

News Release

For Immediate Use

## Entertainment District BIA to Introduce a Best Practices Approach to Managing Nightlife Businesses

*Developed with collaboration of Enforcement Agencies ' to create a safer and more enjoyable nightlife*

**(TORONTO, ON) Tuesday March 17, 2009** – The Entertainment District Business Improvement Area (BIA) today announced that it has tabled a draft “best practices” document for nightlife establishments. The document is to be further refined through a highly collaborative process between the BIA, its member nightlife business owners, the City of Toronto, Toronto Police Service, the Alcohol and Gaming Commission of Ontario (Liquor Enforcement Branch), and other key stakeholders.

Modeled after similarly successful and inclusive processes used in North American cities like New York, NY., San Jose, CA., and Vancouver, BC, the document will, once complete, help shape a safer and more enjoyable nightlife experience for Toronto and its citizens.

“The introduction of a best practices approach to the management of nightlife establishments is a great first step towards the creation of a nightlife that all Torontonians can embrace,” explained Staff Sergeant Shaun Narine, 52 Division, Toronto Police Service. “The collaboration between the Entertainment District BIA and Police will continue and it is a process that should be adopted by districts that have a significant nightlife presence.”

This is the first in a series of expected announcements from the BIA as it looks to develop a collaborative dialogue between its members, stakeholders, residents and others that will improve a neighbourhood already in the process of change.

"Nightlife can and should make a positive contribution to the economic and social vitality of the area," said Adam Vaughan, Toronto City Councillor, Trinity-Spadina. "By working together, the BIA, nightlife, the city and residents of the area, we can make sure that everyone thrives and that a great night out or a great night's sleep can co-exist in the community."

**(more)**

Mixed-use residential and commercial developments have long been a staple in the Entertainment District, an area that has several new development projects currently underway. This and other forthcoming announcements from the BIA are being made as part of an initiative to create a collaborative dialogue between all interests in the Entertainment District, and to ensure the vibrancy that attracts individuals and developments to the area remains intact after the area's transformation is complete.

"Through collaboration, innovation and proactive engagement, the BIA can develop best-in-class working relationships between all people, businesses, residents and enforcement agencies that value the unique experience that is found in Toronto only within the Entertainment District," said Janice Solomon, Executive Director, Toronto Entertainment District BIA. "Together we know that we can build a safer, more enjoyable nightlife in Toronto."

On March 25, 2009 at 10:30 am at Circa at 126 John Street, a facilitated workshop about the development of this process will take place. Nightlife business owners and representatives from the City of Toronto, Toronto Police Service, the Alcohol and Gaming Commission of Ontario, resident groups and other key stakeholders are all expected to attend.

#### **About the Entertainment District Business Improvement Area**

Established in 2008, the Toronto Entertainment District Business Improvement Area's (BIA) mandate is to promote, improve, and preserve this dynamic area of Toronto. Benefiting from economic, environmental and social factors driving downtown growth, the Entertainment District is in the midst of a renaissance, firmly establishing itself as a thriving and vibrant district for living, creating, working and entertainment.

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***For more information or to arrange an interview, please contact:***

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