

ARTWALK 2009

October 16 – November 5

Are you a returning merchant participant? Want to get in on this great community event? Here's some background on the Yonge Lawrence Village-BIA sponsored Artwalk.

Started five years ago, Artwalk is a BIA event, held in conjunction with The Fairlawn Neighbourhood Centre's Artshow, to promote local businesses and artists. The Artwalk builds retail awareness and customer traffic within the Yonge Lawrence Village area.

How does it work?

Participating merchants are assigned a local artist, whose' work compliments that business, and together they select a piece(s) and create a display in the business window or interior. This display is viewed by customers for the duration of the Artwalk and during this period a judging process takes place.

What's in it for my business?

After the judging process, winning merchant displays receive prizes in the form of gift certificates to local businesses and there is also a People's Choice Award given to a person who has placed their vote via the BIA website. Together these prizes contribute to customer awareness and retail traffic in those Artwalk merchant locations.

In 2008, the BIA website enjoyed increased "hits" and the online voting placed by the public, via the BIA website, tripled over the number of web votes in 2007.

Artwalk 2008 saw 53 businesses who took part, including 13 new participants. Some restaurants and companies who took part now have ongoing displays by area artists helping to further enhance their business while promoting local talent.

Media and advertising support

The BIA will focus solely on the Artwalk event in its' October promotional material. This includes ads in local print media, a full size bus shelter poster at Cranbrooke & Yonge streets and inclusion in the BIA directory distributed to over 13,000 area locations. As ongoing support, the BIA website (www.yongelawrencevillage-bia.com) has an area devoted to the Artwalk including participant names, photos, and information about how to get involved.

What are past participating merchants saying about Artwalk?

Just a quick note to let you know how much we enjoy participating in the Artwalk. It is great fun coming up with an idea for the window to showcase the Artist work. It is very rewarding to have people stop in front of your store to admire the work and come in to get information on the Artist. As an added bonus we get new customers, because they stop to look in the window or visit the Yonge Lawrence Area for the first time.

*We have participated from the inception of Artwalk and look forward to participating for many years to come.
Risa Shore, Owner, Marquis Shoes*

Here are some other comments from merchant surveys:

It brings the community and merchants together.

Amazing! We always received comments for our customers and promoted the show with postcards.

It increased our walk-by traffic and showcased the local talent.