

Summer Sintings with BBPA:



- **June 9 | Welcome To (Little) Jamrock**

TreaJah Isle 1514 Eglinton Ave W | 6-9pm

Jamaican sound systems form an important and integral part of Jamaican culture and history and are responsible for birthing American hip hop (see: Kool Herc). Come get a sampling of that genuine authentic DJ culture and musical sounds featuring some of Toronto's best DJs spinning rare vinyl, dubplates, and timeless reggae anthems as they educate attendees on the rich reggae sounds that can be found in our own backyard and Back A Yard. Refreshments and vibes available on-site.

- **June 15 | The Importance of Self Care**

Skin Tones Beauty | 371 A Oakwood Ave

- **June 22 | Natural Born Tellers:**

Judy's Island Grill 1720 Eglinton Ave W

Storytelling Toronto's Initiative to Inspire Story-sharing in Little Jamaica'

- **June 24 | Voices of The Shop**

Barbers of Eglinton 1566 A Eglinton Ave W - Time: 6-8pm

Voices of The Shop hosts have been facilitating profound conversations and events with Black men and fathers inside local neighbourhood barber shops which is an established meeting place for Black men to socialize and bond, and is a site for community building.

- **June 30 | BBPA & Canadian Reggae World Presents an International Reggae Day**

Reggae Cafe 1653 Eglinton Ave West - Time: TBD

Join in celebration with 2 Rastafari sound legends; King Stur Grav (Toronto) and African Star!

- **June 30 | Heritage Toronto Tours**

Reggae lane & Eglinton Ave W.

JULY EVENTS
COMING NEXT
NEWSLETTER!

AUGUST

26th-28th: Sinting Fest on Eglinton West



JUNE 01, 2022

Visit us at the office

1621 Eglinton West
Toronto, ON M6E 2H1
437 227-0436
M-F : 9am-5pm
www.thelittlejamaica.com

Sinting News



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Canada



Black Business and Professional Association
Entreprise noire et Association Professionnelle

WHO WE ARE

BBPA has formed several new partnerships that will provide us with the funding and structural support to elevate and continue our programming, assist Black entrepreneurs realize their business dreams, and ensure that we remove barriers to entry for our business owners and leaders.



NADINE SPENCER
CEO, BBPA

I have been hired by the BBPA to bring people to Eglinton West this summer. Our first effort working with the York BIA was the *Clean Up Siniting* on May 23rd.

For the **Siniting Fest** in August all the Black /Caribbean/African restaurants in Little Jamaica, from Marlee to Keele are being invited to have a booth **ON THE STREET for \$100.00. per business**. Please do let us know if you are interested in having an additional presence on the street. We will be sending an email to connect with each business on this.

This is gearing up to be a major festival in the city and we are expecting a significant turnout. There will be **lots** of food demos; music, dance, film, and food and more food!!

We want to celebrate Jamaica 60 as well. So, that's an underlying theme in planning. The goal of all of programming is to bring people back to Eglinton to shop, eat and let them know Eglinton West is **READY** for business.

I will be in touch.
you can call me directly at 416 573-1375
- Sandra Whiting

- The federal government awarded BBPA **\$5 million over 4 years** the course of four BAIDS Business Advisory Implementation and Development-across Canada.
- The Federal Development Agency of Southern Ontario awarded the Little Jamaica initiative **\$1 million over three years**, to provide and business support to the Little Jamaica entrepreneurs. We are utilizing the services of our professionals, from our community to enhance and improve our businesses.

We know that these partnerships and new ways of working can be challenging, we know the need is great, we know that we all are expecting change to happen immediately...we ask for understanding that we are doing our very best and working as fast as we can to make a difference.

It's a privilege to lead this incredible organization, to support Black businesses, and I hope you'll continue to keep us accountable.



SANDRA WHITING
EVENT PLANNER

Caribbean Slice

1764 Eglinton Ave. W.



This new restaurant on the block is serving up pizza with a twist! With innovative combinations like oxtail, plantain toppings and festival dough, this pizzeria is definitely set apart from the rest.



Raps

1764 Eglinton Ave. W.

A neighbourhood classic, this restaurant is known for its traditional Jamaican favourites and grilled jerk chicken on the sidewalk all hours of the night.



