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## Baby Point Gates BIA hosts inaugural open house

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Bloor West Villager  
by Lisa Rainford

The Baby Point Gates Business Improvement Area (BIA) is hosting its first-ever event – an open house to kick off the holiday season.

'Baby, It's Cold Outside,' which takes place Saturday, Nov. 17, features special activities, entertainment, samples and treats at all participating BIA stores and retailers within the boundaries of Annette Street east to Windermere Avenue, Jane Street north to Monteye Avenue and south to Lessard Avenue and west to Baby Point Road.

Until a few months ago, the newly established BIA could only dream of future events it would present. Since its inception in January 2011, the focus has been for the most part on beautification, like commissioning murals, and housekeeping duties, such as creating a website, branding and erecting banners.

But, three months ago, the BIA's marketing committee came together to create a truly unique event that would entice people out to stores, retailers and new businesses in the area. Within the last few months, the retail strip has seen an influx of eight to 10 new businesses, BIA Chair Darryl Kaplan said.

"We put out a call to all our businesses to think of something fun and interesting for their customers."

Despite the dropping temperatures, Kaplan said the BIA's goal is to get people thinking about the holiday season while checking out what's new in the neighbourhood.

"People walk or drive by without even realizing what our stores and businesses are all about," he said, adding that virtually every one of the BIA members are local and owner/operated.

The self-described "old fashioned" Baby Point Hardware will host its grand opening during the open house, which takes place from 10 a.m. to 10 p.m.

"There's some really cool stuff happening," Kaplan said, including music, entertainment, guest speakers, free

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samples and sales.

Look for posters to pop up around the neighbourhood and check out the 'Baby, It's Cold Outside' Facebook page for further details.

Visit [www.babypointgates.ca](http://www.babypointgates.ca) for more information.

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