



ANNUAL GENERAL MEETING

November 23, 2023

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?

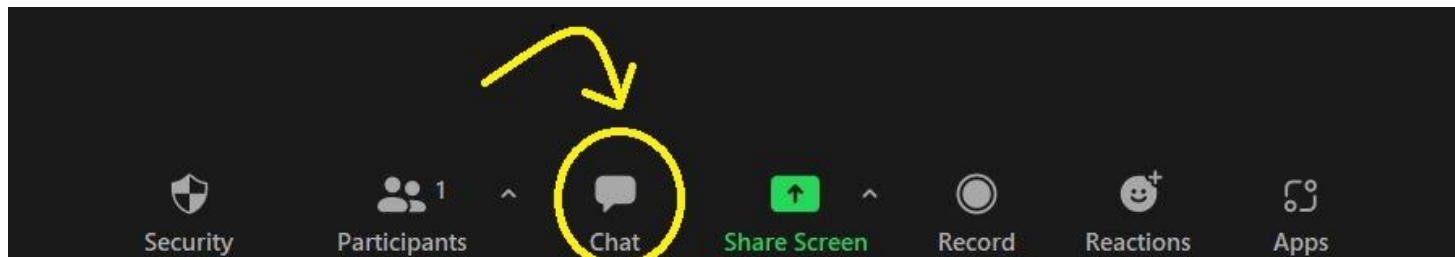
Raise your hand to speak by pressing *9 on your keypad.
Note: Those calling in will be unable to vote.



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
- *Jenna Gartlan*, Operations Coordinator
- *Taylor Goulard*, Marketing Manager

Board Directors

- *Maryan Jimaleh*, Bank of Montreal
- *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)

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

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.
- Create a sustainable landscaping model that benefits pollinators and the public.

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 2022 AGM Minutes

Motion: Motion to approve the [2022 AGM Minutes](#)

2023 Highlights

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

Welcome to 16 New Members!

- Andrea Bogdanovic Yoga, 10 Heintzman St
- AT the Dentist, 2854 Dundas St W
- Bevi Birra, 3072 Dundas St W
- Chiang Mai, 2998 Dundas St W
- Chuckleberry Trading Company, 3054 Dundas St W
- Go Go Boba Tea, 2845 Dundas St W
- Hacienda, 2830 Dundas St W
- Junction Pet Clinic, 2916 Dundas St W
- Lost N' Found Records, 2836 Dundas St W
- Maker's Market, 3069 Dundas St W
- My House, 2882 Dundas St W
- Polish'd Nail Lounge, 3064 Dundas St W
- The Draft Room, 395 Keele St
- Toronto Bookkeeping Hub, 145 Annette St
- Treasury Health, 2896 Dundas St W
- Women's Health Collaborative, 2896 Dundas St W



2023 Marketing & Communications

Carol Jolly, Executive Director, The Junction BIA

Marketing - Audience

As of **November 1, 2023**, The Junction BIA has access to the following **opt-in subscribers** who we connect with regularly.

Platform	Subscribers	Increase/Decrease
Mailing List	3,020	(+)261
Instagram	15,382	(+)1,787
Facebook	7,852	(+)498
Twitter	5,656	(-)161
Total	31,910	(+)2,385*

@TorontoJunction
#JunctionTO

*A total of 2,385 new opt-in subscribers/followers!**

TOP PERFORMING POSTS - TOTAL IMPRESSIONS*

53,632



52,011



28,911

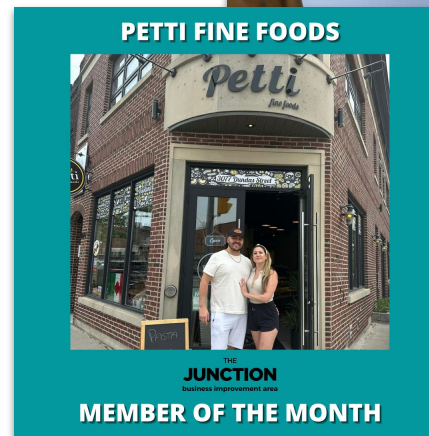


**Impressions refer to the number of times your ad or content has been displayed on a screen.*


THE
JUNCTION

Additional Marketing Campaigns

- **Animated Murals** - We have been growing our identity as the augmented reality neighbourhood, now with five animated murals.
- **Member of the Month** - A spotlight on local businesses written by James Watson, our journalism intern. Reach: ~**31K** and year-round website presence. ***Currently booked until April 2025!***
- **Junction Merchandise** - A partnership with Maker's Market to sell our line of Junction themed apparel and homegoods generated \$386.42 in 2023.




Member Directory




55

Eat





56

Shop



66


Live



Listings » Shop


Latitude 44 Gallery Framing Decor

(416) 769-2000 www.latitude44gallery.ca



2900 Dundas Street West
Toronto ON


[Get directions](#)



SPECIAL OFFER

25% OFF ready made frames. Buy 6 greeting cards and get the 7th one FREE.

Valid May 22 - October 31, 2021



Shop

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.
- **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**.



Member Lobbying

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

- Installation of 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 and cigarette butts.
- Support for street-involved people.
- Lower commercial property taxes.
- Lower permit fees; CaféTO, liquor license, street marketing, Hydro-pole use.
- Construction disruptions & issues.
- Toronto Hydro and Water issues.
- Earlier filming notifications.
- Safety issues (CPTED Audits).

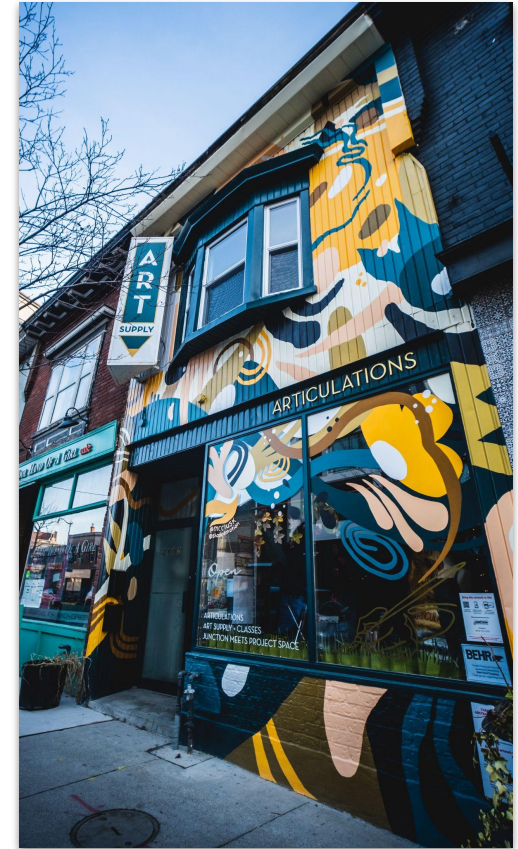


Member City Grants

Commercial Space Rehabilitation Grant Program is available to owners and tenants of vacant properties at street level, or occupied commercial properties at risk of becoming vacant (that have received funding from the Canada Emergency Rent Subsidy program) within the city of Toronto, that are used for commercial purposes at street level, and that are locally owned and operated. The city will provide matching grants up to \$20,000 towards eligible interior improvements. There is a bonus of up to \$4,000 for an accessibility improvement meeting AODA standards. Minimum three (3) improvements required. Opens December 4, 2023. **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 4, 2024. **Up to \$12,500.**



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Member City Grants

Outdoor Mural and Street Art Program

Provides one-time funding to business associations including BIAs for outdoor mural projects that help promote a local theme, creating an attractive and positive identity for their area. Application form available January 1, 2024 with a deadline submission date of March 28, 2024. The grant is **\$7,500**.