Jerk Box

2591 Eglinton Ave W

On its second location, Jerk Box is bringing classic Jamaican dishes and desserts to the west end.



**Would you like to
see your business
featured ?**

Contact us at:

michele@bbpa.org

BUSINESS SPOTLIGHT:

Thanks to @byblacks for the Spring Restaurant week promotion of 5 Little Jamaica Restaurants.

byblacks
.com



371 Oakwood Ave,

Caribbean Queen was founded in 2008 to address what he saw as a lack of high quality yet affordable and accessible Jamaican cuisine in West Toronto. Today they have multiple locations around the city!



Ethan Chill Spot

1727 Eglinton Ave W

Named after her son, this owner is cooking up some serious Caribbean seafood in the neighbourhood!



Introducing!

The NEW Little Jamaica app!

Developed in partnership with the BBPA and Centennial College Mobile App Developers, this app includes the history of Little Jamaica and upcoming events. Your business details are searchable and this allows users worldwide to get to know and contact your business.

Special thanks to Centennial College, BBPA President Ross Cadastre and VP Frances Delsol for your dedication to this project.

TIP: Hover your phone camera over the QR codes below to download the app (iOS and Apple). Please encourage your customers to download the app!

Download the Little Jamaica app - LijiT



Please also join us for our next Shop Talk Thursday, held on June 2nd at 2pm. The next Talk will be discussing all things Sinting, including the planned August Festival. Now's the time to increase your social media presence as we share your posts. Follow us: @thelittlejamaica

Note: as we complete the LIJIT app, if your business is not included please let me know - email michele@bbpa.org

MICHELE-ANN HALSALL
BBPA PROGRAM MANAGER

Summer Events Schedule

Approved by your local BIA:

- **June 25-26/** Durham Caribbean Carnival
- **Every Sat- May-Sept/** Eglinton Hill BIA Farmers Market
- **July 4-Oct 3, Every Sunday/** Afro Caribbean Farmers Market
- **June 24-26/** Fairbank Summerfest
- **July 7-8/** Taste The Caribbean
- **July 21-23/** MashUp Pon Di Road
- **August 6/** Toronto Patty fest
- **August 9-21/** Rastafest
- **August 26/** Movie Night - Fairbank Village BIA

www.thelittlejamaica.com | Follow us: @thelittlejamaica

WHAT'S GOING ON:

The BBPA in collaboration with the York Eglinton BIA, our community partners, the local Councilors Josh Matlow and Mike Colle are working hard to get the avenue ready for Summer!

Metrolinx & Crosslinx are working to have the road debris cleared by June!



We also had the planters between Marlee and Dufferin painted...red, black, green & yellow—flowers & banners are also coming soon courtesy of the York Eglinton BIA.

Big Up and thanks to the International Union of Painters and Allied Trades and a special thanks to IUPAT Rep Ivan Dawns for his generous donation of paint for the planters from Marlee to Dufferin.

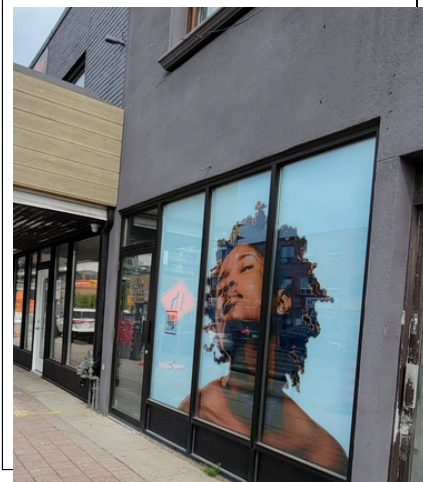


On May 23, we held a community gathering 'Clean Up Sinting' to bring folks and families out to the community! The event was well attended and we're happy to have had the chance to come together and improve our neighbourhood.

Thank you to the York Eglinton BIA, and JN Money for your partnership on the day's event.



Reggae Lane is now going to be cleaned weekly and Toronto Public Health street teams are out each day. The Little Jamaica logo designed by Jason McDonald has now been placed on the windows of most of our businesses....make sure yours is on your store window as it adds a touch of sunshine to the street and people can click on the app and find out about your establishment.



Photographer Michael Chambers' work in the recent installation on Eglinton West Ave. Thanks to Yolanda from Tekno printing for the print and install.

Stay Tuned...

New restaurant coming soon!