



YBB News

Fall 2004

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We want you to know what the YBB *does!*

I am proud to bring you the fall issue of the YBB News! My thanks to all of the members of the editorial team, other committee members and especially Amanda for contributions to this first issue and we welcome your response.

You may be aware that YBB, established in 1920, is a membership-oriented organization that acts as an advocate on behalf of its members. Says YBB President Nick Vesely of *Sutton Place Hotel*, "All you need to do is look up into the skies around here and notice the height of the cranes. Are there 7 or more high buildings rapidly going up? That's what I saw last count and what does it say about the expansion that we are all about to experience?" The growth that our area is experiencing will bring opportunities to build our numbers and become an even more vibrant organization that continues to contribute significantly.

The YBB News is the communications vehicle for members to find out more about the organization and to influence the work. We are attempting to hail YBB endeavours and accomplishments so your input will contribute to the building of our network of strong entrepreneurs and interested residents. In this issue, we profile new member Al Stuart, managing partner of *The Pilot Tavern*. For future issues, please tell me what's on your minds and who deserves our recognition. I welcome input from all so we can make this venture as interesting as our members. The Communications Committee is attempting to illustrate how YBB is a unique organization. Our next publication will come out in January and will hail our 85th year. Your thoughts can be sent to me by email at ttedesco@sympatico.ca along with your comments and suggestions.

Yours Truly,
 Terry Tedesco, Editor

Chair, Communications Committee: Mike Murgatroyd
 Editorial Team Members: Colin Brown, Manisha Dayaram, Amanda Graff, Rose Hahn, Jeff Roach
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The Pilot's 60th anniversary renovations

Tucked away on the 'quiet side' of Cumberland Street, (east of Bay) is a hidden gem by the name of *The Pilot Tavern*. What appears to be a cozy, pub style venue, and an ideal place to grab a quick lunch, has much more to offer than



meets the eye. Just what is it that separates *The Pilot Tavern* from other establishments scattered throughout Bloor Yorkville?

To begin, *The Pilot* is celebrating its 60th anniversary. In an industry that sees more closings than success stories, *The Pilot* has been plugging along for over half a century. It was the year 1944 when 'The Pilot Grill', named in honour of the heroic flyers of World War II, first opened its doors at 800 Yonge Street. Five years later, it gained a liquor license and became known as *The Pilot Tavern*. In 1972, *The Pilot* was re-located to its present location at Cumberland Terrace.

In 1987, lawyer Chuck Higgins put together a group
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Welcome New Members!

The Yonge-Bloor-Bay Business Association would like to formally welcome its new members:

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of 20 shareholders — many of whom had attended nearby Jarvis Collegiate, and had snuck into *The Pilot* as teenagers — to purchase the bar. During this time, The Pilot's kitchen introduced its pub style menu that includes infamous Thai noodles, Pilot Pizza, an all day breakfast and the famed Pilot Burger.

Late in 2002, Al Stuart, one of Chuck's original Pilot partners, took over as Managing Partner. In January 2003, Chuck and Al, along with several others from the earlier ownership group — bought out the original gang. Since then, Al and his partners have poured their hearts (and more than a few dollars!) into maintaining and building upon *The Pilot's* reputation as one of Toronto's friendliest and longest running establishments.

While the group looks forward to renewal —with major renovation planned for all floors during the coming year — they have no intention of changing the appealing, restful ambience that balances the old and the new, making people of all generations feel welcome.

The secret to the longevity of this favourite hangout is multifaceted. Some would say it is the comfortable feeling of *The Pilot*, and as described by Jim Coyle in a recent *Toronto Star* article, the "distinctly Canadian style — relaxed, unpretentious, stubbornly untrendy."¹ Or perhaps, it is the unsurpassed rooftop patio — The Flight Deck — deemed 'one of the best patios in the city' by *Now Magazine*. Closed for the winter, The Flight Deck is being re-fitted with heaters, awnings and a new roof to enable year round operation when it re-opens in the spring of 2005. In the meantime, patrons will be able to sit outside on *The Pilot's* newly heated front patio and enjoy one of 18 brands of beer on tap. Thinking of throwing a party? The 2nd floor Stealth Lounge accommodates up to 130 people and is complete with its own bar, café style tables, a P.A. system for live or recorded performances and a mobile pool table.

The Pilot is the weekend home to one of the most vivacious live jazz scenes in the City. The line up includes such artists as Kollage, Pat Labarbera, Bernie Senensky, and many others. Now open on Sundays, house-band The Laila Biali Trio & guests entertain. Both Saturday and Sunday gigs run from 3:30 — 6:30 pm and there is never a cover charge.

For three generations, *The Pilot Tavern* has been a place where people have come to relax, have a bite to eat, listen to great music and meet-up with friends. So, next time you find yourself wondering what to do after work, or wandering the Yorkville area on a weekend afternoon, take a walk down to 22 Cumberland Street and see what you've been missing.

¹ Coyle, Jim. *The Toronto Star*, August 28th, 2004.

Enterprise Toronto Small Business Forum 2004

Again this year, YBB took part in Enterprise Toronto Small Business Forum. On September 22nd we hosted a booth and offered a one-hour presentation. The goal was to raise the profile of our historic organization, (founded in 1920), and to attract new members. The YBB panel consisting of — Oriella Stillo, Owner of *Accessity*, John Oakes, Vice President of *Imago Restaurants*, Keith Pelley, President of the *Toronto Argonauts*, and Mike Murgatroyd of *Resource Dimensions* (as Moderator), addressed a standing-room-only crowd on the topic 'Building Success in Bloor-Yorkville'. Norman Bergstein, Chair of the YBB Small Business Committee was delighted to see that the room was packed to capacity and that many inquiries about our organization came forth.