CaféTO Property Improvement Program

Provides restaurants, bars and café owners with a matching grant of up to **\$7,500**, covering up to 50% of the cost of eligible improvements to permitted patios. This program is applicable for one patio improvement. Opens spring 2024.



Digital Main Street

Through support from the province, Digital Main Street (DMS), TABIA (Toronto Association of Business Improvement Areas) and OBIAA (Ontario BIA Association) have provided 15,000+ grants worth more than \$37 million to brick-and-mortar small businesses across Ontario over the last five years. We partnered with DMS again to bring the Digital Service Squad (DSS) 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.

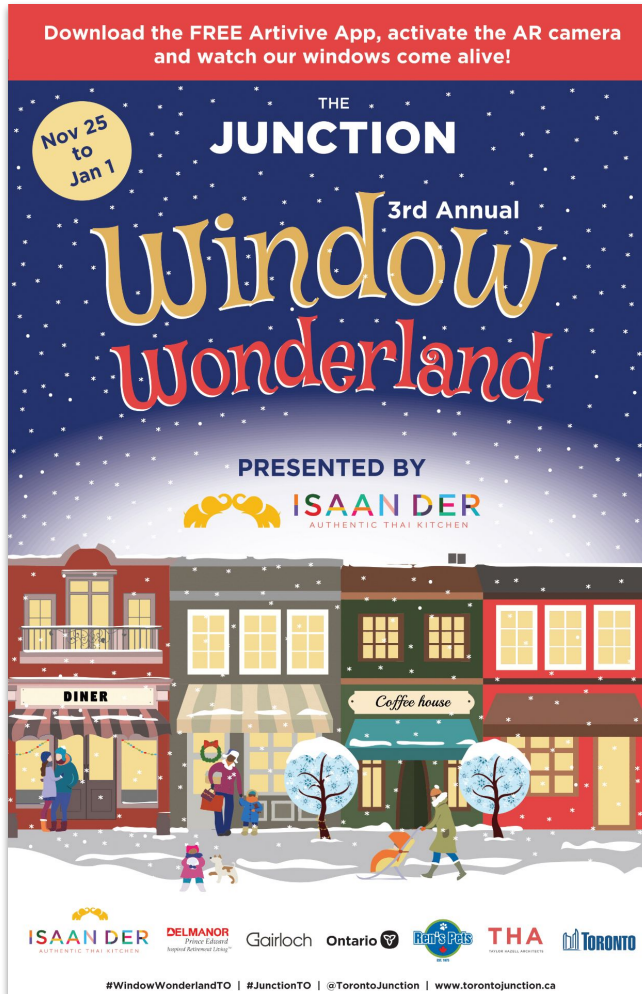
- **Mithila Vidyanath** has worked with **17** businesses this year to enhance their digital footprint.
- Since last November, **9 more Junction businesses** have received or will soon receive the DMS grant. To date, that's **76 grants received**, representing a **total investment of \$190,000 to the Junction!**



2023 Events & Programs

Carol Jolly, Executive Director, The Junction BIA

The 3rd Annual Window Wonderland



Toronto's award-winning immersive urban art walk, Window Wonderland, returns to the Junction for its third consecutive year. From **November 25 to January 1, 2023**, Window Wonderland, presented by Isaan Der Thai Kitchen, will transform the Junction into a FREE, magical outdoor gallery featuring 20 unique augmented reality (AR) installations. Window Wonderland will also showcase four animated wall murals, two of which are new to the Junction and have been designed by local and international artists.

The first of its kind for the City of Toronto, Window Wonderland is presented in collaboration with Artivive, an internationally-renowned AR app that is changing how art is created and consumed. Providing access to over 200,000 international artists, Artivive allows artists to create new dimensions with a digital layer, opening a new world of possibilities.

THE
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2022 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.
 - **96% 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 every Saturday in December.
- **Healthy foot traffic to the Junction**
 - **Attendance: 19,262**
 - **35% of attendees came from outside of the Junction**
 - 66% of visitors used the app
- **Visitor experience**
 - The quality of both the murals and animations were rated very highly.
 - 96% of attendees are likely to recommend the exhibition to family and friends and would like to see Window Wonderland return next year.
- **Support for local businesses**
 - 75% of attendees visited or discovered other businesses in the Junction during the exhibition.
 - With an average spend of **\$74.14** Window Wonderland had an **economic impact of \$1.4 M.**
 - **89% of window partners felt that the exhibition brought increased exposure to their business.**

**Attendance calculation = 6,264 app users multiplied by 34% of visitors who did not use the app multiplied by 2.3 average number of visitors per group = 19,262*

2022 WW Exhibition Successes

- Expected media impressions for the campaign met expectations!
 - Total impressions were 48MM with 41 total media hits
- **Web traffic up** during Window Wonderland! **99%** of users were new to our website. Total website views: **19,908** - (*Exhibition dates vs prior 8 weeks*)
- **Increase in Followers for the Junction!**
 - Social media followers increased by **1,071**
 - Email subscribers increased by **131**
- Recipient of the 2022 International Downtown Association Award of Excellence
- Recipient of the 2022 TABIA Events Award

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



50th Anniversary

This year we celebrated 50 years of supporting and promoting the local business community. JBIA) was founded on January 18th, 1973.

Projects to commemorate the milestone:

1. The first commemorative plaque we will produce and install will be in recognition of our 50th anniversary.
2. Updated hydro pole banners, including "EST. 1973" on the train icon.
3. 50th anniversary digital artwork (Facebook cover photo, Mailchimp banners, etc.)
4. We had a newspaper poster created that highlights significant events that took place in 1973.
5. We featured a long-standing neighbourhood business that was here when the BIA was founded in 1973.
6. Historical photo exhibition at Latitude 44 in March, which showcased 16 historical photos.

Happy Anniversary,
The Junction BIA!

The Junction Times

SPECIAL EDITION
Today, we celebrate the
formation of our BIA!

Vol. 1 No. 1

Toronto, ON - January 18, 2023

PRICE 18 cents

THE JUNCTION BIA TURNS 50!

600 months ★ 18,262 days ★ 438,288 hours ★ 26,297,280 minutes ★ 1,577,836,800 seconds ★ & counting!



PRIME MINISTER
Pierre Trudeau
Population of CANADA
22.49 million



THE JUNCTION
business improvement area



Photo taken by Roberta Hill,
now in Rob Hutchenson's collection.

