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— *My* —

# DOWNTOWN BRAMPTON

## 2021 BUDGET PRESENTATION

NOVEMBER 24, 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.




# GOALS

Increase Promote the value and raise awareness of  
Downtown Brampton

Create Create a cool and trendy vibe

Create Create synergy with the City of Brampton  
for the betterment of the downtown



**UPCOMING EVENTS**

- February 14 Valentine's Day Horse and Carriage Rides
- Feb 27-Mar 14 Taste of Brampton
- April 11 Downtown Brampton Easter Egg Hunt
- May 6 Ladies Night Out
- May 9 & 10 Mother's Day Horse and Carriage Rides
- July 17 Party in the Lanes
- August 21 Party in the Lanes
- Sept 30 Ladies Night Out
- Oct 14-30 Taste of Brampton
- Oct 31 Trick or Treat in Downtown Brampton
- Nov-Dec Christmas in Downtown Brampton

Dates are subject to change

**DISCOVER  
DOWNTOWN  
BRAMPTON**

over 300 businesses  
40+ foodie destinations  
FREE PARKING\*

#myDowntownBrampton  
DowntownBramptonBIA.ca

**SPARKLE**

All photos by  
Cassidy's Photography

Downtown  
Brampton BIA **\*FREE PARKING** evenings and weekends in the Municipal Parking Garages

# **2021 BUDGET PROCESS AND TIMELINES**

Budget planning conducted concurrently with the City of Brampton budget timelines

Timing of the 2021 Budget:

- Open budget workshops with BIA membership Aug. 2020;
- Budget planning meeting with Downtown teams Fall 2020;
- Board budget meeting review - Oct. 6, 2020

Presentation to Council November 24, 2020



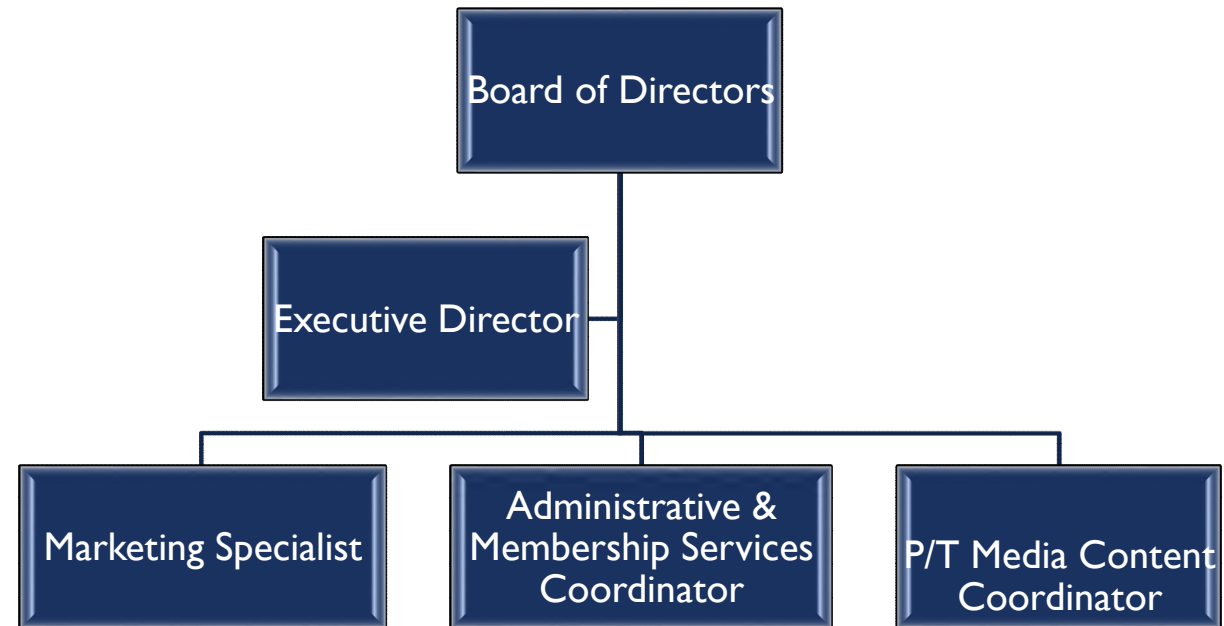
# DOWNTOWN BRAMPTON BIA **KEY AREAS OF SERVICE:**

