



方卓怡 市議員 **Paula FLETCHER**

Councillor Toronto-Danforth Ward 30

Tuesday, May 13, 2008

Councillor Kyle Rae
Chair
Economic Development Committee

Re: TTC Charges for BIA events

Dear Councillor Rae

The City's 65 BIA's, produce dozens of not-for-profit street festivals and special events each year. In doing so, they help create and maintain vibrant retail areas, attract tourists and improve the appeal and livability of the City and it's neighbourhoods. Their efforts in this regard are extraordinary.

Over the past several years, many BIAs have expressed concern regarding the costs charged by the TTC to re-route services around BIA street festival locations. These charges often account for a significant portion of the event budget (at times as much as one-third), and have put tremendous pressure on BIAs to cut costs by decreasing event advertising expenditures, limiting paid attractions and performers, and by reducing the duration of events. Tight sponsorship markets make it increasingly difficult for BIAs to generate the revenue necessary to cover such TTC charges, especially for newer events, and for those scaled-down or weakened by the cost-cutting measures noted above.

It is time for the City, the TTC and the Toronto Association of BIAs (TABIA) to undertake a dialogue regarding this issue and develop recommendations on how to reduce or mitigate the impacts of TTC event-related charges.

I would like to request that the Deputy City Manager – Cluster A, investigate the financial impacts of TTC charges related to BIA street events as part of her policy review regarding the waiving of fees for both recurring and non-recurring special events.

Sincerely,

Paula Fletcher
City Councillor, Ward 30

