



Parkdale Village BIA  
Member's Package  
2018

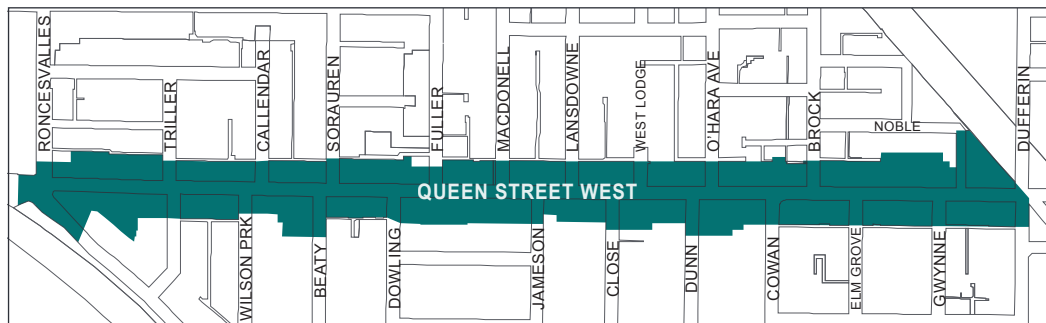
# ABOUT YOUR BIA

A Business Improvement Area (BIA) is an association of commercial property owners and tenants within a defined area who work in partnership with the City to create thriving, competitive and safe business areas that attract shoppers, diners, tourists, residents and new businesses. The Parkdale Village BIA was established in 1978 and represents the vibrant commercial strip along Queen Street West from Dufferin Street to Roncesvalles Avenue.



## OUR MISSION

The Parkdale Village BIA is committed to improving and promoting the Parkdale Village area through investment and advocacy to maintain its position as one of Toronto's unique destinations for shopping, business, and experiencing diverse culture and entertainment.



Parkdale Village BIA Boundaries

# BIA PROMOTIONS & EVENTS

The Parkdale Village BIA promotes your business or organization through our web directory, monthly newsletter and active social media accounts. In addition to our branded balloons and bags we produce and distribute over 5,000 community brochures and support and sponsor a number of community initiatives. **Have an event you need help with? Contact us today!**

JANUARY 26 - 28, 2018

## 'Parkdale Village Anniversary' Campaign

Celebrate the 139th anniversary of Parkdale becoming a village with in-store promotions and events while we spread Parkdale love via our website, posters and social media. **Ask us about donating merchandise for our online contest!**

MAY 12, 2018

## 'Spring into Parkdale' Sidewalk Festival and Night Market

The 6th annual outdoor street festival features over 100 vendors, live entertainment, and FREE family-friendly activities. Take part in the 1.4km Sidewalk Sale, and visit one of 4 markets including the 10,000 sqft outdoor Night Market showcasing Parkdale's eclectic food and chefs. **Contact us to become a vendor or sponsor!**

NOVEMBER 24, 2018

## 'Shop Local This Holiday Season' Campaign

This campaign encourages shoppers to support local businesses during the holiday season. In addition to our subway and bus shelter advertising and poster campaign we promote shopping local across our web and social media platforms. **Let us know if you have a holiday sale or deal we can share!**



# SERVICES & RESOURCES

The Parkdale Village BIA can assist you in exploring local services, resources and programs for your organization or small business such as workshops, seminars, grants, and marketing expertise.



## GRAFFITI REMOVAL

In 2017 over 600 instances of graffiti were removed in Parkdale as a part of the BIA's graffiti removal maintenance program. As a membership benefit we pay and manage removal from your building façade. Removals take place on a bi-weekly basis (weather depending). **Let us know if your building requires attention.**



## FAÇADE IMPROVEMENT

A grant is available in February through the City of Toronto for members wishing to renovate or restore commercial building façades. Or maybe you're interested in having a mural installed to counteract vandalism and promote Parkdale arts and culture?

**For application and details contact us!**



## GROUP INSURANCE

Our BIA and Pyramid Wealth Management Inc. have worked together to offer you customized business financial plans for our members. This includes health and dental benefits for individuals and families, Employee Benefit Plans for your company, Key-Person Insurance, Retirement Plans or custom plans. **Contact us for more information.**



## NAVIGATING CITY SERVICES

Need a license or permit? Questions about your Property Tax Assessment? Want to get money back for reducing your energy use? The BIA is here to help you navigate City processes and take advantage of it's resources, services, and incentive programs.