My DOWNTOWN  
BRAMPTON



- **Advocacy** - Membership Engagement, Outreach & Awareness, BIA has a Downtown Development & Capital Project Team that assists in advising the business community & Create synergy with the City of Brampton for the betterment of the downtown
- **Beautification** - Create a cool & trendy vibe and Enhancing the Public Realm
- **Marketing & Events** - Create a cool & trendy vibe
- **Safety** - Advise & Create synergy with the City of Brampton for the betterment of the downtown

# BIA ORGANIZATION OVERVIEW



**Downtown  
Brampton BIA**

# BOARD OF DIRECTORS:

- Chair – Kristina Romasco, Dolcezza Custom Cakes
- Vice Chair – Peeyush Gupta, The Wee Smoke Shop
- Secretary, Beautification & Safety Team Co-Chair, & Downtown Development Chair – Rick Evans, CCV Insurance
- Treasurer – Zeeshan Majid, City of Brampton
- Marketing & Events Team Chair – Emma O'Malley, Restyle Beauty Boutique
- Beautification & Safety Team Co-Chair – Grettel Comas, Baci Gift's
- Director – Adriel Domingue, Superior Shea Butter Blends
- Director – Regan Hayward, Beaux Arts Brampton
- Director – Horacio Herrera, Segovia Coffee Co.
- Director – Carrie Percival, The Brampton Academy of Martial Arts
- Director – Mark Sich, Pizzanini
- Regional Councillor, Martin Medeiros (Wards 3 & 4)
- Regional Councillor, Rowena Santos (Wards 1 & 5)



# ADVOCACY & BUSINESS ENGAGEMENT

- Welcome Visit & BIA Membership Booklet
- Seasonal BIA Member Newsletter
- Weekly Member e-News
- Membership Events
  - Grand Opening Celebrations
  - Business Mixers
  - Marketing Workshops
  - Meet the Beat Safety Event
  - Safety Workshops
  - Coffee Talks
  - BIA Rebates, Digital Main Street
- Annual General Meeting





# ADVOCACY/MEMBERSHIP ENGAGEMENT GOALS

## Advocacy & Membership Engagement

- Ongoing membership outreach
- Downtown Brampton Strategic Plan 2018 – 2021
- Develop NEW Strategic Plan 2022-2024 to start in Jan/Feb of 2021 |
- Partnerships with the Brampton Community
- Downtown Streetscaping Upgrades - Advocacy, communications and member engagement.
- Re-activating Downtown Brampton

## Activations, Programs & Partnerships

- Digital Main Street Service Squad & SHOP HERE
- Downtown Gift Cards - Future Proof
- Taste of Brampton
- Carriage Rides - Valentines Day & Mother's Day & Holiday
- Virtual events: Easter, Halloween, Seasonal Promotions
- LOCAL FREE Delivery Service
- Holiday Celebrations - Scavenger Hunts, Ladies Night Out, Holiday Taste Tour, Breakfast with Santa, Free Wagon Rides for the kids (every Sunday in December)
- Ongoing sponsorships; FOLD, Beaux Arts Brampton, Rib N Roll, Live Art Competition, Vibrant Brampton, Thursday Night Concert Series, World of Jazz Festival, Art BEAT

# BEAUTIFICATION INITIATIVES



- Window Decor Interventions & Planter-& Decorative Rebate Program 24/7
- Advocating for permanent program for A-Frames
- Spring/Summer Hanging Baskets
- Canada Day & Holiday Window Decorating Contests
- Downtown Brampton Meanwhile Strategy
- Holiday Campaign
- Holiday Winter Décor
- Visual Merchandising Assistance –Sheridan College
- Re: :ACTIVATING Downtown – Ryerson Urban Planning & Urban Design, City of Brampton

# SAFETY IN DOWNTOWN BRAMPTON

## Advocacy:

- Enhanced lighting throughout the downtown
- Pilot Patio Project
- Additional security
- Surveillance cameras in the downtown
- City to consider Special Service Area (SSA) for the BIA
- Ongoing Safety Advocacy 24/7 – Letters & Delegations to City/Region

