

PUBLIC MEETING PROPOSED EXPANSION OF THE WATERFRONT BUSINESS IMPROVEMENT AREA

Date: Wednesday, March 30, 2011
Time: 6:00 to 7:30 p.m.
Place: Loblaws, Second Floor, Large Glass Meeting Room
10 Lower Jarvis Street
Free parking in Loblaws parking area

Commercial Property Owners & Business Operators:

You are invited to attend a Public Meeting to discuss the proposed expansion of The Waterfront BIA (WBIA). A map of the proposed boundaries is shown on the reverse side of this notice.

A BIA is managed by and on behalf of commercial property owners and their tenants. BIA's work in cooperation with the City to beautify and promote the area, create a distinct neighbourhood identity, attract more clients, diners, shoppers, tourists and visitors, and advocate for the interests of local businesses.

Toronto is presently home to 71 BIA's many of which are Toronto's most successful destinations. In addition to The Waterfront BIA, some examples include Downtown Yonge, Bloor-Yorkville, St. Lawrence Market Neighbourhood, Bloor West Village, Greektown on the Danforth, and Little Italy.

We encourage you to attend the meeting as it will provide an opportunity to learn more about the WBIA and ask questions of the City. Ultimately, we seek your support to expand the WBIA.

The Waterfront BIA Expansion Steering Committee

Nancy Gavin, Chair
Redpath Sugar

Blair Keetch
PawsWay

Cheryl Boyer
Corus Entertainment

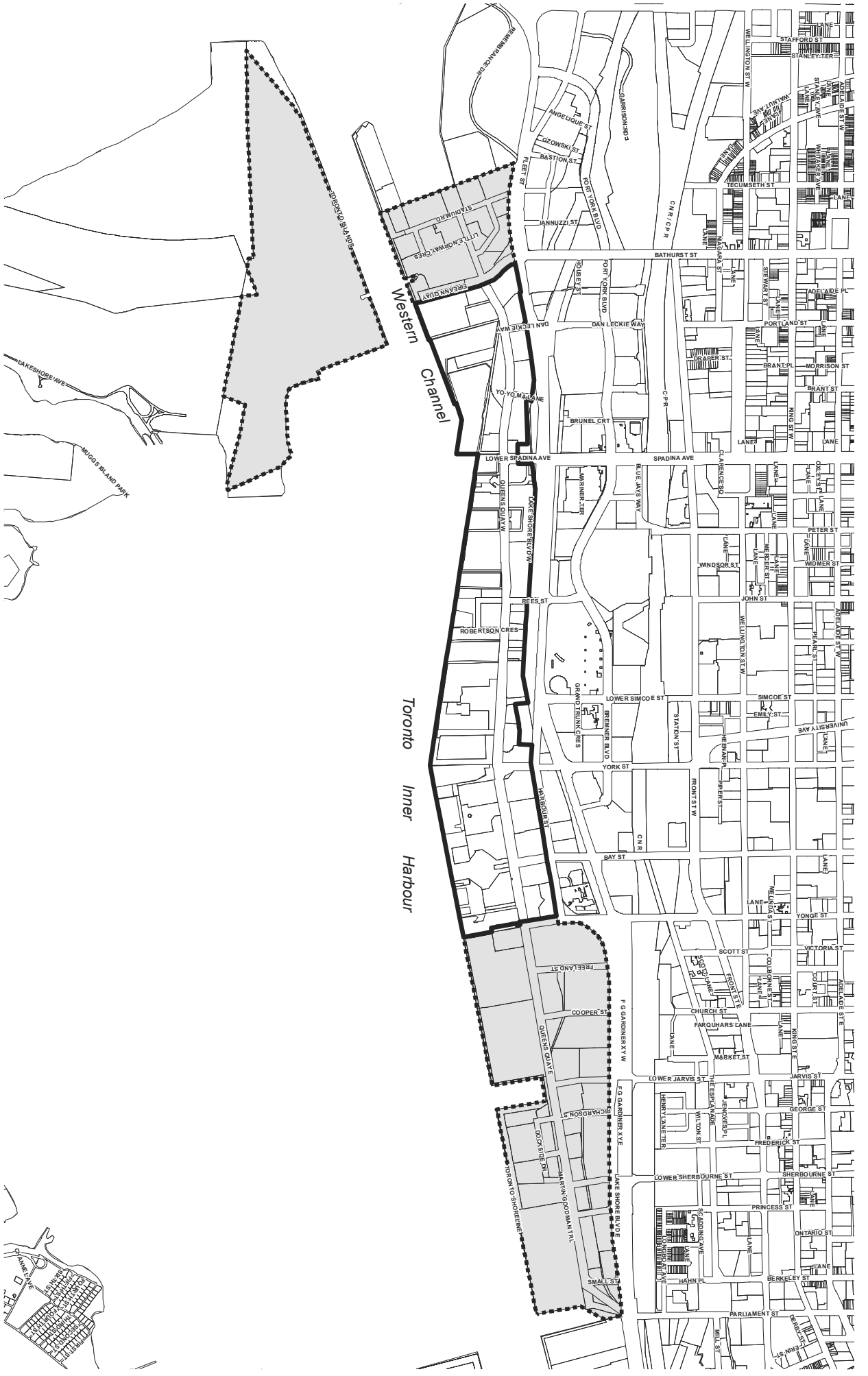
Susanna Birchwood
Toronto Port Authority

Brad Cicero
Porter Airlines

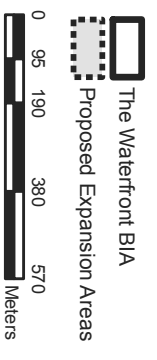
A vote will be conducted at the meeting to establish a mandate for moving forward. Proof of property ownership or tenancy will be required. Please bring photo ID and either a business card, utility bill showing business name and address, or your City of Toronto property tax bill.

For more information, contact Carol Jolly, The Waterfront BIA, 416-596-9821, cjolly@waterfrontbia.com or David Hessels, City of Toronto BIA Office, 416-392-6837, dhessels@toronto.ca.

(SEE MAP OF PROPOSED WATERFRONT BIA BOUNDARIES ON REVERSE)



The Waterfront BIA and Proposed Expansion Areas



GEOSPATIAL COMPETENCY CENTRE

Map File: waterfront_exp_letter_2011.mxd
March 2011

MAP SALES
18 Dyas Rd., 1st Floor
Toronto, ON M3VB 1V5
Tel: 416-392-2506, Fax: 416-392-3984