On display at the booth was a digital poster from the *ROM*. YBB handouts were offered and a draw for tickets to see an upcoming *Toronto Argonauts* game attracted participants.

Amanda and Rose did a spectacular job of setting up the booth and fielding inquiries. The member volunteers at the booth contributing to the success of this endeavour were Rex from the *ROM*, Al Stuart, owner of the *Pilot Tavern*, Terry Tedesco, owner of *T.M. Tedesco Communications*, Mike Murgatroyd, managing partner of *Resource Dimensions*, Jeff Roach owner of *Jeff Roach & Associates*, Lana Tomic, owner of *Spa Baby* and Duarte Barcelos, financial advisor from *CIBC*. YBB participation was facilitated by Lana, acting as liaison between the Small Business Committee and Enterprise Toronto, while chairing the Enterprise Toronto Steering Committee. The committee would like to thank Lana, the panellists, volunteers, the *ROM* and the *Toronto Argonauts* for contributions and donations to the YBB booth. We look forward to participating in Enterprise Toronto 2005.

Don't miss this opportunity!

We are embarking on a brand new initiative to increase the benefits of YBB membership. Now, members will be offered access to police, advocacy, networking, reduced merchant rates, and more. YBB members will now be granted a **Privilege Packet** upon joining the association consisting of a variety of special offers from member retailers, restaurants and professional services. The offers will be available to all and will be listed on a secured 'Members Only' page of the YBB website.

How can you become involved? Until the end of next month, YBB members who wish to be included in the Privilege Packet may submit a "special offer" by calling or emailing Amanda. Don't miss out on this valuable opportunity to advertise your business. Examples of special offers already received include — 2 for 1 entry to the Bata Shoe Museum, 20% off Walter Steiger Shoes, reduced rates on membership at the ROM, coupons for \$5.00 off a \$50.00 grocery purchase at Whole Foods, and many more. *Contact Amanda at 416-922-4211 for more information.*

Second annual golf tournament

On September 27th, the sun shone brightly as more than 130 golfers made their way to the beautiful *Silver Lakes Golf & Country Club* to enjoy a peaceful day away from the office. Nick Vesely, YBB President and Manager of the *Sutton Place Hotel* said the Second Annual Golf Tournament was "an outstanding success and the most profitable YBB fundraiser to date." The YBB and the *Church of the Redeemer's* homeless meal programme are the fundraiser's beneficiaries.

Highlights of the day included a variety of on-course competitions, followed by an extensive live and silent auction. Fun and bargains were had by all! Congratulations to Tom Flood of *Transmetro Properties* and John Caprara of *TD Canada Trust*, who won the draws for weekend stays at the *Toronto Marriott Bloor Yorkville* and the *Sutton Place Hotel*, respectively.

The Golf Committee would like to thank the Major Sponsor *National Post*, the Corporate Sponsors *Travelex*, *Transcontinental Printing* and *City Commercial Realty Services* and all of the hole sponsors — *Alliance Atlantis*, *Bank of Montreal*, *Canon Canada Ltd*, *Douglas Jure & Associates*, *Morton's the Steakhouse*, *Park Hyatt Hotel*, *R.S. Saunderson Realty*, *Robert Kennedy*, *Toronto Marriott Bloor Yorkville*, *TD Canada Trust*, *Toronto Marriott Bloor Yorkville*, *Transmetro Properties*, *The Globe and Mail* and *Where Toronto Magazine*. Thank you also to Silver Lakes for providing outstanding service, to the participants, the donors and the volunteers, all of whom contributed to the success of the event. We hope that the day was enjoyed by all, and we look forward to an even better tournament in 2005. Mark this date now — Tuesday, September 20th, 2005 at *Silver Lakes Golf and Country Club*.

The YBB looks forward to seeing you at these upcoming events:

Security Seminar for Retailers: Come out and hear P.C. Mark Williams and P.C. Rick Langstone of 53 Division discuss robbery and shoplifting prevention, in light of the upcoming holiday season. Refreshments and appetizers will be served. Please register early. Contact Amanda at 416-922-4211. No Charge.

When: Wednesday, November 3rd, 6:30 pm- 8:00 pm

Where: Sassafraz Café, 100 Cumberland St., Jitterbug Lounge, 2nd floor

YBB/BIA combined Christmas Networking: Come out and join the festivities! Food and entertainment will be provided. Your monetary contributions to YBB's donation for the Daily Bread Food Bank will be accepted. Please register by calling Amanda. No Charge.

When: Thursday, November 18th, 5:30 pm- 7:30 pm

Where: Park Hyatt Hotel, Mezzanine Lounge

Dr. Peter Simon, Director of the Royal Conservatory of Music: Will report on plans for renovation of the Conservatory and relate these plans to renovations occurring at the nearby ROM and the Gardner Museum. Luncheon tickets are \$45.00 per person. Please call Amanda at 416-922-4211 to book your spot today.

When: Tuesday, January 25th, 12:00 noon

Where: Hotel Inter-Continental, 220 Bloor St.W., Portman Room, 2nd floor