

— My —
DOWNTOWN
BRAMPTON

2021 BUDGET PRESENTATION

NOVEMBER 24, 2020

SUZY GODEFROY, EXECUTIVE DIRECTOR



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

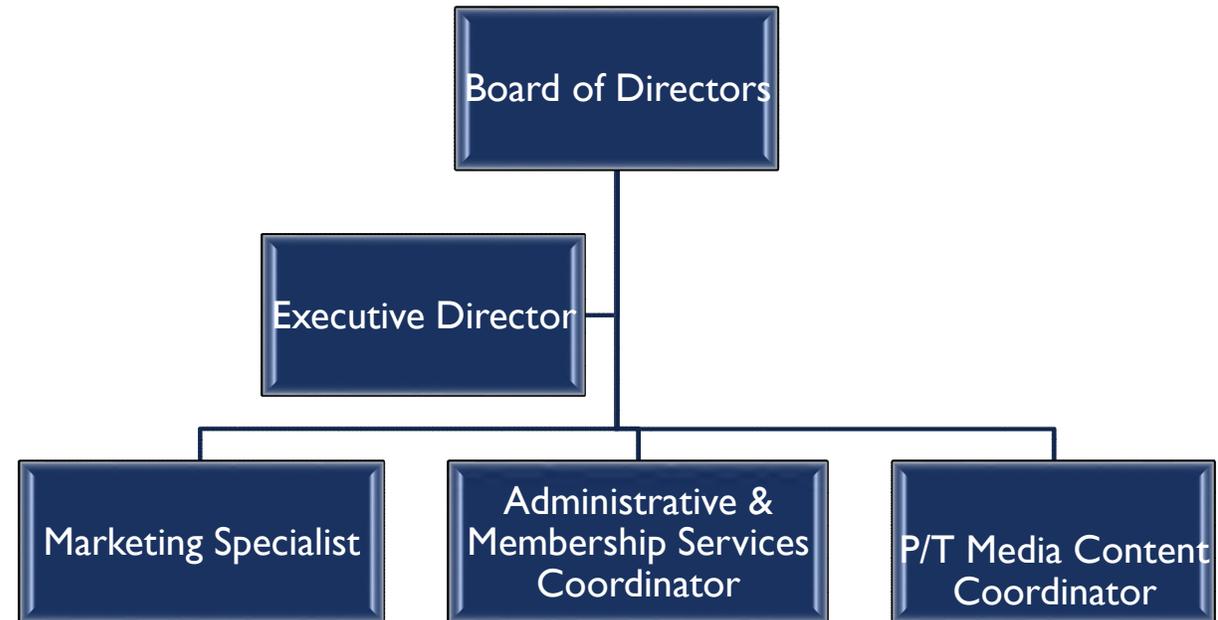
DOWNTOWN BRAMPTON BIA **KEY AREAS OF SERVICE:**

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 Streetscapiing 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

					
Budget	2020*		2021	2022	2023
EXPENDITURES					
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
OTHER EXPENDITURES					
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
TOTAL EXPENTITURES	537,053		543,857	550,500	552,000
REVENUES					
Primary Tax Levy					
Business Tax - Primary	392,943		392,943	392,943	392,943
Marketing Partnerships					
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
TOTAL REVENUES	537,053		543,857	550,500	552,000
Contribution to/from Reserve Fund	-		-	-	-

* Previously Approved by Council on Feb-26-2020

QUESTIONS

— *My* —
DOWNTOWN
BRAMPTON