

# THE YONGE & ST. CLAIR BIA WELCOMES NEW EXECUTIVE DIRECTOR

SARAH  
POWELL-SMITH



The Yonge and St. Clair Business Improvement Area (Y+SC BIA) is pleased to announce the appointment of Sarah Powell-Smith as Executive Director, effective April 20, 2026.

Business Improvement Areas (BIAs) are local organizations that represent and support commercial districts. The Y+SC BIA works to promote the neighbourhood, enhance the public realm, advocate for local businesses, and partner with the City of Toronto and community stakeholders to ensure the area remains a vibrant, accessible, and economically strong destination.

Sarah brings more than 15 years of senior leadership experience across federal, provincial, and municipal governments. She has led large, complex operations with a focus on service excellence, stakeholder engagement, multi-channel operations, and community impact. Her previous roles include senior leadership positions with Industry Canada/FedDev Ontario, Legal Aid Ontario, and most recently as Director of 311 Toronto Channel Operations, where she oversaw the largest municipal intake service of its kind in Canada.

As Executive Director, Sarah will lead the BIA's strategic and day-to-day operations, working closely with the Board, local businesses, and City partners. Her immediate priority will be guiding the 2026–2031 Strategic Plan, with a focus on economic vitality, neighbourhood experience, and positioning Yonge and St. Clair for its next phase of growth and transformation.