



# ANNUAL GENERAL MEETING

*December 1, 2022*

# Housekeeping



## Questions and Comments

Please type the word “question” into the Chatbox. The Chat button will be at the bottom of your computer or phone screen, but if you don’t see it, click the three dots.



## Calling in?

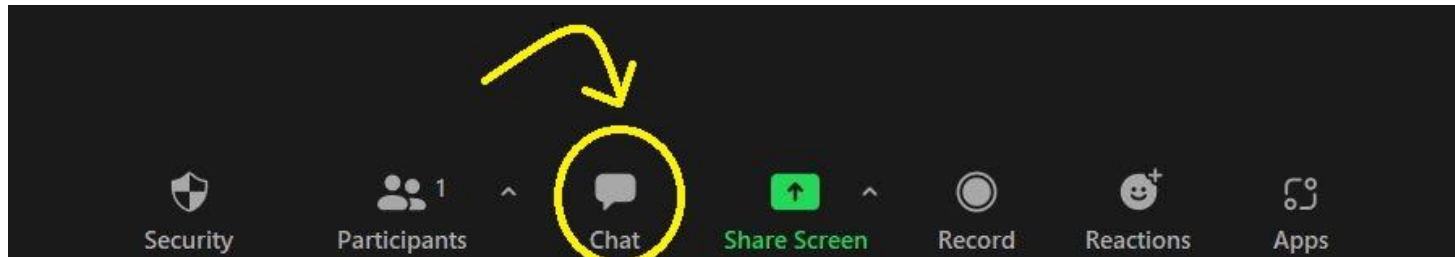
**Raise your hand** to speak by pressing \*9 on your keypad.  
Note: Those calling in will be unable to vote.



**Audience members will remain muted.** Only unmute yourself when you are recognized to speak by the Speaker.



**Please be aware that this meeting is being recorded** and personal information, such as your opinions, statements, and voice may become a matter of public record.



# Introductions and Land Acknowledgement Statement

*Kiyo Elliott-Armstrong, Chairperson, Board of Management, The Junction BIA*

# Board & Staff of The Junction BIA

## Board Executive

- *Kiyo Elliott-Armstrong*  
(Chair, Board of Management),  
Full Stop Café
- *Janet Di Bernardo*  
(Board Vice-Chair),  
Latitude 44
- *Dan Yurchuk* (Board Treasurer),  
MEDS Junction Pharmacy

## Staff

- *Carol Jolly*, Executive Director
- *Melanie Neves*, Operations Manager
- *Taylor Goulard*, Marketing Manager

## Board Directors

- *Jyhling Lee*, Property Owner
- *Heather Phillips*, ARTiculations
- *Manny Solnik*, Solnik & Solnik  
Professional Corporation
- *Councillor Gord Perks*, Ward 4  
Parkdale High-Park

## Economic Development & Culture Office (City of Toronto)

- *Marianne Szczuryk*, Economic  
Partnership Advisor
- *Pauline Ho*, Streetscape Designer +  
Capital Project Coordinator



# Strategic Plan

## **A more walkable, beautiful and clean neighbourhood.**

- Improvements outlined in the BIA 2014 Streetscape Master Plan Vision.
- Ensure regular cleaning of public spaces within the BIA boundaries.

## **Member connectivity, organizational transparency and support.**

- In-person & digital spaces for membership networking & social connections.
- Create clear resource and policy documents.
- Increase member access to BIA resources.

## **A neighbourhood brand that accurately mirrors and promotes The Junction.**

- Maintain branding consistency.
- Ensure streetscape improvements link appropriately to branding.
- Increase online presence.
- Build a memorable identity that reflects the business neighbourhood.

# Declaration of Conflict of Interest and Approval of the 2021 AGM Minutes

Motion: Motion to approve the [2021 AGM Minutes](#)

# 2021 Auditor's Report

*Rafiq Dosani, Chartered Professional Accountant*

# 2021 Auditor's Report - pg 1 of 2

**THE BOARD OF MANAGEMENT FOR THE  
JUNCTION GARDENS BUSINESS IMPROVEMENT AREA  
STATEMENT OF OPERATIONS AND ACCUMULATED SURPLUS  
FOR THE YEAR ENDED DECEMBER 31, 2021**

	2021 \$ Budget (Note 8)	2021 \$ Actual	2020 \$ Actual
<b>REVENUE</b>			
City of Toronto – special charges	340,673	338,384	361,453
Grants	12,000	40,796	14,586
Festival and events and other	18,000	137,742	44,647
	<u>370,673</u>	<u>516,922</u>	<u>420,686</u>
<b>EXPENSES</b>			
Administration	209,385	226,534	206,878
Promotion and advertising	78,000	214,424	91,332
Maintenance	83,950	67,751	55,321
Capital (Note 7)	-	-	-
Amortization	-	26,201	25,447
Provision for uncollected special charges (Note 3)	(37,620)	(10,232)	(1,573)
	<u>333,715</u>	<u>524,678</u>	<u>377,405</u>
<b>SURPLUS (DEFICIT) FOR THE YEAR</b>	36,958	(7,756)	43,281
<b>ACCUMULATED SURPLUS, BEGINNING OF YEAR</b>	<u>321,710</u>	<u>321,710</u>	<u>278,429</u>
<b>ACCUMULATED SURPLUS, END OF YEAR</b>	<u>358,668</u>	<u>313,954</u>	<u>321,710</u>

# 2021 Auditor's Report - pg 2 of 2

**THE BOARD OF MANAGEMENT FOR THE  
JUNCTION GARDENS BUSINESS IMPROVEMENT AREA  
STATEMENT OF CHANGES IN NET FINANCIAL ASSETS  
FOR THE YEAR ENDED DECEMBER 31, 2021**

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	<u>2021</u> \$	<u>2020</u> \$
Surplus (deficit) for the year	(7,756)	43,281
Acquisition of tangible capital assets	-	(69,729)
Amortization of tangible capital assets	<u>26,201</u>	<u>25,447</u>
	18,445	(1,001)
Balance – Beginning of year	237,124	238,125
Balance – End of year	<u>255,569</u>	<u>237,124</u>

# Appointment of the 2022 Auditor

*Kiyo Elliott-Armstrong, Chairperson, Board of Management, The Junction BIA*

**Motion #1: Motion to adopt the 2021 Audited Financial Statements, as presented.**

**Motion #2: Motion to appoint Rafiq Dosani as the Auditor  
for the 2022 Financial Statements.**

# Election of the Board of Management

*Marianne Szczuryk, Economic Partnership Advisor*

# About the Board

**The ideal candidate for the Board of Management will have the following qualities:**

- Be a member of the BIA — as either a business property owner or non-residential business property tenant, or a BIA representative — appointed in writing by a BIA member to stand for nomination on their behalf.
- Brings energy and enthusiasm to support the building of the BIA's reputation.
- Is willing to prepare for meetings and learn the rules of the operation.
- Brings unique skill sets (i.e. finance, public relations, marketing, real estate, legal, retail) or experiences of particular value to the Board (e.g., budgeting, accounting, planning, advertising).
- Has demonstrated good leadership and stewardship through industry or community involvement.
- Has strong communications and interpersonal skills (i.e. the abilities to work well as part of a team, contribute reasoned opinions, and to accept and support decisions reached by the Board).



# Board Nominations

To date, we have received nominations from the following individuals for the 2022-2026 term:

- Dan Yurchuk
- Heather Phillips
- Janet Di Bernardo
- Jyhling Lee
- Kiyoo Elliott-Armstrong
- Manny Solnik

Information about these candidates was previously shared to provide the membership with a sense of who the nominees are and why they are interested in serving on the Board.



# Election of the Board of Management

**Motion: Motion to elect the nominated members to the Board of Management**

# 2022 Highlights

*Kiyo Elliott-Armstrong, Chairperson, Board of Management, The Junction BIA*

# Welcome to 22 New Members!

- Alt F4 Studio, 393 Keele St
- Biofeedback Wellness, 107-2990 Dundas St W
- Caribou Gifts, 228 Mavety St
- Clandestina Mexican Grill & Bar, 2901 Dundas St W
- Fit Journey, 396 Pacific Ave
- Hakka Heaven, 2865 Dundas St W
- Indian Head Pub, 395 Keele St
- KSA Fitness, 2821 Dundas St W
- Momotaro Sushi, 2911 Dundas St W
- Nurtured Wellness, 101-2990 Dundas St W
- Padaria Brazilian Bakery, 3035 Dundas St W
- Petti Fine Foods, 1-3077 Dundas St W
- Pi Co., 2862 Dundas St W
- Present Day Gifts, 406 Pacific Ave
- Ren's Pets, 2995 Dundas St W
- So Far So Good Tattoo Studio, 2832 Dundas St W
- SWAT Health Junction Inc, 1B-2896 Dundas St W
- The Bull BBQ Pit, 2790 Dundas St W
- The Help Hub, 105-2990 Dundas St W
- The Junction Underground, 2907 Dundas St W
- The Neon Needle, 3023 Dundas St W
- Vidal Barber Studio, 2988 Dundas St W



# 2022 Marketing & Communications

*Carol Jolly, Executive Director, The Junction BIA*

# Marketing - Audience

As of **November 1, 2022**, The Junction BIA has access to the following **opt-in subscribers** who we connect with regularly.

