



SEPTEMBER 2017 NEWS & UPDATES

UPDATED WEBSITE

The Little Italy BIA has a brand-new website and domain! Check out www.TOLittleItaly.com to view our updated business directory, and to access our members-only backend page. All news, updates, board meeting minutes and other important documents will be posted to the backend.

SOCIAL MEDIA OVERHAUL

In addition to our new and improved website, we have also overhauled our social media platforms. Using the handle @TOLittleItaly, we have increased our impressions and engagement over the past few months. This fall we will be Don't forget to tag us and hashtag #TOLittleItaly in your posts!

MONTHLY E-NEWSLETTER

Over the summer months we have been successful in developing and growing a substantial mailing list for our "What's Happening in Little Italy" monthly e-newsletter. With just over 1400 subscribers, our newsletter focuses on the events happening in the neighbourhood, as well as features a different business per month. If you would like to be featured or have an event included in the newsletter, the deadline for the October newsletter is Thursday September 28th. Send content to coordinator@TOLittleItaly.com.

SIDEWALK IMPROVEMENTS

Sidewalk restorations from Palmerston to Bathurst is expected to take place at the end of September. We have been working to confirm a timeline with the City of Toronto Transportation Services, however a finalized date has not yet been reached. Updates on the project will be available on our website and through our members only backend page.