**Let us know how we can help you.**

Find out more about BIA resources online  
[www.parkdalevillagebia.com](http://www.parkdalevillagebia.com)

# STREETSCAPE & BEAUTIFICATION PROGRAMS

The Parkdale Village BIA funds and manages a number of beautification projects and assets in the area including 32 Parkdale branded banners, 21 decorative bike posts, 7 floral gardens and the Peace Monument.



## FLORAL PROGRAMS

We continue to manage the installation, watering and maintenance of 180+ floral assets including sidewalk planters, gardens, and hanging flower baskets on storefronts.

**To request a floral basket contact us!**



## PEDESTRIAN LIGHTING

As part of our mandate to create an attractive and safe experience for residents, shoppers and visitors, the BIA has installed over 40 pedestrian lights along Queen Street West and side streets in Parkdale Village. **Please report damage or maintenance to our office.**



## MURALS & PUBLIC ART

Parkdale's public art is an attractive display of community pride and local talent. The BIA worked with local artists to add 8 new murals on Bell utility boxes in 2017 and regularly supports new mural projects to beautify the neighbourhood. **Let us know if you would like to have a mural installed in your laneway or on your building!**

*Don't forget to tag us in your posts! @ParkdaleVillage*



# EMERGENCY & COMMUNITY SAFETY CONTACTS

## Is there an emergency?



Crime in Progress  
or Suspect Nearby



Medical Emergency\*  
or Drug Overdose



Hate Crime,  
Intimate Partner  
Violence, or  
(Sexual) Assault



Fire

CALL  
**911**

## Does someone need help?



Displacement

Streets to Homes TO  
Street Outreach  
Call 3-1-1  
or 416 338 4766



Mental Health Crisis

Gerstein Centre  
Mental Health Crisis Line  
416 929 5200



Drug Use, Intoxication

Parkdale Queen West  
Community Health Centre  
Peer Outreach Program  
416 537 2455 x1313  
harm.reduction@pchc.on.ca

## Do you need to file a report?



Theft



Vandalism,  
Property Damage



Fraud

Toronto Police Services  
416 808 2222  
or file online at  
[torontopolice.on.ca/core/](http://torontopolice.on.ca/core/)

## Do you have an ongoing issue?



Nuisance Issues



Noise Complaints



Trespassing

**NORTH** side of Queen  
11 Division  
Toronto Police Services  
416 808 1100

**SOUTH** side of Queen  
14 Division  
Toronto Police Services  
416 808 1400

\*Nearest Hospital: St. Joseph's Health Centre  
30 The Queensway 416 530 6000

# WHO SHOULD I CALL?

There are a number of local resources available to help you respond to both emergency and non-emergency situations you may encounter while doing business in Parkdale. When you contact the right service agency you help improve the efficiency of local resources to better address community challenges.

**Thank you for doing your part.**

## OTHER CONTACTS

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### HAVE A QUESTION FOR US?

For questions related to streetscape maintenance, business resources, navigating City services, or marketing and events.

**Parkdale Village  
Business Improvement Area**  
1313 Queen St. West, Toronto  
416 536 6918  
director@parkdalevillagebia.com

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### HAVE A SERVICE REQUEST?

For City waste collection, street and sidewalk maintenance, damaged garbage bins, water main breaks, tree removal or comments/complaints.

**311 - Toronto at your service**  
Call 3-1-1  
311@toronto.ca  
Tweet: @311toronto

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### QUESTIONS ABOUT YOUR COMMUNITY?

For concerns or feedback on local development, community issues, or city planning.

**Ward 14  
Parkdale-High Park  
Councillor Gord Perks**  
416 392 7919  
councillor\_perks@toronto.ca



## Connect with your BIA!

Visit our website to learn about our other projects and the initiatives we support like the Parkdale Planning Study, Parkdale People's Economy, Cycling Infrastructure, or how to get involved and **Join our Board of Directors!**

[www.parkdalevillagebia.com](http://www.parkdalevillagebia.com)



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