Mailing List	2,759
Instagram	13,595
Facebook	7,354
Twitter	5,817
<b>TOTAL</b>	<b>29,525 (+17%)</b>

**@TorontoJunction**  
**#JunctionTO**

## TOP PERFORMING POSTS - TOTAL IMPRESSIONS\*

38,888



32,675



22,716



\*Impressions refer to the number of times your ad or content has been displayed on a screen.

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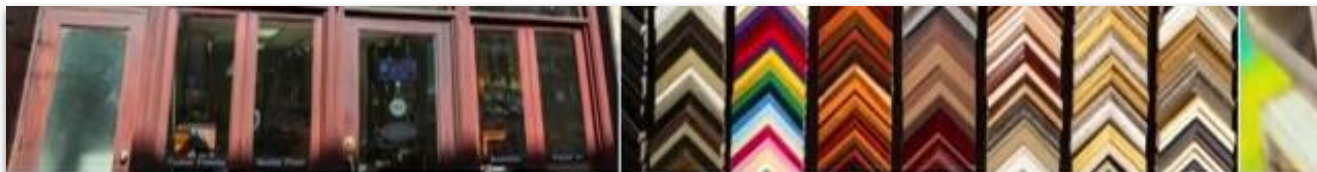
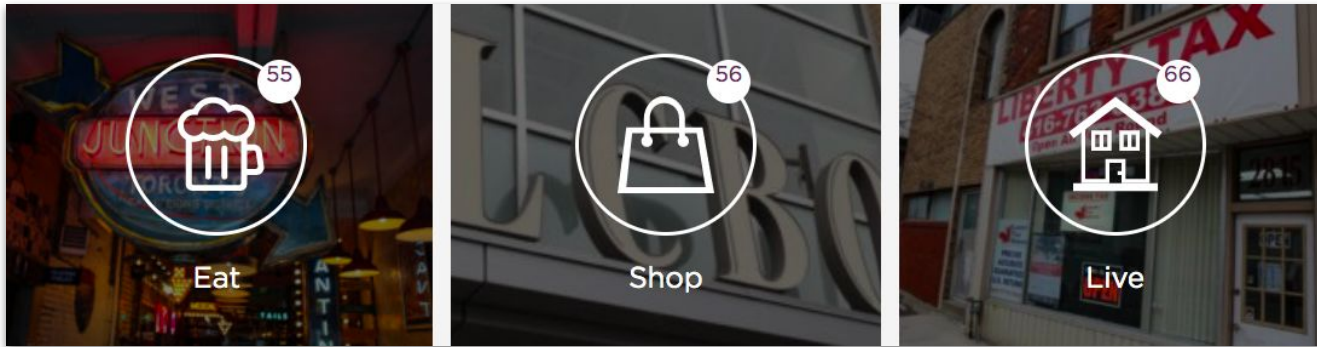
# Marketing Campaigns

- **Take Home the Junction series** - A series to encourage the public to do takeout.
- **Animated Murals** - We have been growing our identity as the augmented reality neighbourhood, now with four animated murals.
- **Member of the Month** - A spotlight on local businesses written by James Watson, our journalism intern. Reach: ~29K and year-round website presence. *Currently booked until July 2024!*
- **Business Map** - We launched our member business map in April and installed a 4-ft x 6-ft transit shelter poster (30,000+ daily impressions) as well as printed flyers that were distributed to businesses. This map highlighted the variety of businesses in the Junction. To increase our mailing list, we also included a draw on the back of the flyers for a monthly Happy Box. People who subscribed that month were entered into the draw. The TSA will be reinstalled February & March.





# Member Directory



Listings » Shop

## Latitude 44 Gallery Framing Decor

(416) 769-2000 [www.latitude44gallery.ca](http://www.latitude44gallery.ca)

2900 Dundas Street West  
Toronto ON

[Get directions](#)

[Shop](#)

**SPECIAL OFFER**  
25% OFF ready made frames. Buy 6 greeting cards and get the 7th one FREE.  
Valid May 22 - October 31, 2021



# Member Communications

Continued our efforts in consistent communications with members and stakeholders including:

- **Member Resources webpages:** Consolidation of all crucial info on BIA website for members to access indefinitely, including pages on training and workshops, digital marketing supports, and government supports.
- **Monthly member updates** on grants, policy changes, etc.
- **1-on-1 assistance** with members for government grants and loans.
- **Frequent letters written to government officials.**
- Bi-weekly meetings held with TABIA and elected officials to **advocate for policy changes.**



**COVID-19: Financial  
Supports & Resources  
for Business**  
January 15, 2022



**Commercial  
Improvement Grants -  
3 Available**

March 8, 2022



**RAISE Program/Grant  
for Indigenous, Black,  
& Racialized  
Entrepreneurs**

April 18, 2022

# Member Lobbying

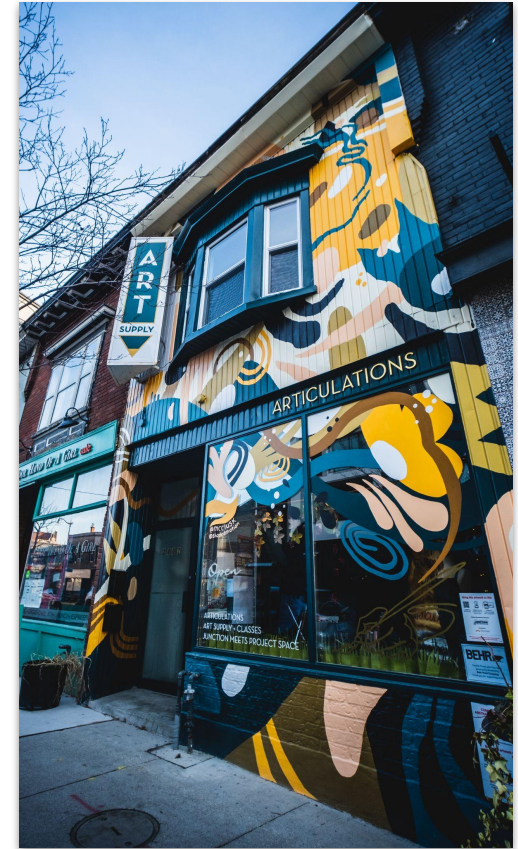
We continue to listen to your concerns and lobby on your behalf with all three levels of government for issues including:

- Street patios & fencing (**CaféTO**).
- **Street asset replacements**, removals, additions & repairs: bike rings, garbage cans, transit shelters, notice boards, benches & newspaper boxes.
- **Increased cleanliness**: pigeons & litter.
- Support for **street-involved people**.
- Lower commercial **property taxes**.
- Lower **permit fees**; Liquor license, street marketing, Hydro-pole use.
- Construction disruptions & issues.
- **Toronto Hydro and Water issues**.
- **Better filming notifications**.
- **Safety issues** (CPTED Audits).



# Member City Grants

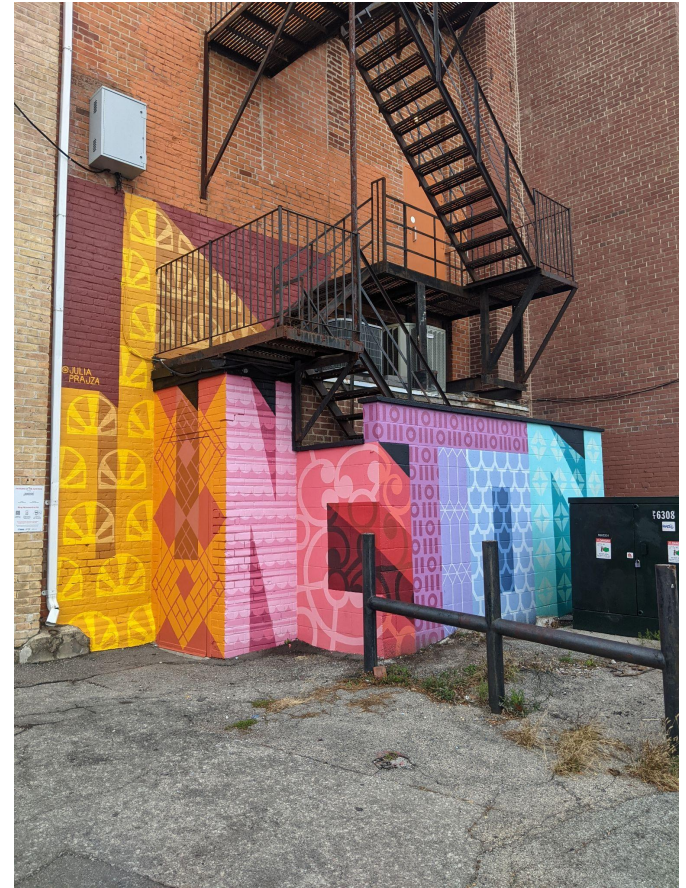
- **Commercial Space Rehabilitation Grant Program**  
Will enable matching grants towards eligible **interior improvements** to attract new tenants to vacant space or help existing business upgrade their current space. There is a bonus of up to \$4,000 for an accessibility improvement meeting AODA standards. Minimum three (3) improvements required. Opens December 6, 2022. Up to **\$20,000**.
- **Commercial Facade Improvement Program**  
Provides grant funding to commercial property owners & tenants eligible to redesign, renovate or restore commercial building facades. There is a bonus of up to \$2,500 for an accessibility improvement meeting AODA standards. Minimum three (3) improvements required. Opens March 2023. Up to **\$12,500**.