## Ongoing Safety Initiatives:

- **Enhanced lighting** – Vivian Lane, McArter Lane and Diplock, Harmsworth & Garden Square
- **DBBIA Beautiful & Safe Streets Strategy**
- Downtown Brampton **Business Chat Group** -24/7
- Safe & Clean Rebate for 2021
- Ryerson – Activating Downtown Brampton & Wintertime Strategy
- Community Partnerships: - Peel Regional Police, Region of Peel, Regeneration, John Howard Society, Grace United Church
- **Downtown Brampton Report It Protocol Document**



# MARKETING PARTNERSHIPS

- Local Marketing - MyDowntownBrampton
- Destination Marketing - Discover Downtown Brampton
- BIA & City collaborate to promote the downtown core as the heart and soul of the City and a reputable destination in GTA. This partnership continues to leverage dollars and resources to build a friendly and welcoming downtown.
- Both the BIA and City of Brampton are eager to continue with this project and to maximize the impact of this Marketing Partnership
- Community Partnerships: Algoma University, Sheridan College, Judith Nyman Secondary School, Turner Fenton Secondary, Brampton Fire Department, Peel Regional Police, Ryerson University
- Continuing to build on market data at special events and with all event and marketing projects. Identifying KPI's for the DBBIA and continue to build on BIA & members successes

## Specific deliverables for 2021:

- #StrongerTogether & MyDowntownBrampton Campaign
- Discover Downtown Brampton Magazine
- Videos. Social Media Marketing, Transit & Radio
- Sponsorship/Partnerships - Beaux Arts, BBOT, BEC, FOLD, BPW, TNCS, World of Jazz Festival, Live Art





# DOWNTOWN DEVELOPMENT & CAPITAL PROJECTS ADVOCACY

Active  
Transportation

Algoma University,  
Ryerson & Sheridan  
College

Centre for Innovation  
(C.F.I.)

Downtown  
Streetscaping  
Watermain  
Replacement 2021 -  
2023

HurLRT  
&  
Main Street LRT EA

Downtown Brampton  
Meanwhile Strategy

Queen Street Master  
Plan

RE-ACTIVATING  
Downtown  
RYERSON Urban  
Planning

Riverwalk




## 2021 BIA BUDGET HIGHLIGHTS

- DBBIA has maintained the BIA Levy since 2017
- City's continued financial support: Marketing Partnership, Rent Relief and Other (i.e. BIA Tax Levy and Other In-kind Event Support)
  - For 2021 budget, BIA levy impact of City purchased buildings in the Downtown is estimated at \$60,484

### **OTHER REVENUES:**

- Sponsorship, Grant & Marketing Revenue

# 2021 BUDGET

<div> Downtown Brampton BIA</div>										
Budget	2020*		2021	2022	2023					
<b>EXPENDITURES</b>										
Salaries/Benefits/Statutory Deductions	175,712		173,507	176,000	176,000					
Administration/ Operations	60,931		60,728	61,000	61,000					
Beautification	6,000		10,500	10,500	10,500					
Marketing / Public Relations	131,000		117,500	120,000	121,000					
Events	86,500		88,500	89,000	89,000					
Safety	7,000		4,500	5,000	5,500					
<b>OTHER EXPENDITURES</b>										
Summer In-Kind Service Expense to the City	12,702		12,702	13,000	13,000					
Tax-Levy Adjustments	51,901		70,905	71,000	71,000					
Amortization Expense	5,307		5,015	5,000	5,000					
<b>TOTAL EXPENTITURES</b>	<b>537,053</b>		<b>543,857</b>	<b>550,500</b>	<b>552,000</b>					
<b>REVENUES</b>										
<b>Primary Tax Levy</b>										
Business Tax - Primary	392,943		392,943	392,943	392,943					
<b>Marketing Partnerships</b>										
City - Marketing Partnership	40,000		40,000	40,000	40,000					
City - Rent and Other Relief	76,408		83,212	89,557	91,057					
Other Revenues / Sponsorship	15,000		15,000	15,000	15,000					
Summer In-Kind Service from the City	12,702		12,702	13,000	13,000					
<b>TOTAL REVENUES</b>	<b>537,053</b>		<b>543,857</b>	<b>550,500</b>	<b>552,000</b>					
<b>Contribution to/from Reserve Fund</b>	-		-	-	-					

\* Previously Approved by Council on Feb-26-2020

## QUESTIONS

— *My* —  
DOWNTOWN  
BRAMPTON