WHAT THINGS COST

Minimum wage: \$1.90/hr
New house: \$40,300.00
Monthly rent: \$165.00
Litre of gas: \$0.39
Dozen eggs: \$0.67
Movie ticket: \$1.65
Postage stamp: \$0.05
Butter: \$0.98

**Average Income
Per Year
\$9,300.00**



WORLD POPULATION HIT 3.9 BILLION

ON THE BIG SCREEN

The Exorcist, Robin Hood, The Sting, Badlands, The Way We Were, Papillon, Magnum Force, Paper Moon, Grierson, Last Tango in Paris, Paperback Hero

ON TELEVISION

City Lights, V.I.P., The Starlost, Drop-In, This Land, Anything You Can Do, The Beachcombers, Dr. Simon Locke, Canada AM

IN Style... WOMEN

Polyester
Flared trousers
Platform shoes
Farrah Fawcett flicks

MEN

V-neck velour shirts
Turtlenecks
Chest hair, Sideburns
Afros, Mulletts



ON THE RADIO

"Clair" - Gilbert O'Sullivan
"Last Song" - Edward Bear
"Crocodile Rock" - Elton John
"Angie" - The Rolling Stones
"Killing Me Softly with His Song" - Roberta Flack

70's SLANG

Psychel - Just kidding
Far Out - God
Dream On - Unrealistic

★ STARS BORN IN 1973 ★

Neve Campbell, Tara Strong, Heidi Klum, Pharrell Williams, Akon, Sean Paul, Edge, Paul Walker, Kate Beckinsale, Adrien Brody

GENERATION X (GEN X)

SPORTS HIGHLIGHTS

NBA FINALS:
New York Knicks defeat the Los Angeles Lakers 4 games to 1.

STANLEY CUP:
Montreal Canadiens win 4 games to 2, against Chicago Black Hawks.

GREY CUP:
Ottawa Rough Riders win 22-18 over Edmonton Eskimos.

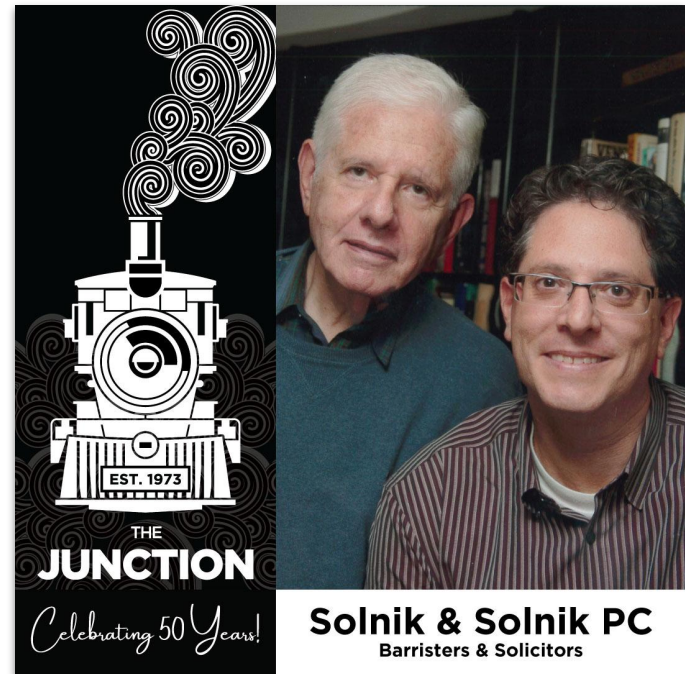
MLB WORLD SERIES:
Oakland Athletics win 4 games to 3 over the New York Mets.

THE JUNCTION BUSINESS IMPROVEMENT AREA WAS FOUNDED 50 YEARS AGO TODAY ON JANUARY 18, 1973

THE
JUNCTION

50th Anniversary

As part of our anniversary, we replaced the existing banners with 66 new ones installed on light poles across Dundas, Keele, Vine, and side streets. In addition, we featured a long-standing neighbourhood business that was here when the BIA was founded in 1973. Commemorating our Half Century Member, we had Solnik and Solnik PC Barristers and Solicitors, located at 2991 Dundas St W, founded in 1963 by Mr. Sidney Solnik!



AR Education

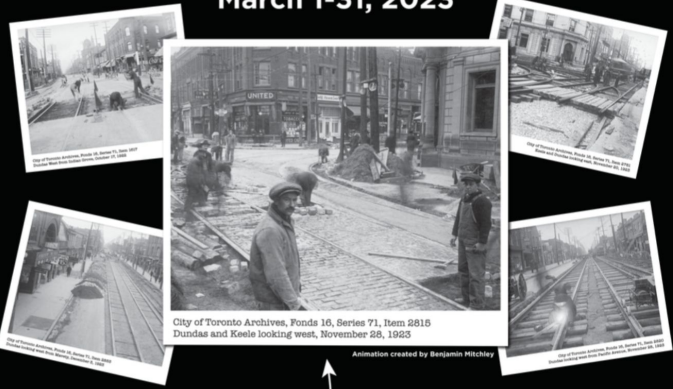
THE JUNCTION
business improvement area

STEP BACK IN TIME

An Interactive Photo Exhibition

LATITUDE 44 GALLERY FRAMING DECOR
2900 Dundas St. W.
416-769-2900

March 1-31, 2023



City of Toronto Archives, Fonds 16, Series 71, Item 2815
Dundas and Keele looking west, November 28, 1925

Animation created by Benjamin Mitchley

Immerse yourself in the magical world of augmented reality and bring this photograph to life with your smartphone!

1. Install the Artive app

2. View the artwork through your smartphone

torontojunction.ca #JunctionTO @TorontoJunction

To commemorate our 50th anniversary, we partnered with Latitude 44 Gallery Framing Decor, to present an Interactive Historical Photo Exhibition & Silent Auction featuring archival Junction photography from 100 years ago, from March 1-31. Each image was accompanied by informative signage, and as a bonus, one of the photographs was animated with augmented reality (AR) by globally successful artist Benjamin Mitchley.

With over 80 guests attending and food & drink by The Alpine, it was a grand success! Over \$3k was raised to offset costs.

AR Education



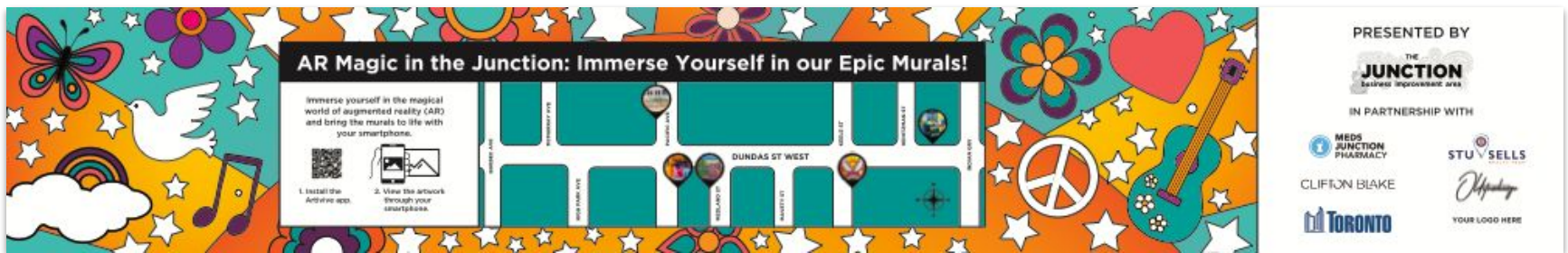
AR Education



We're expanding our AR presence with a fifth mural at 2945 Dundas St W, crafted by the talented duo, Megan Oldhues and Benjamin Mitchley.

To further promote our AR murals, we've secured a 50 x 8 ft billboard from Oldstonehenge Development, to be installed from October 2023 to October 2024.

What's exciting is that we're offering logo recognition on this billboard, generating over 30,000 daily impressions and a year-round ad value estimated at \$48,000. Thank you for your continued support!



New Permanent Mural

A new interactive augmented reality mural, designed in partnership with local and international artists and internationally acclaimed AR app, Artivive was brought to the Junction this year. The launch of the mural coincides with Window Wonderland 2023.