# Member City Grants

- **Outdoor Mural and Street Art Program**  
Provides one-time funding to business associations (BIAs) for outdoor mural projects that help promote a local theme, creating an attractive and positive identity for their area. Opens early 2023. Up to \$7,500.
- **CaféTO Property Improvement Program**  
This program is applicable for one patio improvement. Opens spring 2023. Base grant is \$5,000.



# Digital Main Street

We partnered with Digital Main Street (DMS) to bring the **Digital Service Squad** to the Junction! The DSS is a FREE resource for BIA businesses to help them build their online presence, promote and sell successfully online. **1-on-1 support** by a highly-trained digital marketing specialist became more essential with COVID-19.

- **Jackie Michie and Mathila Vidyanath** have worked with **13** businesses this year to enhance their digital footprint.

The **\$2,500 Digital Main Street Transformation Grant** was revived for the 4th time in July to continue supporting small businesses with funds for enhanced digital technology to help promote and run their business, including hiring a digital marketing consultants, developing/redesigning a website, purchasing software and hardware, and more.

- **Since last November, 6 more Junction businesses** have received or will soon receive the DMS grant. To date, that's **64 grants received**, representing a total investment of **\$160,000 to the Junction!**



# 2022 Events & Programs

*Carol Jolly, Executive Director, The Junction BIA*

# The 2nd Annual Window Wonderland



Toronto's magical Window Wonderland, a FREE immersive urban art walk, is returning to the Junction for its second consecutive year. From **November 26, 2021 to January 2, 2022**, the award-winning Window Wonderland exhibition, presented by MEDS Junction Pharmacy, will transform the Junction into an interactive, outdoor gallery featuring 20 unique augmented reality (AR) installations by 40 local and international artists from Toronto, Burlington, Mississauga and Vaughan and international artists from Australia, Brazil, Colombia, India, Italy, Mexico, South Africa, Turkey, the UK, and the US.

The first of its kind for Toronto, Window Wonderland is presented in collaboration with the internationally-renowned AR app, Artivive. Linking classical with digital art, Artivive allows artists to create new dimensions with a digital layer, opening a whole new world of possibilities. Visitors can see the artists' creations come to life by simply pointing their phone cameras at the large-scale artwork displayed on the windows.

# 2021 WW Exhibition Successes

- **Support for the artist community** - Supported over 40 artists, including the hiring of 20 local painters/animators - the majority of whom were BIPOC & women.
  - **86% of artists said that they are likely to apply for Window Wonderland again and recommend the opportunity to others.**
  - Partnered with the award-winning CORPUS Dance Projects to welcome Les Moutons, singing Christmas carols right in front of each installation on two busy weekends.
- **Increased foot traffic to the Junction**
  - During a COVID-19 lockdown, we were still able to welcome ~**21,954\*** visitors coming to the exhibition. **Attendance: ~21,954\* vs 11,459 (+92%). Almost double over the first year!**
  - **31% of attendees came from outside of the Junction.**
- **Visitor experience**
  - The quality of both the murals and animations were rated very highly.
  - **Nearly 100% of attendees are likely to recommend the exhibition to family and friends.**
  - Nearly 100% of respondents - residents and business owners - would like to see Window Wonderland return next year.
- **Support for local businesses**
  - 3/4 of attendees visited or discovered other businesses in the Junction during the exhibition.
  - With an average spend of **\$72**, Window Wonderland had an **economic impact of \$1,573,882.**
  - **89% of window partners felt that the exhibition brought increased exposure to their business.**

*\*The number of times a mural was successfully loaded and played in the app.*

*Total attendance = 7,944 app users x 31.6% attendees who did not use the app x 2.1 average number of people per group = 21,954*



# 2021 WW Exhibition Successes

- Expected media impressions for the campaign exceeded expectations!
  - Total impressions were 49,207,863 with 48 total media hits (goal - 10-15 hits)
- Web traffic up during Window Wonderland! 99% of users were new to our website. Total website views: 19,820 vs 7,265 (+173%) - (Exhibition dates vs prior 8 weeks)
- Increase in Followers for the Junction!
  - Social media followers increased by 885
  - Email subscribers increased by 176
- Recipient of the 2021 Ontario BIA Association's Initiative Award
- Recipient of the 2022 International Downtown Association's Award of Excellence

[Click here](#) for the full Window Wonderland Final Report.



# 2021 WW ShopTheJunction2Win

November 26, 2021 – January 2, 2022

- For **5 weeks** each receipt of \$25 or more uploaded for 1 entry (dropdown menu)
- Every week there was a **\$1,000 winner** (50/50 split with business)
- Draws held every Tuesday with a **weekly “reset”**
- **Google reviews** permitted as entries
- **Grand Prize** draw for \$1,500 (no split with business)
- Two Junction Happy Boxes awarded weekly to top performing businesses to incentivize promotion of the contest.

**SHOP** | THE JUNCTION | **2WIN**

**Psst!**

Something **BIG** is **COMING SOON**

Presenting Sponsor: **RE/MAX PROFESSIONALS SIDOROVA INWOOD REALTY, LLC** | [ShopTheJunction2Win.com](http://ShopTheJunction2Win.com)

**Never Have I Ever** painted the town - while covered in paint!

Never Have I Ever **TO** | [ShopTheJunction2Win.com](http://ShopTheJunction2Win.com)

**SHOP** | THE JUNCTION | **2WIN**

Congratulations to our **Grand Prize winner!**

**\$1,500 winner**  
**Yoko Murphy\***  
\*Subject to verification

Presenting Sponsor: **SIDOROVA INWOOD REALTY, LLC** | [ShopTheJunction2Win.com](http://ShopTheJunction2Win.com)

# 2021/22 WW ShopTheJunction2Win

Total number of entries: 2,035 (1,092 unique entrants)  
Those who claimed to spend more: 473 (54% of participants)  
Incremental spend reported: \$29,416 (during contest period)  
Prize money given to businesses: \$2,500

**ECONOMIC IMPACT** **\$71,391**

New subscribers to BIA newsletter: 126

## Instagram

- Following: +782
- Engagement: 13,312 engagements

## Facebook

- Page Likes: +91
- Engagement: 4,000 engagements



# CaféTO 2022



PRESENTED  
BY

THE  
**JUNCTION**

IN PARTNERSHIP  
WITH

the  
**BRELteam**  
bspoke Realty Inc., Brokerage

Gairloch

STU SELLS  
REALTY TEAM

**Toronto**

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# CaféTO

- Again, the Junction was a “Patio Paradise” from **June - October 2022 (5 months)**!
- Partnered with the City of Toronto to implement the CaféTO program, creating additional patio space on the street for our food & beverage businesses to conduct business safely.
- Increased foot traffic to support the entire business community.
- There are **24 (-29%) unique patios and parklets** creating over **16,000 SF (-3.88%)** of safe and visually appealing patio space.
- Response has been overwhelmingly positive. Public survey results will be released shortly.



# CaféTO - Parklets

Four bright and trendy parklets designed and gratefully sponsored by local community partners: **Stu Sells Realty, the BREL Team, The Sweet Potato and The Junction BIA.**





# CaféTO - Special Offers Program

## 19 Participating Businesses

- Epic Cycles
- Indie Alehouse
- Snug as a Bug
- iRepair
- Pure Staffing Solutions
- Deco Ristorante and Wine Bar
- D & Y Sushi / Dennis
- Healthy Moms Market
- Cornerstone Home Interiors
- Beachman Motor Company Ltd.
- Luna
- Clandestina Mexican Grill & Bar
- Lucky Silk Restaurant
- Pretty Clean Shop
- Cassandra Moy
- Latitude 44
- ARTiculations Art Supply
- Pizzeria Libretto
- IZ Adaptive

## Website Statistics

- 1,676 page visits



# Post City TO Partnership Details

We partnered with Post City TO/Streets of Toronto to create three promotional videos showcasing various Junction businesses! The videos featured what a day in the Junction could look like, focussing on retail and food/beverage.

The main goal of these videos was to encourage people to visit the Junction because of the individuality of the businesses we are highlighting.

Post City has over **385k Instagram followers**, and we were able to capitalize on that by promoting the videos on their account, as well as all of our channels (**~30k followers**), and participating businesses were encouraged to share the videos as well.



