



8th Annual Downtown Chinatown Festival Fact Sheet

Festival Dates:	Saturday, August 9 th & Sunday, August 10 th , 2008
Festival Operation Hours:	August 9 th : 11am – 8pm; August 10 th : 11am – 6pm
Festival Boundary:	Dundas between Augusta Ave & Beverley St, & Spadina between Sullivan St & College St
Festival Road Closure Area:	East side of Spadina Ave between Dundas St & College St (Northbound traffic affected only; West side of Spadina remains opens Southbound traffic remains undisturbed)
Festival Road Closure Hours:	From 12:01 am August 9th, 2008 till 11:59 pm August 10 th , 2008
Festival Organizer:	Chinatown Business Improvement Area (CBIA) Add: Unit D, 2 nd Floor, 287 Spadina Ave, Toronto, ON, M5T 2E6 Tel/Fax: 416-260-9800

About CBIA

The Chinatown Business Improvement Area (CBIA) is a non-profit 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, and new businesses. By working collectively as a BIA, local business have the organizational and funding capacity to be catalysts for civic improvement, enhancing the quality of life in the local Chinatown neighborhood and the City as a whole. CBIA is run by a volunteer Board of Management elected from its members.

CBIA is located in the midst of the Chinese business community, in the heart of bustling downtown Toronto - west of Beverley Street, east of Augusta Avenue, south of College Street and north of Queen Street. The CBIA is a new and vital non-profit organization representing the areas interests. Chinatown is a vibrant neighborhood, a mixture of harmonious multi-culturism, it is home to ethnic Chinese immigrants from Hong Kong, China, Taiwan, Vietnam, as well as, South East Asian merchants such as Pakistani and Indian. The CBIA attracts many tourists to Toronto: its colors, scents, bargains and warm natured people are a pull for both visitors and residents. The aim of CBIA is to enhance the vitality of the Chinatown area through business promotion, interacting with the City of Toronto and other statutory and voluntary organizations, and ensuring that the area continues to be an integral part of the local economy of Toronto.

Mission

CBIA's mission is to provide Chinatown with a comprehensive, complete and coordinated organization for merchants and residents so as to lobby local and central government for the well-being of the community.

CBIA's Executive Board Members

Mr Stephen Chan – Chair (Bright Pearl Seafood Restaurant)
Mrs Barbara Kwan – Vice-Chair (Shiu Pong Group Limited)
Mr Alex Ong – Treasurer (Scotiabank)
Mr Alan Lee – Secretary (Furama Cake & Dessert Garden)
Subhash Chander (Suraj Enterprises Inc)
Herbert Chang (Sun Wa Bookstore)
Peter Chen (Ontario Chinese Restaurant & Food Services Association)
Peng Hsiang Chien (Po Chi Tong Chinese Natural Herbs)
Sonny Dam (Sonnang Computer)
Benjamin Fu (On Care Pharmacy)
Ralph Hui (Hui's Pharmacy)
David Huong (Nuland Realty Inc.)
Walker Kwok (Canada Textiles Wholesale)
Tonny Louie (Homelife First Realty)

John Ng (Gold Stone Noodle Restaurant)
Vi Yung Pho (Sun Light Trading)
Philip Sam
Paul Ting (Windsor Fur & Fashion)
John Tran (Tap Phong Trading)
Adam Vaughan (Councillor, Ward 20)

2008 Chinatown Festival Committee Members

Tonny Louie – Chair
Subhash Chander
Peng Hsiang Chien
Sonny Dam
David Huong
Benjamin Fu
Walker Kwok
Vi Yung Pho
Philip Sam
Paul Ting

Festival Consultants - Barbara Kwan – Past Festival Chair, Stephen Chan

Past Attendance Information:	Based on CBIA's President's information, attendance level at the past Festivals were about 100,000 people. People of all aged group and nationalities, predominantly Asians attended the event.
Past Festivals Set-up:	Multi-cultural performances on 2 fixed stages; CBIA & non-CBIA merchants' booths selling general merchandise & cooked food
2008's Target Market:	16-55 years old; males & females; mainstream and other ethnic groups – Chinese, Vietnamese, Laotians, Indians, Jamaicans, Portuguese, Italians etc
2008 Festival's Planned Set-up:	Multi-cultural and street performances thru' out Festival boundary area; corporate booths; CBIA merchant booths; Community-related associations booths; sidewalk sale, launch of Chinatownlicious Programme
Festival Contact for Sponsors, Vendors, & Volunteers Opportunities:	Tonny Louie, 2008 Chinatown Festival Chair Tel: 416-930-0321 Email: tonnylouie@rogers.com Or Grace Lau, Aqua Event Management Tel: 416-599-2782 Email: gracelau@aquaeventmgmt.com