Mural Artist: Megan Oldhues
Animator: Benjamin Mitchley

“**Trackside,**” located at the rear of 2945 Dundas St W (TD Bank) and viewed while travelling on Pacific Ave, celebrates what childhood in the Junction looks like for many.

This mural pays homage to the spirit that runs through the veins of the neighbourhood's youth. It is a visual testament to the beauty growing up amidst the clatter and rhythm of the railway. The Junction's identity is intricately entwined with these industrial threads, enriching our lives with unique character, vibrancy, and a greater sense of belonging. This mural welcomes visitors and welcomes them into our home.

Murals - User Views



Junction Dreams - 2021

- Located at 2853 Dundas St W.
- Muralist: Jasmin Pannu
- Animator: Jeca Martinez
- Sponsored by Stu Sells Realty Team
- **1,268 total views**



Toronto's Favourite Meeting Place - 2021

- Located at 2978 Dundas St W.
- Muralist: Trevor Goodwin
- Animator: Benjamin Mitchley
- Sponsored by MEDS Junction Pharmacy
- **758 total views**



Composition of Lines and Shapes - 2022

- Located at ARTiculations Art Supply, 2802 Dundas St W.
- Muralist: Erin McCluskey
- Animator: Shade Lourens
- **69 total views**

Murals - User Views



Patterns of the Junction - 2022

- Located at West Toronto Paint & Wallpaper, 2975 Dundas St W.
- Muralist: Julia Prajza
- Animator: Jonathan Petrou
- **183 total views**



Trackside - NEW! 2023

- Located at 2945 Dundas St W.
- Muralist: Megan Oldhues
- Animator: Benjamin Mitchley
- **62 total views**

The Butterfly Gardens



We raised \$5,000 in corporate sponsorship from our Presenting Sponsor, **Douglas on Bikes**, to update our 22 signs along Dundas Street West and add an Astral transit shelter poster to expand our promotion. With one of our major goals of 2023 being to further public education on AR, we animated all print material. We worked with our Landscaping partners - PGT to maintain these gardens.

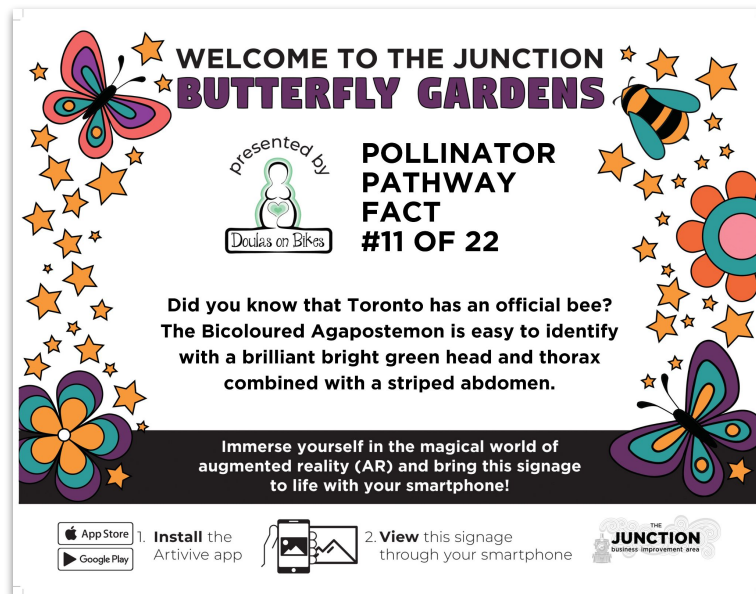
With The Junction Butterfly Gardens spread across Dundas W, we continue to increase the vital space for these beautiful and threatened creatures. Visitors who slow down, observe and return to the gardens frequently are rewarded with the chance to watch butterflies progress through their lifecycle, from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

TABIA awarded us the 2022 Environmental Initiatives Award for our new Junction Butterfly Gardens program.

The Butterfly Gardens

The Pollinator Pathway continues to showcase our new Butterfly Gardens as well as educate passerbys of pollinator facts! We updated all 22 signs with new animation, all featuring a different pollinator fact.

Our Presenting Sponsor, **Doulas on Bikes**, held three guided walking tour dates from June to September, which furthered our programming for this initiative.. Not only did this encourage more people to explore the gardens but it also encouraged the public to download the Artivive app to interact with the signage.



CaféTO

- The Junction featured some amazing and beautiful patios from **June - October 2023**.
- 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.
- There were **14 curb lane unique patios**. This number was **down by 10 patios from 2022** due to the complications of the CaféTO program. However, the hard work will pay off next season, since these patios are guaranteed to be grandfathered in next season.
- Unfortunately, Nodo was not granted a patio space since due to a late application, space constraints, and outdated liquor control laws. We worked tirelessly to lobby policy makers to allow an exception, but were ultimately unsuccessful.
- We successfully lobbied for other businesses such as: **Botham's/Hole in the Wall, Playa Cabana Cantina, Famous Last Words, and Junction Grill**,
- There was a delay in installing the accessible patios, adding more unwarranted stress to business owners.



Pop-Up Music Series

In partnership with Nova's Junction Revue, we launched The Junction Pop-Up Music Series. We were awarded **\$50,000 from The City of Toronto's Main Street Innovation Fund** to execute this project. This community-based music series ran every Saturday from June 3rd to September 9th, between 2 PM to 4 PM. The series featured 15 FREE performances suitable for all ages, easily accessible in the Junction, and staged safely in various outdoor and retail locations. This program concluded with the McMurray Avenue Finale Concert on September 9th.

This project was been funded by the City of Toronto's Main Street Innovation Fund, as part of Government of Canada support through the Federal Economic Development Agency for Southern Ontario.



Pop-Up Music Series



Photography Credit: Junction 416

THE
JUNCTION

NEW! Taste of the Junction

The vibrant neighbourhood of the Junction was excited to announce its first-ever, Taste of the Junction on September 9, presented in partnership with the **Stu Sells Realty Team**. This extraordinary culinary event united 11 exceptional local businesses, offering a delectable array of flavours and beverages for all to enjoy. This event was designed for the whole family, with face painting, balloon twisting, and a Caricature Artist, ensuring something for everyone.

In addition to the mouthwatering delights offered by our local resto-bars, Taste of the Junction was part of The Junction Pop-Up Music Series, which culminated with the **McMurray Avenue Finale Concert** featuring Kiwi Jr., a notable headliner. As well, on September 9 and 10, hosted a neighbourhood-wide **Sidewalk Sale**. Our combined event was a major success. **We are estimating a total of 5,000 attendees over the course of the day.**



NEW! Taste of the Junction

We conducted a post-event survey and based on the feedback provided, here's a summary of success:

1. **Media Hits:** Press release received 26 media mentions with **over 49 million impressions!**
2. **Community Building:** Highlighted for bringing the community together, allowing socializing, and celebrating the neighbourhood.
3. **Supporting Local Businesses:** Acknowledged for showcasing and promoting local establishments, encouraging exploration and patronage.
4. **Live Music and Entertainment:** Widely appreciated for adding vibrancy to the event, featuring local bands and kids' music.
5. **Food Variety:** Commended for offering diverse cuisines from local restaurants.
6. **Family-Friendly Atmosphere:** Praised for being inclusive and suitable for all ages, promoting family enjoyment.
7. **Strengthening Community Bonds:** Emphasized for fostering a sense of belonging and connectedness among residents.
8. **Supporting Local Artists and Musicians:** Recognized for contributing cultural richness to the neighbourhood by supporting local talent.