*Our video host: Kaitlin Narciso*



# Post City TO Videos

Video 1



Video 2



Video 3



# Post City TO Video Results

*Analytics as of November 1, 2022*

## **Video 1 - Indie Alehouse, ARTiculations Art Supply, Haveli Home & Famous Last Words**

- Released July 12 & September 9
- 32,675 impressions
- 982 engagements
- 180 shares

## **Video 2 - Arts Market, Cornerstone, Latitude 44 & Clandestina**

- Released July 19 & September 15
- 38,888 impressions
- 802 engagements
- 116 shares

## **Video 3 - Mjolk, Take Note, Delight Chocolate & Atai Bistro**

- Released July 26 & September 21
- 12,717 impressions
- 303 engagements
- 46 shares



# CaféTO - Social Media Campaigns

## Social Media Campaigns - Total Impressions (effective November 1)

- Special Offers Program: 14,670 impressions
- Parklet Highlights: 13,254 impressions
- Restaurant Highlights: 12,441 impressions
- Sponsor Highlights: 3,577 impressions



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WITH

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**BRELteam**  
bspoke Realty Inc., Brokerage

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REALTY TEAM

 **TORONTO**

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# CaféTO Survey Results

539 Respondents (-4%) - Survey conducted of all business owners & visitors found:

- **89%** of patrons **visited or discovered *other* shops & restaurants** when visiting CaféTO (+10%).
- **83%** of all respondents would like to see this program implemented next year (-12%), including **77%** of BIA businesses (-12%).
- **68%** of participating businesses saw an increase in revenue by an average of **40%**. Average spend by CaféTO patrons within the Junction was **\$74** per person (-1%).
- **44%** of visitors were from outside the Junction (M6P) neighbourhood (+26%). **This increase in foot traffic is confirmed by GeoMarketing Analytics later in the presentation.**
- **67%** of visitors walked to the Junction, while **18%** of visitors drove as their only means of transportation to the neighbourhood.
- **20%** of all drivers reported **having trouble finding parking (+7%)**.



# CaféTO Testimonials

*“Café TO has done an excellent job helping businesses increase their revenue, hire more people and beautify our city. Bravo.”*

- CaféTO Operator

*“I adore the life that the CafeTO program has brought to the streets of Toronto and The Junction. It has helped me stop, sit, notice, and discover more that my own neighbourhood, and those surrounding, have to offer. ... I love meeting my neighbours at these outdoor venues and the life it's created reminds me of other world-class cities I love to visit.”*

- Junction Resident

*“It is a nice program for the neighbourhood ... It makes the streets lively and interesting.”*

- Non-CaféTO Business Owner



# The Junction Theatre ft CORPUS



Every Saturday from September 3 to December 24, 2022, 2 to 4 PM, CORPUS will feature a series of four **FREE** unique and engaging street performances at multiple locations along Dundas Street West that combine movement and theatrical imagery with surrealist humour.

CORPUS' internationally acclaimed street performances offer expressive and temporary street art in accessible locations for large and diverse audiences to enjoy.

In partnership with the **City of Toronto**, the **Government of Canada** and **FedDev Ontario**, The Junction BIA has been granted **The Main Street Innovation Fund**, enabling the development of this immersive program. The **Government of Canada** funds this project through the Federal Economic Development Agency for Southern Ontario.



# The Junction Theatre ft CORPUS

**Divine Interventions:** Three goddesses descend from the heavens and tour the streets of Toronto, having received word that the world is in dire need of their help.

**Nuit Blanche:** Follow three insomniacs into an afternoon of broken sleep and waking dreams. They will take you on a fantastical journey through the bizarre and unfamiliar territory of the sleeping subconscious.

**Camping Royale:** A satire on colonialism and the privileged class, this performance features Queen Sophie-Charlotte and Queen Louise embarking on an absurd camping trip far away from court.

**The Alpine Merry Sheep Choir:** Back by popular demand. A funny, heart-warming project with our shepherd and three of his most talented sheep singing Christmas carols.



# The Junction Street Theatre ft CORPUS



*Photo credit: Jae Yang Photography*

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# The 3rd Annual Window Wonderland

Taking place **November 25, 2022 - January 1, 2023**, The Junction 3rd Annual Window Wonderland will be bigger and better than ever!



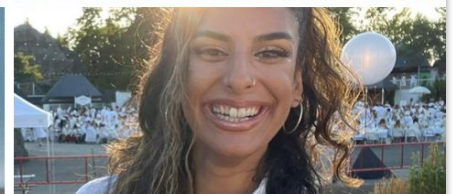
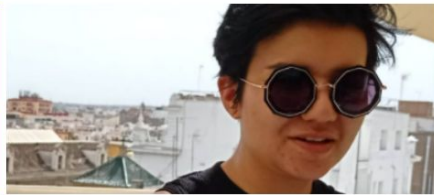
- We have 20 Window Partners and the addition of 2 permanent murals.
- We are working with internationally-renowned Artivive app.
- Animators hired through a worldwide Open Call.
- We have partnered with award-winning theatre/dance company CORPUS to create The Junction Street Theatre. This partnership will feature a series of street performances to celebrate the company's 25th anniversary.
- Province-Wide Media Release to come.
- Awarded \$15,000 from the City of Toronto Outdoor Mural and Street Art Grant to support our permanent murals.
- Awarded a \$45,000 Provincial Reconnect Grant and \$75,000 Federal Tourism Relief Fund grant to markedly enhance the 2022 exhibition.

# WW22 Window Partners



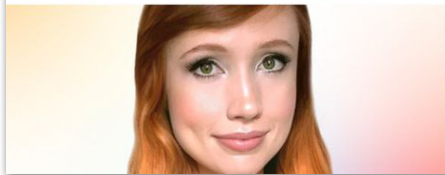
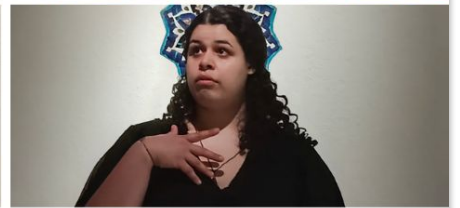
# WW22 Artists

