

York-Eglinton BIA NEWS



Update Your York-Eglinton BIA Member Information

The York-Eglinton Business Improvement Area (BIA) office is currently updating each member's business information so that we can ensure that your business information is accurate on the www.yorkbia.com website.

Your member web page on the BIA website is a free service provided to all business owners, so it is to your benefit to take advantage of it. Your member web page on the BIA's Business Directory includes your business name, contact name, location, phone number, fax number and a link to your website. There is also room for a short description and an email enquiry form is included.

To check out your information on the BIA site visit the business directory link on www.yorkbia.com. If your information has changed you can click on the "change the information on this page" link that is at the bottom of the page. You can also call Teresa at the York-Eglinton BIA office at 416-789-1835 and request a BIA Member Information form.

The York-Eglinton BIA Board is planning to use the business directory information in a number of marketing and advertising strategies to boost business in the neighbourhood. Updated member information on your BIA web page will also give you greater exposure to the 14 million Canadians who shop online. The BIA website alone gets over 16,000 hits per month, and that increases to over 32,000 at Christmas.

So, submit your updated information to us either online or by calling the office, and start taking advantage of the web.



Elisa's Fashion	
Address:	1592 Eglinton Ave. West
Contact:	Store Manager
Phone:	416-781-8477
Web Site:	Not Available
Map and Directions	
Send an E-mail enquiry to Elisa's Fashion	
Click Here to change the information on this page.	

Sample of a member web page – check your information at www.yorkbia.com

Upcoming Events

Help clean-up the neighbourhood. The 4th annual York-Eglinton BIA/Tim Hortons Clean-Up Day Will be held on Saturday, July 19th. Mark the date on your calendar, and plan to help us pick up the litter. Watch for more details on the BIA website.

Coming Soon

Watch the www.yorkbia.com website for information on an upcoming meeting on marketing and advertising strategies the York-Eglinton BIA is planning to promote the area. We need to work together as a business community to promote the unique shopping opportunities available in our International Market.

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Go Green and Save Money

TABIA's greenTbiz is continuing its work with Toronto BIAs and its member businesses. They can show you how going green can save you money.

greenTbiz offers free consultations to BIA member businesses. They will visit your business and help you to understand how to get the most value for your money when it comes to lighting.



They can also assist with other energy efficient decisions you may face during renovations, façade improvements, changing heating and cooling systems or buying equipment.

Visit www.greentbiz.org for more information on conservation and programs for BIA members. For a free consultation, contact Lindsay Adams at greenTbiz at 416-697-9000, or email lindsay@greentbiz.org. An email contact form is also available at www.greentbiz.org under the Green Assist program for BIA members.

York-Eglinton BIA Board

Visit us @ www.yorkbia.com

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Nick Alampi

VICE CHAIR

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SECRETARY

Henrich Plummer

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Geoff Shore

Angelo Zito

York-Eglinton BIA

1580A Eglinton Ave. W.

Phone: 416-789-1835

Email: info@yorkbia.com

Website: www.yorkbia.com

Volunteer

The BIA needs your help.

Get involved. We welcome participation:

Business Owners

Landlords

Community Members



Chair's Message

Hello to all members of the York-Eglinton BIA. And a warm welcome to new business members.

I would like to take this opportunity to invite you all to our 4th annual York-Eglinton BIA/Tim Hortons Clean-up Day on Saturday, July 19th - taking place in the Oakwood Green P Parking Lot at 1607 Eglinton Avenue West from 11:30 am to 2 pm. A clean, litter-free neighbourhood is important to attracting shoppers and pedestrian traffic to our business area. Please encourage all your family and friends to come out to help clean up the area. I hope to see you at the event.

Now that spring and summer are just around the corner, our street beautification program is also in high gear. All 58 planter boxes in the BIA have been filled with flowers, and with watering and care will add a touch of beauty to our street over the next few months. The City of Toronto has also launched a new graffiti pilot project that will clean up some of the graffiti that continues to deface city property and other private property in the area. Hopefully, by July, our BIA will be much cleaner and inviting.

I know from talking to many of you that business is slow. The BIA encourages you to find new, innovative ways to attract new customers, whether it is through the web, changing up your window displays, or even adding a fresh coat of paint to your storefront. We can all work together to improve and promote the area as a great place to shop and do business.