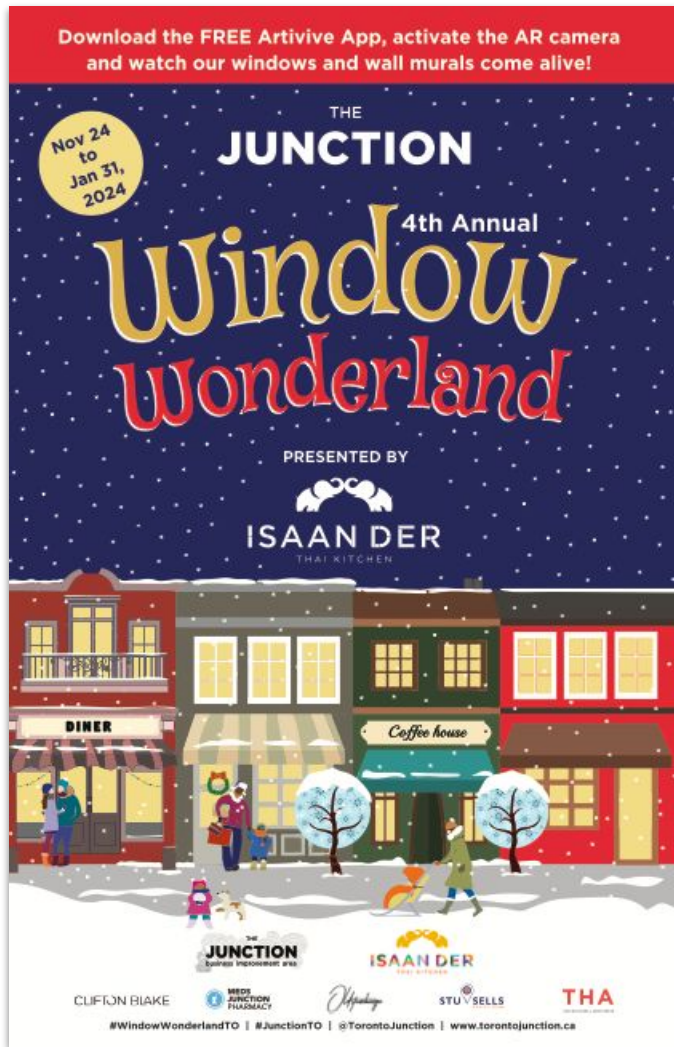
NEW! Taste of the Junction



Photography Credit: Photograph by Arash Moallemi, Courtesy City of Toronto

THE
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The 4th Annual Window Wonderland



Taking place **November 24, 2023 - January 31, 2024**, The Junction 4th Annual Window Wonderland will be bigger and better than ever!

- We have 20 Window Partners and five permanent murals.
- We are working with internationally-renowned Artivive app.
- Animators hired through a worldwide Open Call.
- We have once again partnered with award-winning theatre/dance company CORPUS to bring back The Alpine Merry Sheep Choir on Saturday, December 16th. They will be performing at each of our 20 windows.
- Province-wide media release to come.
- Awarded \$7,500 from the City of Toronto Outdoor Mural and Street Art Grant to support another permanent mural entitled 'Trackside' which will be unveiled.

WW23 Window Partners



Bhutila Karpoché
MPP/Députée/ཐུའི་ཀར་པོ་ཅེ་
Parkdale—High Park

BMO



coolearth
architecture inc.



**DANCE
TOGETHER
PROJECT**



**MEDS
JUNCTION
PHARMACY**

NODO



**PiNOT's
PALETTE**



take note

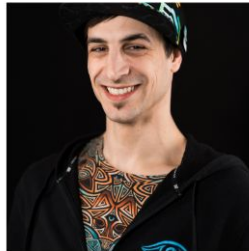


**VIDAL
BARBERSHOP**

**THE
JUNCTION**

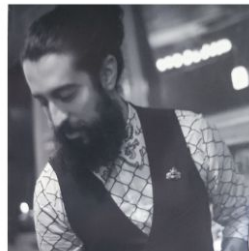
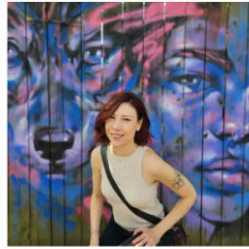
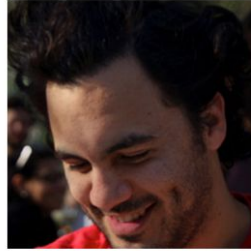
WW23 Artists

Hired and trained 40 visual artists

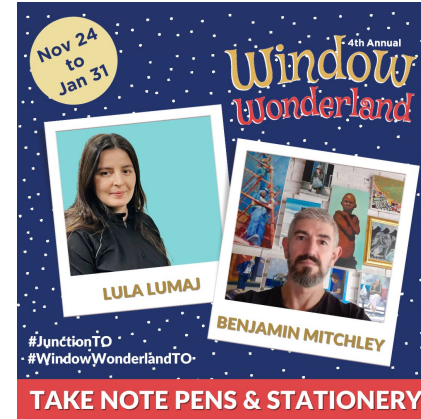
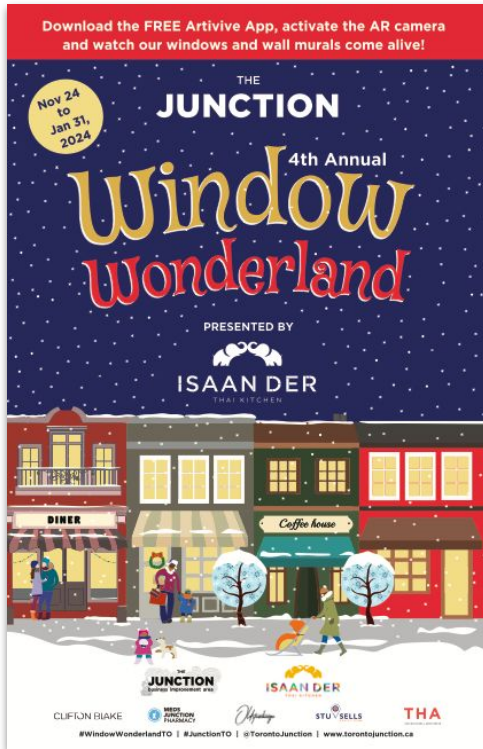


THE
JUNCTION

WW23 Artists



WW23 Marketing Collateral



THE
JUNCTION

WW23 Sponsors



CLIFTON BLAKE



**MEDS
JUNCTION
PHARMACY**



STU



SELLS

REALTY TEAM

THA

TAYLOR HAZELL ARCHITECTS

THE
JUNCTION

2023 Streetscaping

Kiyo Elliott-Armstrong, Chairperson, The Junction BIA

Benches



As part of The Junction BIA's 50th Anniversary and in keeping with our Streetscape Master Plan, all existing benches within our boundaries were removed, and 34 new benches were installed in May. This project was carried out in partnership with the City and was a capital cost-share initiative. The new benches enhanced the pedestrian experience by creating a more active and inviting environment where people can rest, socialize, read or enjoy the surroundings. Our aim was to create more meeting places and add consistent branding to the area.