Hired and trained 40 visual artists





# WW22 Artists







# WW22 Sponsors



**ISAAN DER**  
AUTHENTIC THAI KITCHEN

**DELMANOR**  
*Prince Edward*  
*Inspired Retirement Living™*

**Gairloch Ontario** 



**THA**  
TAYLOR HAZELL ARCHITECTS

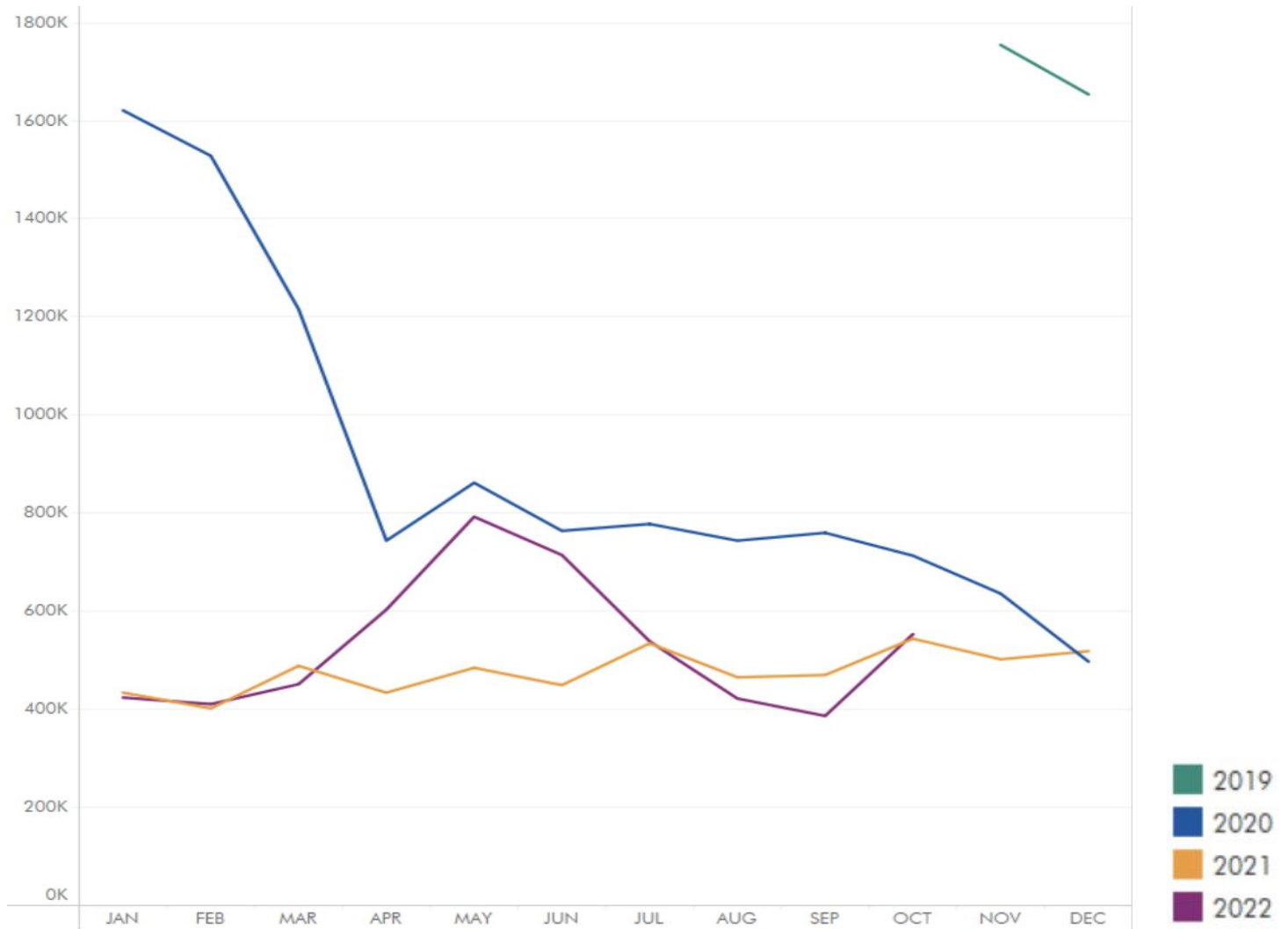


THE  
**JUNCTION**

# GEOMarketing Data - Total Visitation

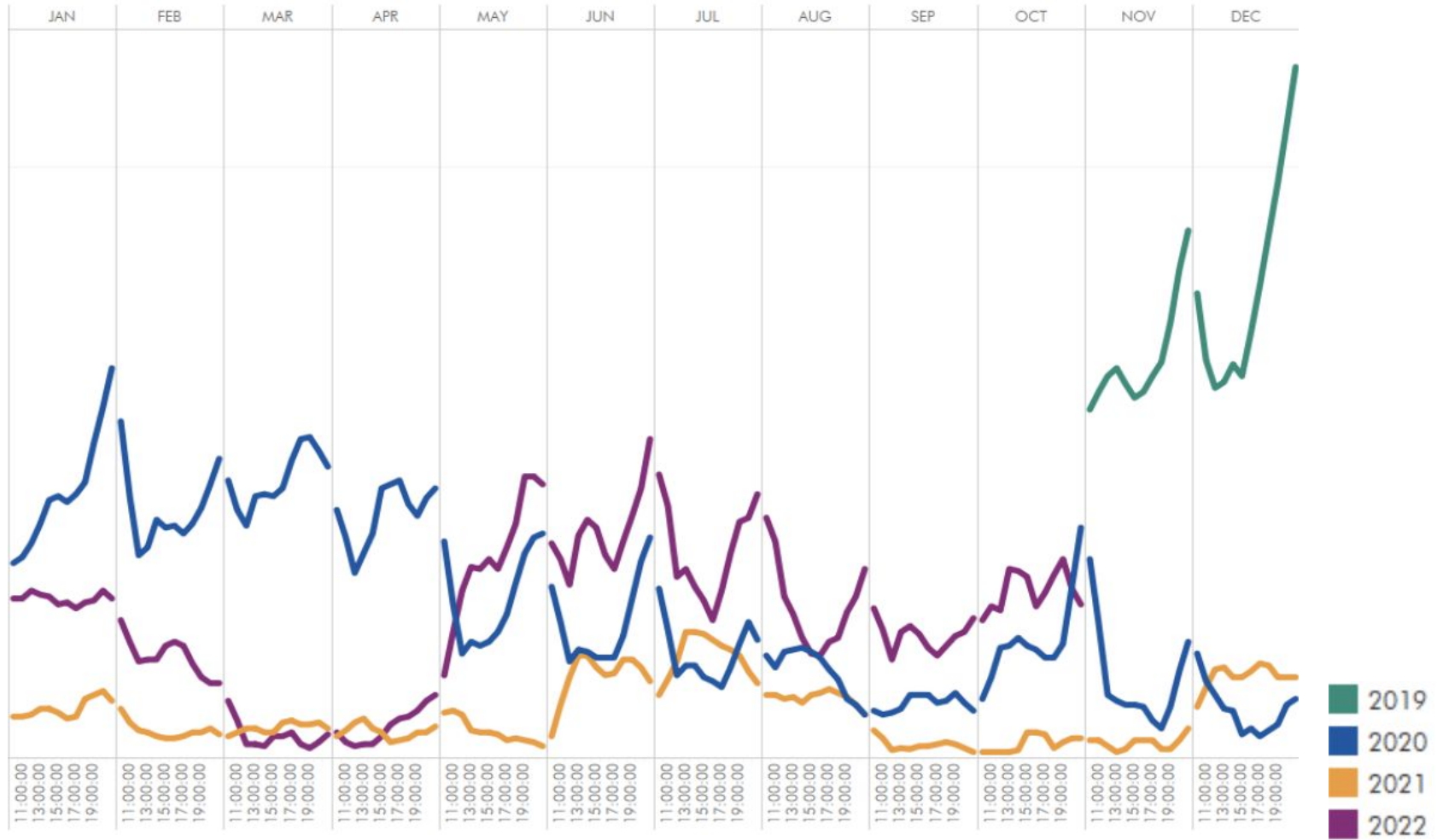
Nov 1 Prior Year to Nov 1 Current Year	Total 12 Month Visitation	Compared to 2020
2020	13,136,666	100%
2021	5,834,666	44%
2022	6,317,334	48%