We are planning targeted marketing and advertising strategies and special events aimed at getting shoppers into the area. Watch for your opportunity to promote your business in some of the marketing and advertising promotions in the upcoming months. In order to be successful, we must work together to promote York-Eglinton BIA as a unique International Market offering shoppers and residents an irresistible array of multicultural food, products and services.

The York-Eglinton BIA continues to provide web pages on www.yorkbia.com to all BIA members. I urge you all to take advantage of this free service to help you promote your business and generate new customers.

"TELL US HOW YOU FEEL."

If you have any issues and concerns, we are here to help. You can always reach the BIA office by email at info@yorkbia.com or by phone at 416-789-1835.

Commercial Façade Improvement Program for BIAs

If it's time to spruce up the outside of your business, funds are available if you qualify for the City Of Toronto's **Commercial Façade Improvement Program**. To find out about the program and to download the application forms go to the City website at http://www.toronto.ca/bia/financial_incentive_programs.htm#1. You can also use the link on the home page of the York-Eglinton BIA website at www.yorkbia.com.

Christmas Promotion

Santa visited neighbourhood businesses at Christmas, giving out candy canes and Christmas cards to shoppers. The BIA would welcome your feedback and suggestions on this promotion. Send your comments to info@yorkbia.com.



Ming City Restaurant Delivers Great Chinese Food

Tasty, reasonably priced Chinese food provided in a bright, clean comfortable dining room is what hungry customers will find at Ming City Restaurant & Bar. The new area restaurant opened in July 2007, and the business has been busy ever since.

Owner Tina Lui knows the restaurant very well; this is the fourth restaurant she has opened. She moved her restaurant from Chinatown to York Eglinton because the rent was cheaper and the area is so centrally located. Going into the restaurant business was an easy decision for the entrepreneur because her husband Doi Ming has been a cook for over ten years, and he is her partner and cook at the restaurant. And yes, the restaurant is named after her husband.

Always busy from Friday to Saturday and around dinnertime, the restaurant's large menu offers Szechuan, Hunan and Peking dishes. House specialties include chili chicken, lemon chicken, General Tso chicken, and hot spicy peanut beef or chicken. Dinner and combination platters are also available, as well as party specials.

Tina said that business is very good. She puts out one million flyers a year to attract new business, and she said that her customers tell their friends how good the food tastes so she gets a lot of referrals. Tina keeps track of her business statistics and said that delivery and take-out account for 63% of her sales, while 30% of her business is from dine-in customers.

The restaurant has a large delivery area going from Highway 401 in the north, Yonge Street in the east, St. Clair Avenue in the south and Keele Street in the west. For orders over \$20 before taxes, delivery is free. Tina said the dining room can also be booked for parties and has room for about sixty people.

BIA Information



Ming City Restaurant & Bar

1662 Eglinton Avenue West
416-789-1688

Mon - Thurs: 11:30 am to 12 pm
Fri: 11:30 am to 1 am
Sat: Noon to 1 am
Sun: 2 pm to 11 pm

www.mingcitycci77.com

Get Your Style On @ Kaydee's Men's Boutique

It's rare for men's retail clothing stores to have the pedigree and personal history as varied and colorful as some of the meticulously matched suits and shoes you'll find at this boutique. Kaydee's Men's Boutique is for the man who wants to look sleek, distinguished, and sensible, all with the right touch of class for any occasion. They specialize in men's clothing selections that are hard to find and exclusive in Canada, including formal and semi-formal designer suits. Designer suit brands include Stacey Adams, Steve Harvey, Falcone, and Giorgio Brutini, with high peaked lapels, pleated and cuffed pants, in the sharpest colours and patterns.

The personal attention and service cannot be matched, including standard alterations and a 360 degrees digital analysis at no charge to customers. Kaydee's also caters to big and tall men who have difficulty finding the latest fashions that fit them both in height and width. Men's suits are available to size 62 and men's dress shoes are available to size 16.

Kaydee's is a one-stop-shop for those looking to be dressed up from head to toe. They provide a wide assortment of designer hats, shirts, shoes, belt buckles, watches and sterling silver chains and pendants. They also have a strong selection of designer urban denim wear including brands like Sean John, Phat Farm, and Enyce along with footwear brands such as Clarks of England and Timberland.