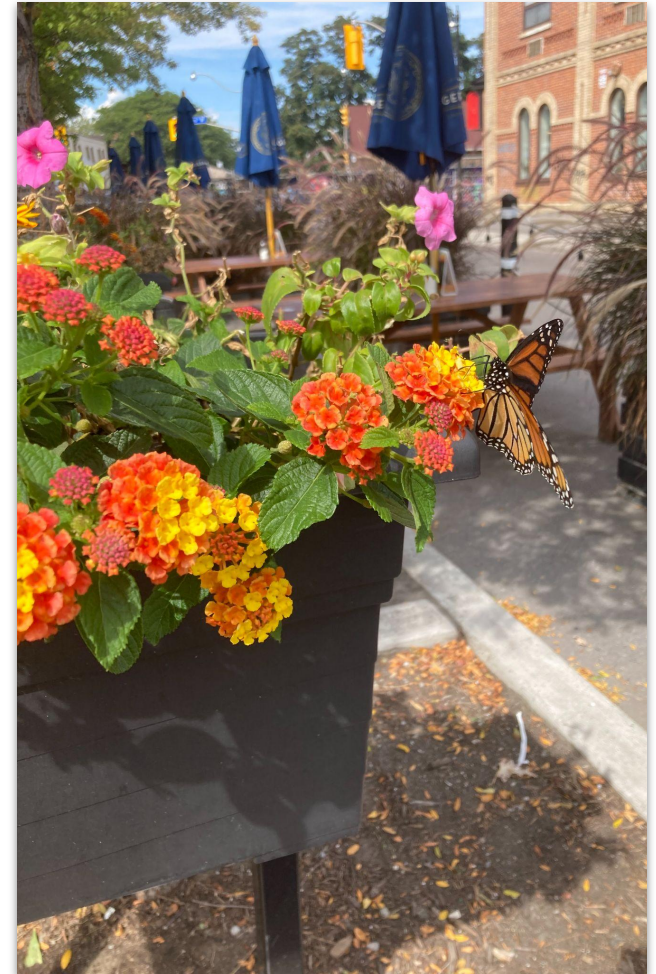
We are proud to say that not only do these benches look amazing, they have been fairly well-received by the community.

The Commemorative Plaque program allows the public to pay tribute to a person(s) or occasion by purchasing an 8"x2" stainless steel plaque for installation on a new BIA bench. Based on the City's annual cost, the fee is set at \$1,750. To date we have sold two and donated one.

Landscaping

Spring/Summer: Plant installation and maintenance of 132 planter boxes. In the spring, we had a mix of colourful flora featuring violas, pansies, muscari, daffodils and tulips. Annuals were brought back to the PGT greenhouse and perennials were moved to the butterfly gardens in time for the summer planting. The summer planting featured a robust mix of pollinator-friendly sweet potato vine, lantana, ivy geraniums, salvia, impatiens, coleus, snapdragons, and bidens.

Fall/Winter: Installation and maintenance of our 132 planter boxes providing enhanced holiday decor at the pedestrian level. Installation of the winter planters begins mid November.



The Butterfly Gardens

Pollinator Pathways



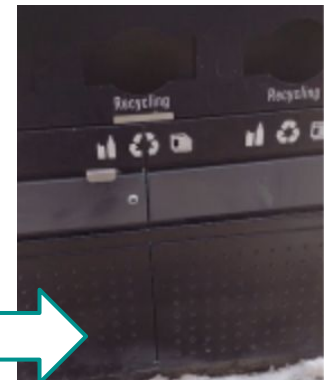
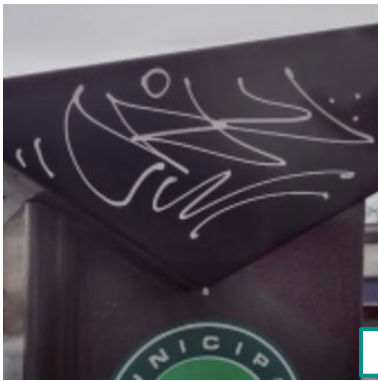
August 2023



September 2023



Clean Streets Team - Before & After



Along with landscaping, Parkdale Green Thumb Enterprises, also provides cleaning and reporting services through the summer at 27 hrs/wk, up from 15 hrs/wk in the spring and throughout the winter at 6 hrs/wk.

2024 Proposed Plan

Kiyo Elliott-Armstrong, Chairperson, The Junction BIA

2024 Proposed Plan

Marketing:

Continue to develop our website's **Member Directory** and **Member Resources** pages. We have progressively grown our identity as an augmented reality neighbourhood, now with **five animated murals**. We will continue to create campaigns to support this.

We will continue to showcase members' stories in our popular **Member of the Month** feature.

Along with growing our digital campaigns, we will also be pursuing year-round sponsorship starting early in the year. There will be positions for **Window Wonderland**, **Junction Butterfly Gardens**, and year-round AR murals.

New this year, we will be hosting quarterly BIA member meetings events to help foster community connections. Such events allow members to connect, collaborate and contribute to our neighbourhood's vibrant atmosphere.



2024 Proposed Plan

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. We will continue to lobby for our patio operators to help bring more business to the Junction.

5th Annual Window Wonderland:

Plan to increase the size of the exhibition at seven permanent wall murals, which will be a part of our Laneway Project at Jackson Place. This will be in addition to our five existing wall murals and 20 window murals. Will continue to pursue funding including corporate and government grants.



Gabby's Toronto



Indie Ale House



The Draft Room

2024 Proposed Plan

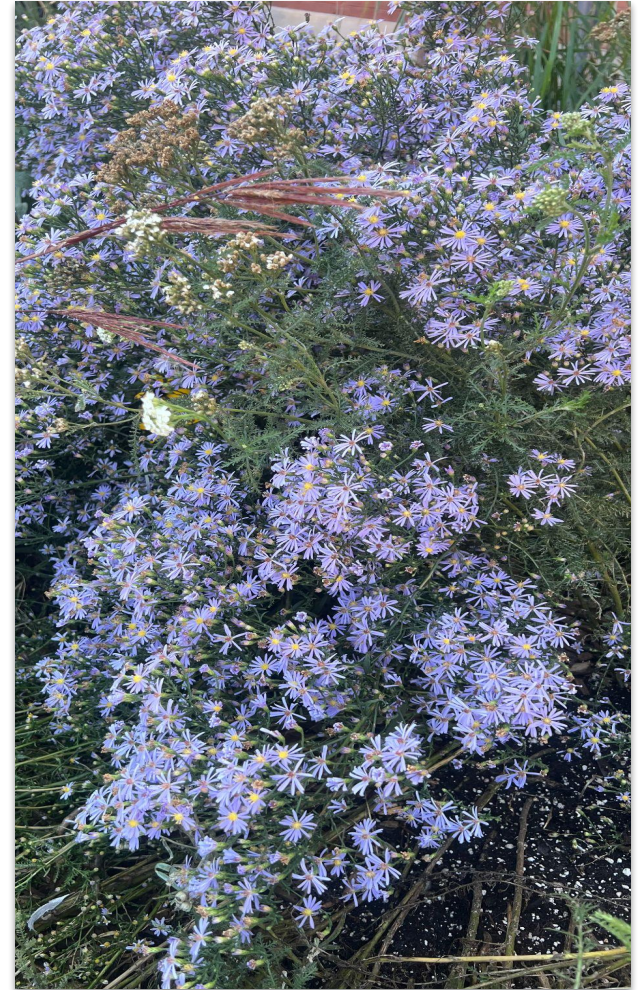
Landscaping:

PGT has collected seeds from our beautiful **Butterfly Gardens** to redistribute to raised concrete planters that had difficulty this year. We continue our commitment to making the Junction a pollinator's paradise. Now that the plants are established, we expect to see earlier blooms in 2024.

