funding and distribution of Canada Day events across all boroughs within the four Community Council areas.

The Yonge North York BIA is part of an Urban Growth Centre outside the downtown core (as per the Official Plan), with Mel Lastman Square, a 20,000 sq. ft. central venue conveniently located along the Yonge subway line and nestled within walking distance to increasing residential density and well over 1,000 businesses. As a highly multicultural area where many newcomers join the community, Yonge North York BIA is a vibrant and urban part of the City of Toronto along the Yonge Street Corridor, from the 401 to north of Finch Avenue.

Large-scale Canada Day festivities with fireworks at Mel Lastman Square historically regularly took place for many years and was a city-hosted event. The continuation of significant Canada Day celebrations at this location in the borough of North York is possible only with financial support of the City of Toronto, grants and local partners. The BIA alone does not have the capacity to undertake the scale of this grandfathered event which drew thousands to the area.

City support for Canada Day through equitable distribution across boroughs and Urban Growth Centres would provide consistency needed for reliable event planning and growth, and to ensure that Torontonians can continue to participate in Canada Day celebrations.

Yonge North York Business Improvement Area (BIA) strives 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.

If you require any further information, please contact l.burnham@yongenorthyork.com.

Sincerely,

The Board of Directors for the Yonge North York BIA