# GEOMarketing Data - Total Visitation

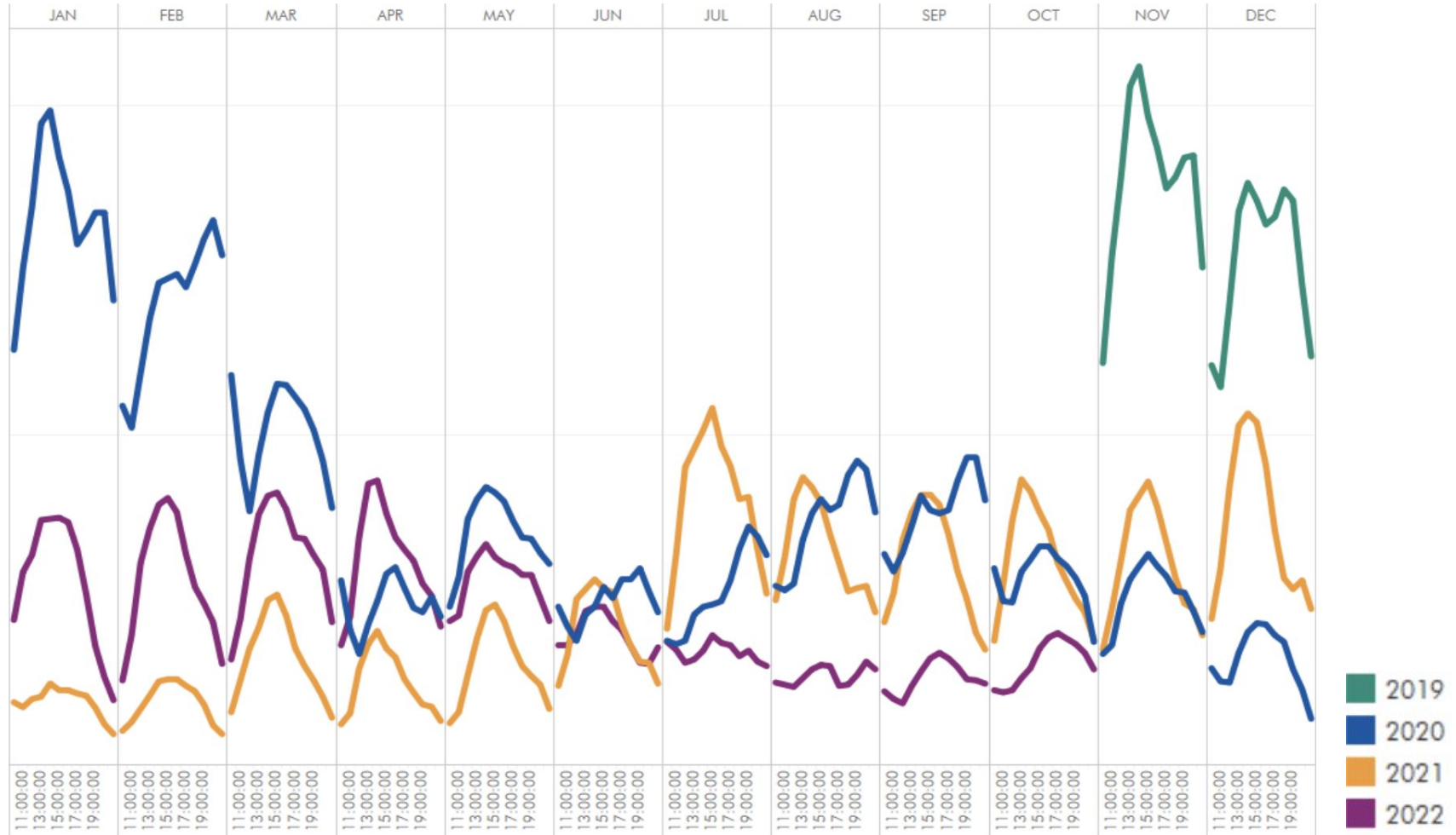




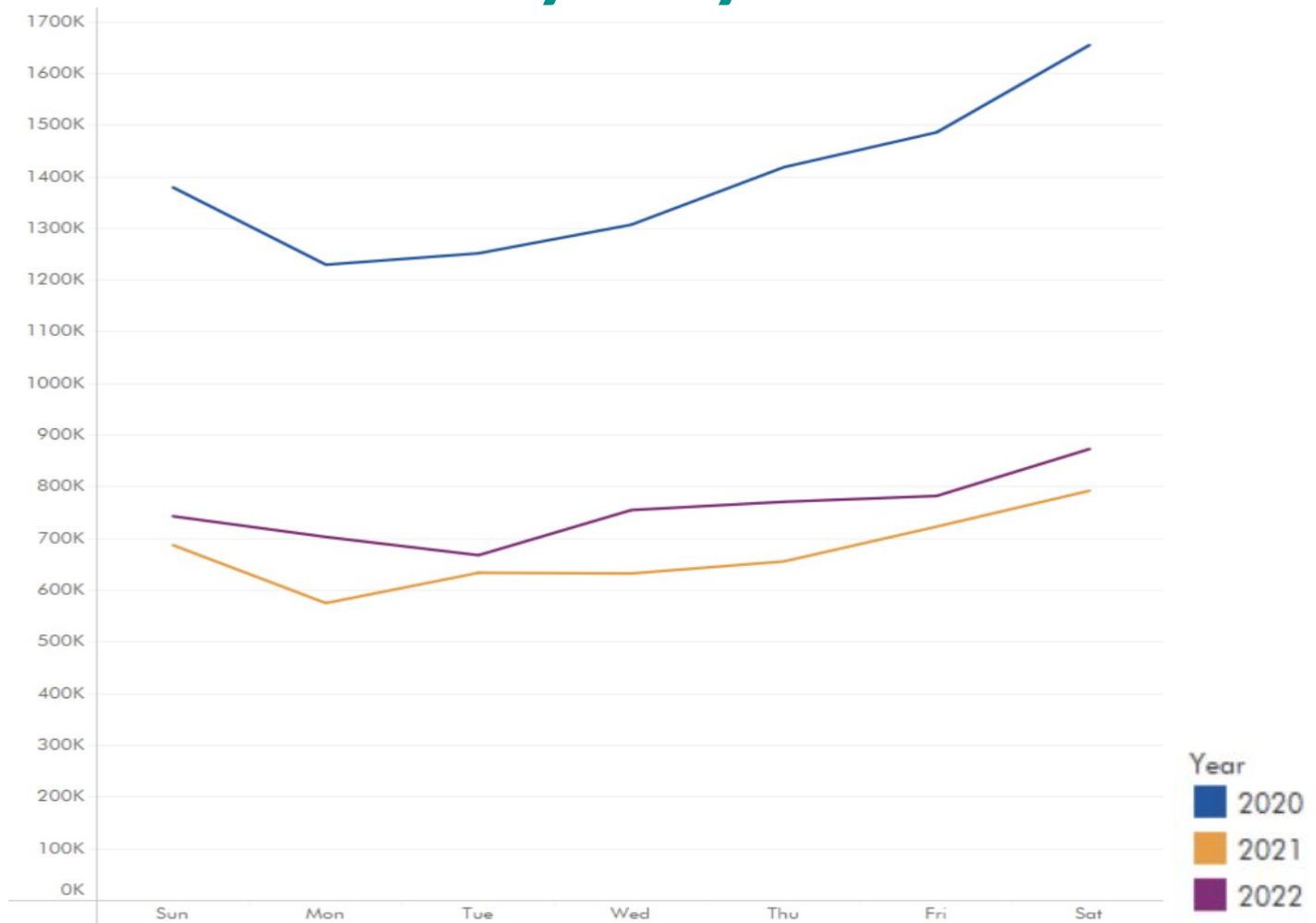
# GEOMarketing Data - Visitation By Time of Day <1km



# GEOMarketing Data - Visitation By Time of Day >1km



# GEOMarketing Data - Visitation By Day of Week



# 2022 Streetscaping

*Kiyo Elliott-Armstrong, Chairperson, The Junction BIA*

# The Butterfly Gardens

The City's PollinateTO program provided us with \$5,000 in funding and **we raised \$7,500 in corporate sponsorship** to expand our three BMO Butterfly Gardens by 19 additional concrete raised tree beds in the BIA, creating a pollinator corridor across Dundas Street West.

With The Junction Butterfly Gardens spread across Dundas W, we increased the vital space for these beautiful and threatened creatures. Visitors who slow down, observe and return to the gardens frequently are rewarded with the chance to watch butterflies progress through their lifecycle, from egg to caterpillar to chrysalis to adult butterfly.

We worked with our local landscaper, Parkdale Green Thumb Enterprises, on our Butterfly Gardens plan.

The City of Toronto supports this project through Live Green Toronto and the PollinateTO Grants Program. Additionally, we are grateful to our 2022/23 Sponsors; **Cardinal Funeral Homes, Doulas on Bikes, Parkdale Green Thumb Enterprises, and Toronto Mortgage Financing.**



# The Butterfly Gardens

We created a Pollinator Pathway to showcase our new Butterfly Gardens as well as educate passerbys of pollinator facts! We had 22 signs put up at each location, all featuring a different fact. We accompanied the signage with a social media campaign that received **24,369 impressions**.

We also partnered with Royal Crown Academic School to create sidewalk art at major intersections. The artwork consisted of flowers, bees and butterflies that complemented our CafeTO artwork.

**WELCOME TO THE JUNCTION BUTTERFLY GARDENS**

**POLLINATOR PATHWAY FACT #1 OF 22**

What is pollination? Pollination happens when a pollen grain moves from the anther (male part) of a flower to the stigma (female part). This is the first step in a process that produces seeds, fruits, and the next generation of plants.

**ENJOY THE COLOURFUL BLOOMS!**

Logos at the bottom: THE JUNCTION business improvement area, Cardinal FUNERAL HOMES LTD. Founded 1925, Parks on Bikes, pgte Parkland Green Thumb Enterprise, TORONTO METROPOLITAN UNIVERSITY, TORONTO, Live green Toronto.





# The Butterfly Gardens

Pollinator Pathways



August 2022



September 2022





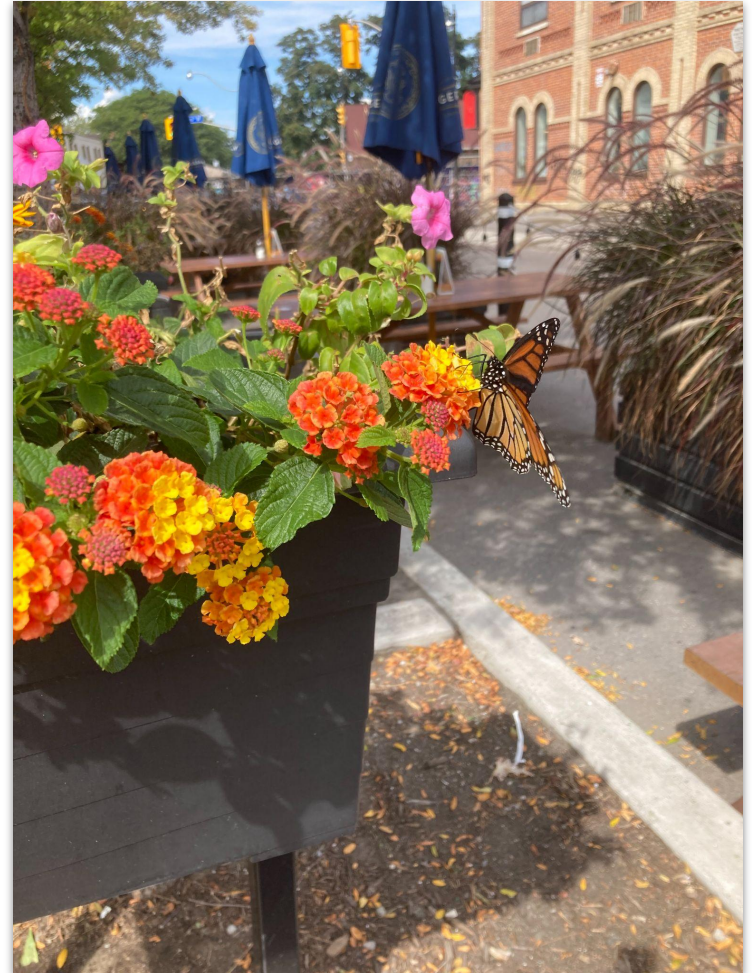
# Landscaping

**Spring/Summer:** Installation and maintenance of 132 new larger, self-watering planter boxes. Colourful branding with a robust mix of pollinator- friendly annuals and perennials like Fuchsia Bella Lisa, Coleus Kong Red, Celosia Dragon's Breath, and Petunias.