We will maintain our vibrant tree guard planter boxes throughout the summer and fall. We will continue to oversee the **Heintzman Pilot Project** to determine if planting perennials in our tree guard planter boxes is a viable option in the years to come.

Street Maintenance:

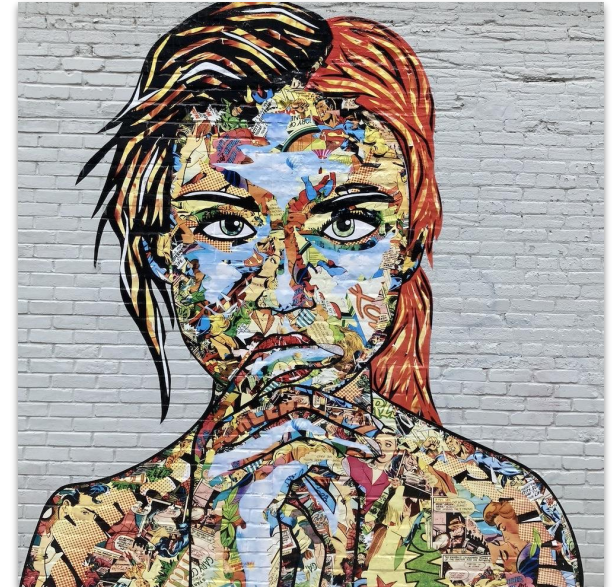
We will continue increasing our efforts to keep the neighbourhood clean of graffiti, litter, and weeds. We're launching the **ButtOut Clean Streets Initiative**, a pilot program to encourage responsible disposal of cigarette butts. Beginning by installing six outdoor smoker receptacles in the most frequently littered area.



2024 Proposed Plan

Introducing the AR Laneway Project: We are thrilled to announce we have secured our third Main Street Innovation Fund grant, providing us with **\$50,000**. This new initiative will focus on enhancing the aesthetics of our local laneways. The primary goals of this project are to increase walkability, introduce permanent public art, and establish a fresh tourist hotspot in our vibrant city.

By transforming these laneways into a new and exciting tourist destination, we anticipate a substantial influx of visitors. This increase in foot traffic will not only enhance the neighbourhood's overall appeal but also contribute to our economic growth. Furthermore, through the integration of public art, the AR Laneway Project will enrich the cultural and artistic identity of our area, fostering a profound sense of place and community spirit.



2024 Proposed Plan



The AR Laneway Project (cont'd): Renowned muralist Daniel Mazzone is set to expand his remarkable collection in Jackson Place with a new addition. This innovative project will infuse all murals with captivating animations, courtesy of the talented Benjamin Mitchley.

Our transformation journey commences with the **animation of Daniel's existing six murals**, breathing new life into these stunning works of art. A special highlight of this project is the installation of a **NEW** animated mural featuring Diana Ross, gracing the rear of the Treasury Building (2896 Dundas St W).

Mark your calendars for the grand launch of this mural extravaganza, taking place on Saturday, September 7th. This kick-off event promises to be a major celebration that you won't want to miss!



2022 Auditor's Report

Rafiq Dosani, Chartered Professional Accountant

2022 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, 2022**

	2022 \$ Budget (Note 8)	2022 \$ Actual	2021 \$ Actual
REVENUE			
City of Toronto – special charges	344,080	344,080	338,384
Grants	12,000	158,755	40,796
Festival and events and other	64,000	55,690	137,742
	<u>420,080</u>	<u>558,525</u>	<u>516,922</u>
EXPENSES			
Administration	215,083	231,735	226,534
Promotion and advertising	100,250	199,085	214,424
Maintenance	72,750	88,762	67,751
Capital (Note 7)	98,000	-	-
Amortization	-	24,108	26,201
Provision for uncollected special charges (Note 3)	(7,222)	(32,019)	(10,232)
	<u>478,861</u>	<u>511,671</u>	<u>524,678</u>
SURPLUS (DEFICIT) FOR THE YEAR	(58,781)	46,854	(7,756)
ACCUMULATED SURPLUS, BEGINNING OF YEAR	313,954	313,954	321,710
ACCUMULATED SURPLUS, END OF YEAR	<u>255,173</u>	<u>360,808</u>	<u>313,954</u>

2022 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, 2022**

	2022 \$	2021 \$
Surplus (deficit) for the year	46,854	(7,756)
Acquisition of tangible capital assets	-	-
Amortization of tangible capital assets	24,108	26,201
	70,962	18,445
Balance – Beginning of year	255,569	237,124
Balance – End of year	326,531	255,569

Appointment of the 2023 Auditor

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

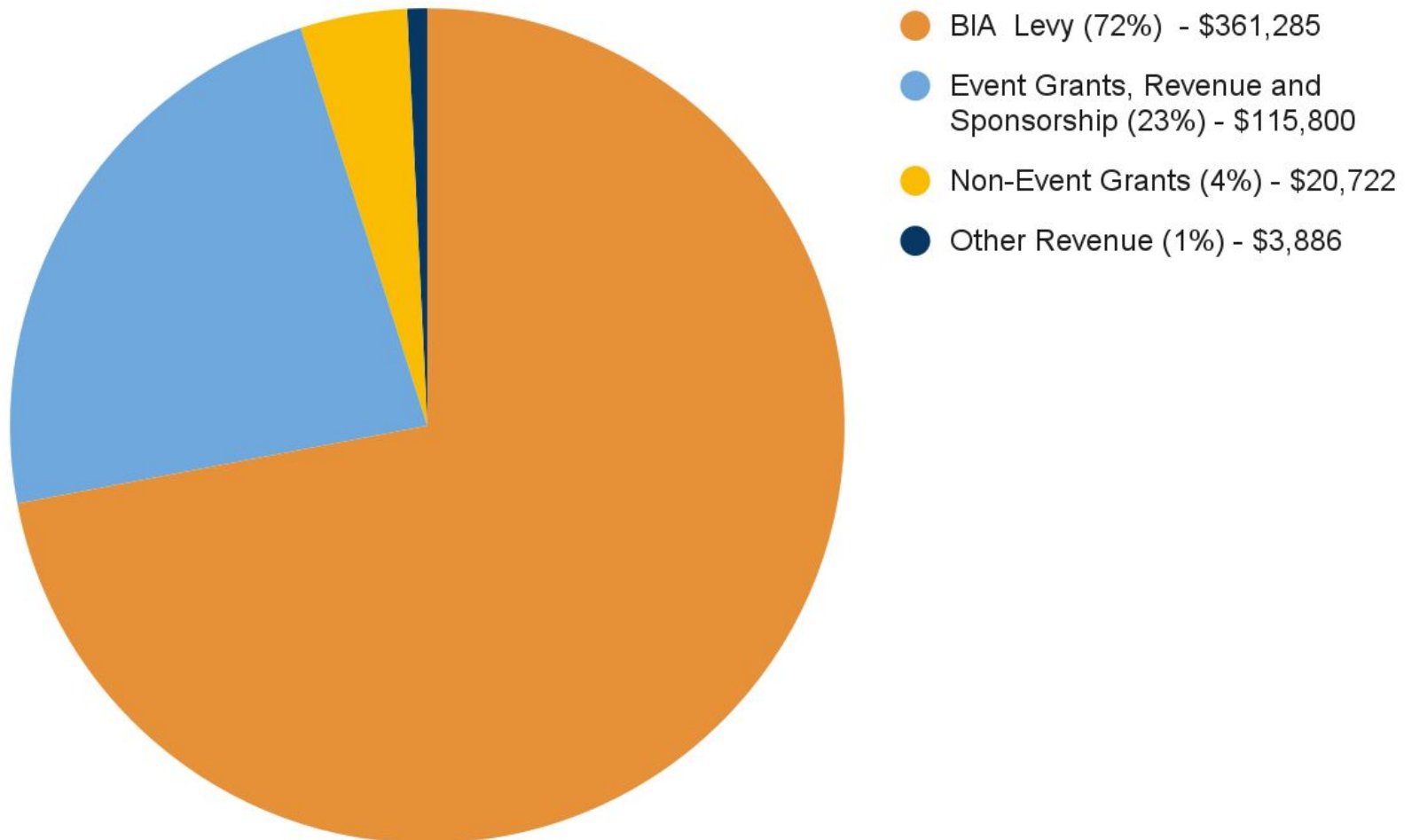
Motion #1: Motion to adopt the 2022 Audited Financial Statements, as presented.