No matter what occasion, Kaydee's will dress you up at a reasonable cost. Kaydee's Men's Boutique has been the place to go for thousands of clients for approximately 20 years, offering the best "hook ups" in the business and providing customers with the latest fashion trends. The boutique is also a hot-spot for musicians, entertainers, and pro athletes alike so don't be surprised if you run into a familiar famous face. Kaydee's is so popular because their mission is to provide you with quality superior styles, unsurpassed client service and competitive prices.

The boutique was founded by Kuldip Singh (a.k.a. Kaydee) back in 1989 after he moved his retail and wholesale business to Toronto from New York City. He and his family take pride in the family run operation and thank all their customers for their support over the years.



Kaydee's Men's Boutique

1541 Eglinton Avenue West
416-787-2664

Mon - Sat: 12 pm to 7 pm
Summers Friday: 12 pm to 8 pm

www.kaydees.ca





New BIA Coordinator

Teresa Riczu has joined the York-Eglinton BIA as the new Coordinator. She brings with her many years of experience in customer service, member relations, marketing, communications and website development. Previously she worked at Yonge Lawrence Village BIA, the Green Tourism Association and AutoShare.

Her diverse experience in working on projects in communications, marketing, website development and event planning, as well as office management, will benefit the smooth running of the BIA. She looks forward to working with all the BIA members in the coming year.

Free Directory Listing for Green Businesses

Are you a green business? A new green business directory at TheGreenCity.ca is offering green businesses a free directory listing that includes contact information. Any business that is run in an environmentally responsible way or that sells products and/or services that help a consumer live a more sustainable life, is a Green Business and eligible to be listed.

There is also an opportunity to purchase a yearly membership and receive all of the added-value features. Members create their own 'Business profile' that includes contact info, link to website, logo, and also provides a free-text area where members can write whatever they want! Other added-value features include: picture uploads, listing on their interactive Toronto maps and listing by type of product/service offered, and a member sign in that lets you change your page contents anytime to reflect sales and/or promotions as they happen!

The site combines a green information and education page with the Green Business Directory so that when website visitors read an article or tip that inspires them, they can connect with the business that has the resources to make it happen, right away!

For more information, pricing and other FAQs about the Green Business Directory visit portal.thegreencity.ca and click on 'More Info About This Business Directory' or email owner Serge Charlebois at s.charlebois@thegreencity.ca.

If you are a green business that fits the description above, please contact the BIA office at 416-789-1835.

Over Forty Years of Music at Mason's Music '75 School

Rocco Baldesarra is passionate about teaching music, even after forty years, and his enthusiasm is contagious. It makes you want to pick up a guitar or try your hand at the drums.

Mason's Music '75 first opened in the neighbourhood in 1953 and Rocco started out first taking lessons at the music school, became a music teacher in 1963, continued teaching at the school and took over the business in 1975. Rocco and Mason's Music '75 is now celebrating forty years in the music business, and showing no signs of slowing down.

Rocco, who studied guitar and piano at the Royal Conservatory of Music and with some of Toronto's finest teachers, said he has been very successful as a teacher. He said, "You have to be good to be in this business." The exciting part of teaching music is helping young students solve problems, and making sure that they are learning all the time said Rocco. He enthusiastically explains that music is not a difficult language to learn, and it should be fun.

Many famous musicians have been trained at Mason's Music School over the years, and Rocco works five days a week from 2 pm until 9 pm giving lessons to students. His students range from six years old to people in their seventies. Over seventy students a week study with Rocco, who teaches five instruments including the piano, guitar, mandolin, banjo and electric bass.

Rocco is very happy that many of the young people he has taught over the years have now started bringing their own children to the school for lessons – that's a very good sign and proof that Rocco excels as a teacher. His students come from all over the GTA, and he relies on word-of-mouth and the yellow pages to promote his business.



Originally located across the street, Mason's Music '75 moved to its present location at 1588 Eglinton Avenue West in 1982. The school has three music studios and a drum teacher. While selling music products is not the main feature of the school, Rocco knows everybody in the industry and can source any instrument that a student who takes lessons with him needs. A small selection of guitars are displayed in the school, as well as music books and other accessories.

Rocco has certainly succeeded in bringing the love of music to the many students he has taught over the years. He said that everyone has talent, and it comes out and develops during the process of learning.

If you're looking for music lessons, call Rocco at 416-787-1031. Hours are from 2 pm to 9 pm from Tuesday to Saturday. The school is located at 1588 Eglinton Avenue West.