**The Junction Butterfly Garden:** We expanded the Junction Butterfly Garden to include 19 additional concrete raised tree beds, providing a riot of colourful blooms. This fall, we planted shrubs in our BMO Butterfly Gardens to deter the pigeons.

**CaféTO Parklet Palms:** Installed and maintained six self-watering planter boxes from the City with soil and large and lush palms throughout our public parklets. Some sponsors added their own florals.

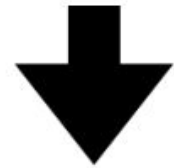
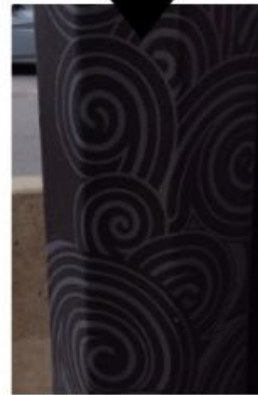
**Fall/Winter:** Installation and maintenance of our 132 planter boxes providing enhanced holiday decor at the pedestrian level.





# Street Maintenance - Before & After

Our landscaper, Parkdale Green Thumb Enterprises, also provide cleaning and reporting services through the summer at 18 hrs/wk, up from 9 hrs/wk in the spring and throughout the winter at 6 hrs/wk.



# New Permanent Murals



Mural Artist: Julia Prazja  
Animator: Jonna Petrou

Two interactive augmented reality murals, designed in partnership with local and international artists and internationally acclaimed AR app, Artivive were brought to the Junction this year.

As its title suggests, “**Patterns of the Junction,**” located at *2975 Dundas St W* (West Toronto Paint and Wallpaper) and viewed while travelling north on Pacific Ave, celebrates the various patterns found throughout the neighbourhood.

The charming ornamental details and unique architectural elements of the historical buildings in the area are echoed in a bright and colourful mural that welcomes visitors to the area.

# New Permanent Murals

Located at 2802 Dundas St W (ARTiculations Art Supply), “**Composition with Abstract Shapes and Lines**” overarching theme celebrates art in some of its most basic elements – line, shape, and colour.

These abstract shapes and lines reference the beginnings of forms found in nature and, like the start of a creative project, explore the potential to become anything.

The mural continues in the footsteps of the neighbouring storefronts by bringing a burst of colour, joy, and excitement to the east side of the Junction.

Mural Artist: Erin McCluskey  
Animator: Shade Lourens



# 2023 Proposed Plan

*Kiyo Elliott-Armstrong, Chairperson, The Junction BIA*



# 2023 Proposed Plan

## Marketing:

Continue to develop our website's **Member Directory and Member Resources** pages. As mentioned, we have been progressively growing our identity as an augmented reality neighbourhood, now with **4 animated murals**. We will continue to create campaigns to support this. We will also continue to showcase members' stories in our popular **Member of the Month** feature. Grow our social media following! Along with our campaigns, we will also be pursuing year-round sponsorship early in the year. There will be positions for CaféTO, Window Wonderland, Junction Butterfly Gardens and plaques for the new benches.



# 2023 Proposed Plan

## **Grant Applications:**

To continue pursuing innovative and elaborate projects that benefit the community, grant proposals and applications will be submitted, largely during the first quarter of the year.

## **CaféTO:**

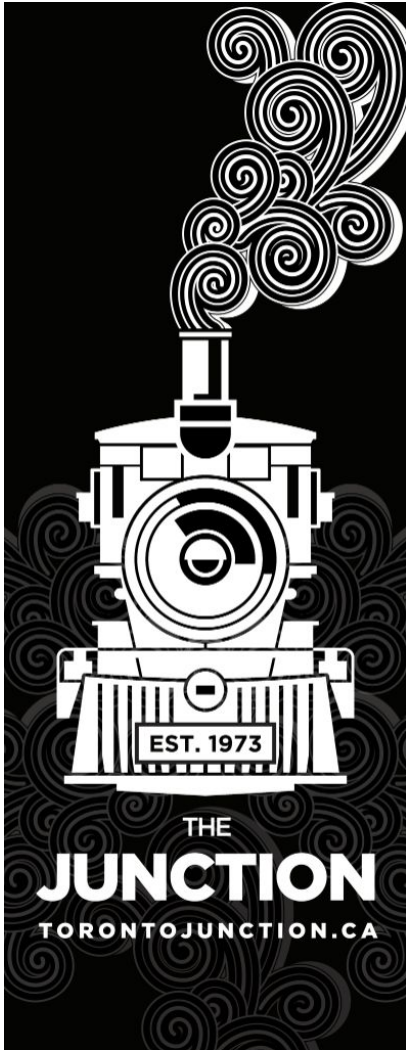
Will continue delivering your feedback to the City to improve the CaféTO program, ensuring that the Junction stays a patio-friendly neighbourhood, while tackling challenges such as minimizing unused curb lane space; an expensive and confusing temporary platform installation process; and lack of options for shade/rain cover. Will also continue to provide our Special Offers program which will provide participants with FREE promotion on our website during CaféTO and beyond. This program is designed to improve the neighbourhood's vitality and enhance ability to capitalize on CaféTO.

## **4th Annual Window Wonderland:**

Plan to sustain the size of the exhibition at 4 permanent wall murals, 20 windows and employ 20 local muralists + 20 international animators. Will continue to pursue funding including corporate and government grants.



# 2023 Proposed Plan



## **Replace Junction Banners:**

Our banners have a 3-5 year lifespan and we will be replacing the existing banners with new ones to be installed on 58 light poles across Dundas, Keele, Vine, and side streets. The updated design will celebrate the 50th anniversary of BIAs.

## **New Street Benches:**

With dozens of street benches falling into disrepair, we will be replacing all of our 33 old benches with 34 brand new benches to further develop our streetscape at the pedestrian level and provide more permanent seating options.



# 2023 Proposed Plan

## **Street Cleaning & Weeding:**

We will continue to increase our efforts in keeping the neighbourhood clean of graffiti and litter, and have spoken with our landscaper at length on how they may mitigate future weeding and produce healthier tree beds.

## **Landscaping:**

Our planters are generally filled for summer and winter seasons, but in 2023 we will be adding spring plants, bringing colour and vibrancy to the neighbourhood at an earlier date.

## **Butterfly Gardens:**

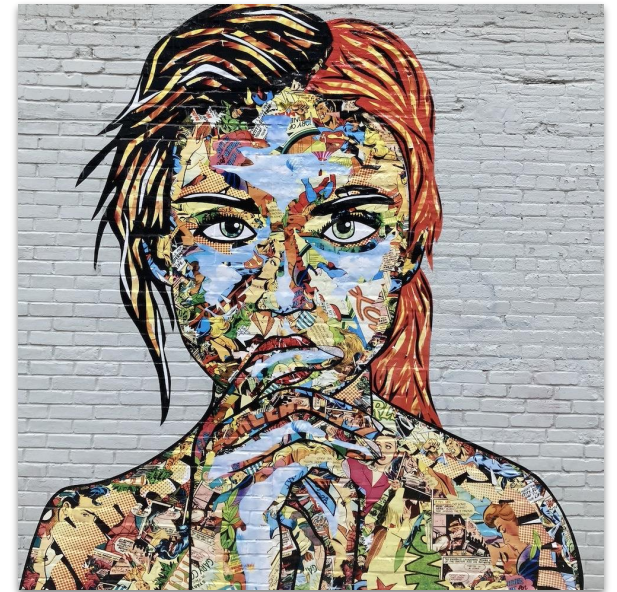
PGTE has collected seeds from our perennial plants to redistribute to raised concrete planters that had difficulty this year. We have also set aside funds to purchase additional plants to further enhance our Butterfly Gardens in 2023.



# 2023 Proposed Plan



**The Laneway Project:** We have partnered with [The Laneway Project](#) to pursue beautification of our laneways. The project aims to improve walkability, add permanent public art, and create a new tourist destination for the City.

