



Stronger Together

—My—
DOWNTOWN
BRAMPTON

 Downtown
Brampton BIA

DOWNTOWN BRAMPTON & BRAMPTON TOURISM PARTNERSHIP

DECEMBER 2, 2020

SUZY GODEFROY, EXECUTIVE DIRECTOR

 **Downtown
Brampton BIA**

DOWNTOWN BRAMPTON BIA

VISION: Downtown Brampton is a respected and welcoming destination dedicated to bringing people together for quality shopping, services and entertainment.

MISSION: The Downtown Brampton BIA promotes and enhances downtown Brampton through marketing, events and beautification to build confidence and engagement with its members and the community.



STAY...SHOP, EAT & PLAY... EXPERIENCE & DISCOVER BRAMPTON

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- The program is intended to have positive impacts for hoteliers and downtown Brampton businesses. The Downtown Brampton BIA & City of Brampton Tourism, Film & Special Events Office proposes a collaborative approach with this program
- The Brampton Tourism, Film & Special Events Office has a well established relationship with the hotel sector in our City. And are aware of the impact COVID-19 has had on the hospitality sector and how difficult the winter/shoulder season will be with room bookings expected to be less than 10% for extended periods of time.
- The City of Brampton is exploring the services of DCR Strategies to offer the TruCash Wallet program as a local hotel incentive. DCR Strategies focuses on delivering intelligent digital transactions and corporate incentives. A similar program has been implemented in Mississauga. Visit Mississauga is currently partnered with DCR Strategies to offer their hotel incentive program “It Pays to Stay”.
- The program offers visitors a \$100 prepaid VISA gift card for bookings of two room nights at participating hotels. Card data confirms that 75% of the VISA gift cards awarded to visitors to date have been used in Mississauga.
- The Brampton program would also feature the addition of Downtown Brampton BIA Dollars with a welcome package highlighting downtown activities, shops and restaurants. A map of downtown and a listing of parking lots will also be included.
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EXPERIENCE & DISCOVER BRAMPTON PROGRAM

Program Budget

Item	Cost
Custom Production of Cards 125 Cards @ \$2.50 each	\$312.50
Funds for Cards 125 Cards @ \$50.00 each	\$6,250.00
DCR Administration Fee	\$500.00
TOTAL:	\$7,062.50

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PARTNER RESPONSIBILITIES

City of Brampton

- Develop terms and conditions for visitor participation that will be approved by both participating parties.
- Provide funding to the Downtown Brampton BIA to purchase, distribute, track and activate the VISA gift cards.
- Purchase BIA Bucks for the program
- Promote the program through Tourism's Experience Brampton channels.
- Total $\$7062.50 + \$3150 = \$10,187.50$

Downtown Brampton BIA

- Purchase VISA gift cards for distribution to participating hoteliers.
- Add program information to the Downtown Brampton BIA website to promote the program including a full list of participating accommodation providers – list to be provided by Tourism staff.
- Activate and track VISA gift cards & Downtown Dollars

PARTNER RESPONSIBILITIES

Next Steps:

- The Tourism, Film & Special Events Office proposes an administrative fee for the Downtown Brampton BIA at 20% of the value of the program or \$1,412.50.
- Marketing and promotion of the program to be discussed with the Downtown Brampton BIA and the Brampton Accommodation Group.
- Pending acceptance of this proposal, Tourism staff will have an agreement drawn up for signature.
- Launch date likely in Q1 of 2021

Financial Implications:

- Program Cost: = \$10,187.50
- Marketing Program to be administered by both the City of Brampton Tourism and the Downtown Brampton BIA
- Brampton Tourism to build brand campaign

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**SUPPORT
LOCAL**
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QUESTIONS