**Motion #2: Motion to appoint Rafiq Dosani as the Auditor
for the 2023 Financial Statements.**

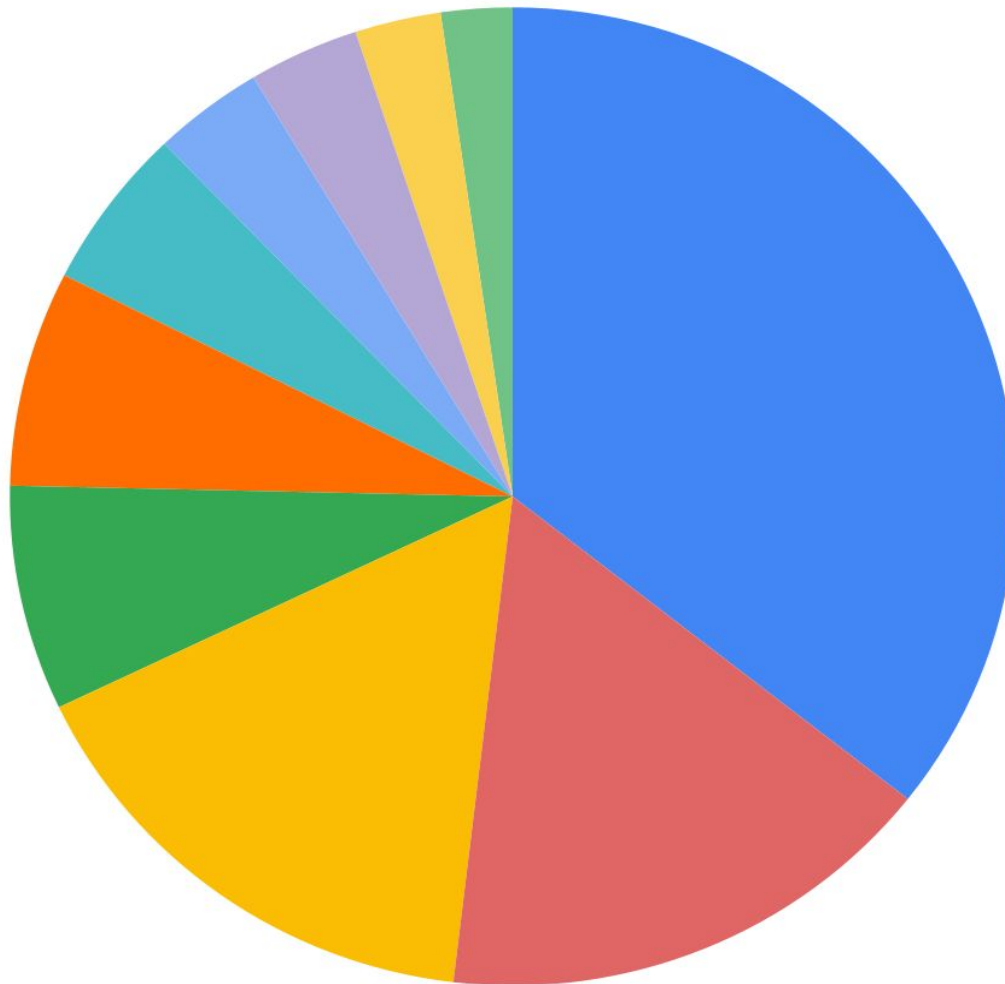
2024 Proposed Budget

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

2023 All BIA Revenue



2023 (Non-Levy) BIA Revenue



- Pop-Up Music Series - Main Street Innovation Fund Grant (36%) - \$50,000
- Window Wonderland - Tourism Relief Fund Grant (16%) - \$22,850
- Window Wonderland - Sponsorship (16%) - \$22,500
- Window Wonderland - Window Partners (7%) - \$10,450
- CaféTO - Grant (7%) - \$10,000
- Outdoor Mural and Street Art - Grant (5%) - \$7,500
- Butterfly Gardens - Sponsorship (4%) - \$5,000
- Taste of the Junction - Sponsorship (4%) - \$5,000
- Other Revenue - Film, Merch, & Commemorative Plaques (3%) - \$3,886
- Canada Summer Jobs - Grant (2%) - \$3,222

The 2024 Budget Summary

The Junction BIA 2024 BIA Budget

Summary of Revenues and Expenditures	2023 Approved Budget	2023 Projected Actual	2024 Proposed Budget	
	Column A	Column B	Column C	
Revenues				
BIA Levy (includes 10% provision)	361,285	361,285	376,586	(A)
Grants	5,000	10,722	10,500	(B)
Signature Events Revenue (input details in event worksheets)	87,000	115,800	40,450	(C)
Other Festival Revenue	5,000	10,000	10,000	(D)
Other Revenue	1,500	3,886	3,000	(E)
Total Revenue	459,785	501,693	440,536	(F)
Expenditures (includes 1.76% HST)				
General and Administrative	214,096	220,479	222,428	(G)
Streetscape Improvements	98,000	98,137		(H)
Streetscape Improvements - City Loan Payment				(I)
Amenity and Maintenance	97,600	97,065	99,847	(J)
Promotion and Communication	3,000	4,081	3,600	(K)
Festivals and Events	120,000	144,128	80,000	(L)
Provision for Tax Appeal Expenditures (10%)	32,844	30,274	34,235	(M)
Total Expenditures	565,540	594,164	440,110	(N)
Net Revenue / (Deficit) (O) = (F) - (N)	(105,755)	(92,471)	426	(O)

Summary of Accumulated Surplus	2023 Approved Budget	2023 Projected Actual	2024 Proposed Budget	
Beginning Balance	326,531	326,531	234,060	(P)
Change in Accumulated Surplus	(105,755)	(92,471)	426	(Q)
Ending Balance	220,776	234,060	234,486	(R)

Approval of 2024 Budget

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

Motion: Motion to approve the 2024 Budget as presented.



Other Business?
Thank you for attending!