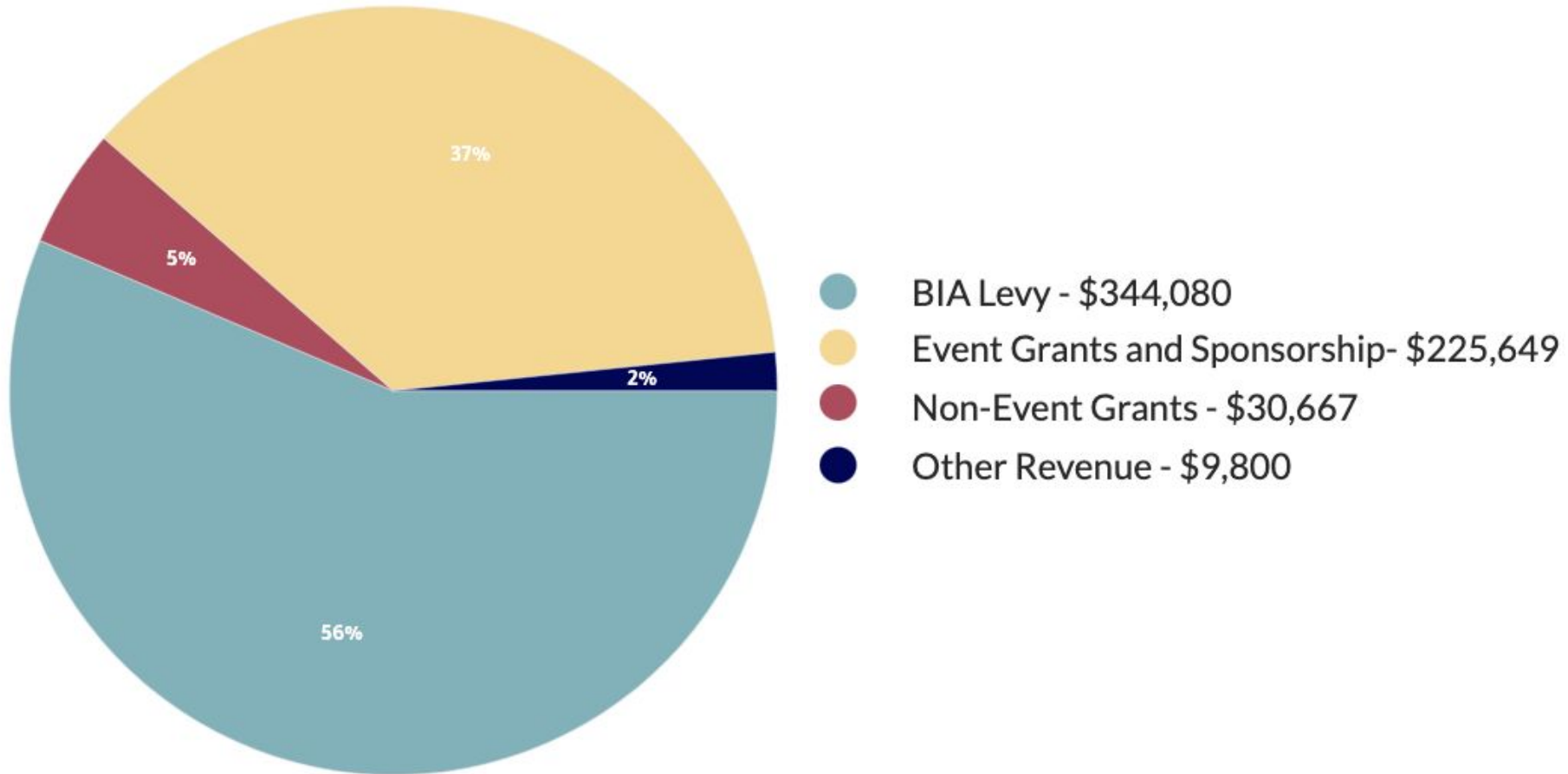


# 2023 Proposed Budget

*Dan Yurchuk, Treasurer, Board of Management, The Junction BIA*

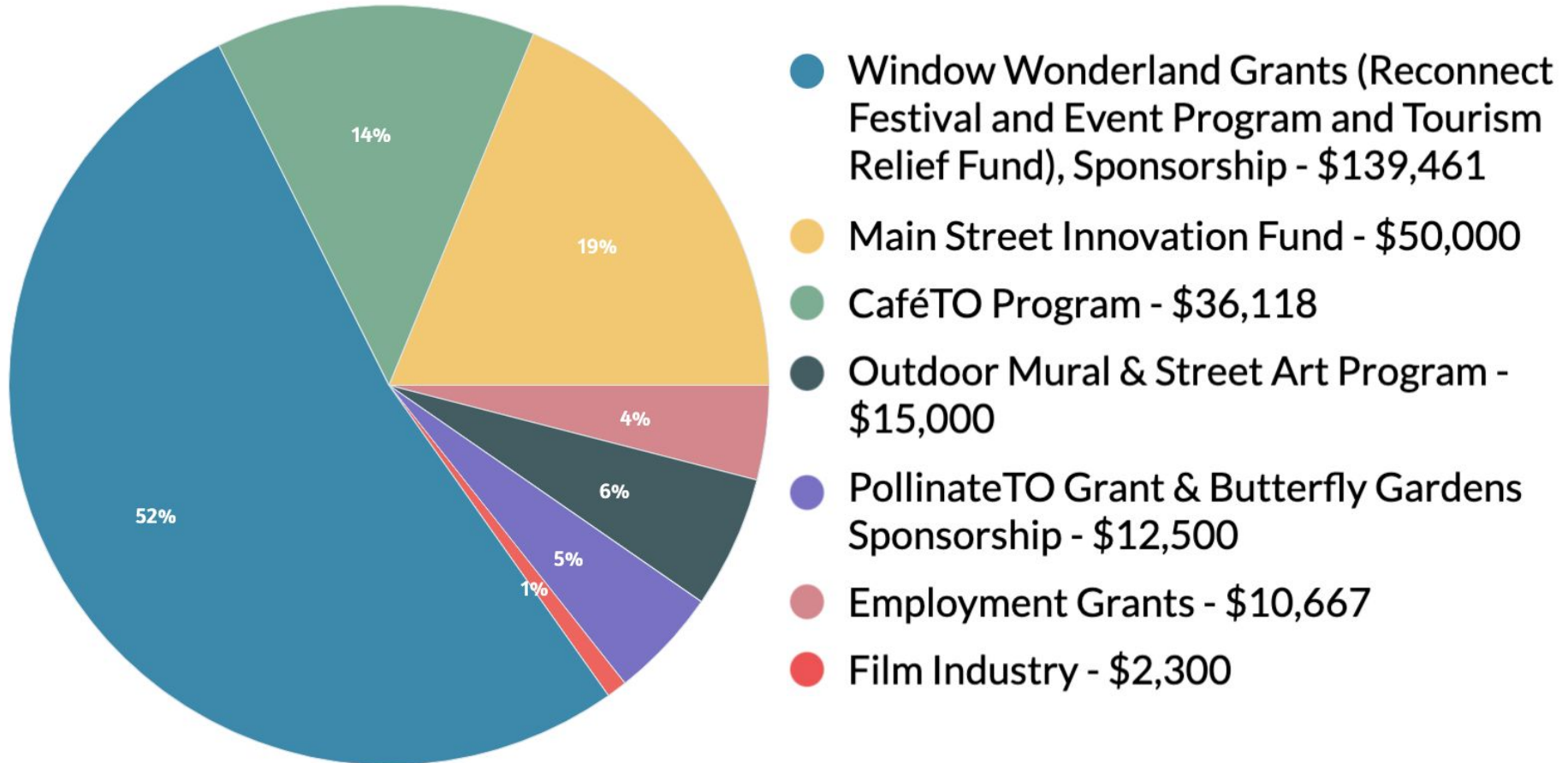


# 2022 All BIA Revenue





# 2022 (Non-Levy) BIA Revenue



# The 2023 Budget Summary

Summary of Revenues and Expenditures		2022	2022	2023	
		Approved Budget	Projected Actual	Proposed Budget	
		Column A	Column B	Column C	
<b>Revenues</b>					
BIA Levy	(includes 10% provision)	344,080	344,080	361,285	(A)
Grants		12,000	30,667	5,000	(B)
Signature Events Rev - incl. Grants (input details in event worksheets)		62,000	225,649	87,000	(C)
Other Festival Revenue - Butterfly Gardens			7,500	5,000	(D)
Other Revenue - film studios		2,000	2,300	1,500	(E)
<b>Total Revenue</b>		<b>420,080</b>	<b>610,196</b>	<b>459,785</b>	(F)
<b>Expenditures</b>					
(includes 1.76% HST)					
General and Administrative		215,083	210,925	214,096	(G)
Streetscape Improvements		98,000	20,000	98,000	(H)
Streetscape Improvements - City Loan Payment					(I)
Amenity and Maintenance - incl. Butterfly Gardens		72,750	86,400	97,600	(J)
Promotion and Communication		5,250	6,500	3,000	(K)
Festivals and Events		95,000	221,320	120,000	(L)
Provision for Tax Appeal Expenditures (10%)		31,280	(35,015)	32,844	(M)
<b>Total Expenditures</b>		<b>517,363</b>	<b>510,130</b>	<b>565,540</b>	(N)
<b>Net Revenue / (Deficit)</b>	(O) = (F) - (N)	<b>(97,283)</b>	<b>100,066</b>	<b>(105,755)</b>	(O)
<b>Summary of Accumulated Surplus</b>					
		<b>2022 Approved Budget</b>	<b>2022 Projected Actual</b>	<b>2023 Proposed Budget</b>	
<b>Beginning Balance</b>		<b>234,254</b>	<b>136,971</b>	<b>237,037</b>	(P)
Change in Accumulated Surplus		(97,283)	100,066	(105,755)	(Q)
<b>Ending Balance</b>		<b>136,971</b>	<b>237,037</b>	<b>131,282</b>	(R)

# Approval of 2023 Budget

*Kiyo Elliott-Armstrong, Chairperson, Board of Management, The Junction BIA*

**Motion: Motion to approve the 2023 Budget as presented.**



**Other Business?**

***Thank you for attending!***