

PROPOSAL

TO: Suzy Godefroy, Downtown Brampton BIA
FROM: Tourism, Film & Special Events Office, City of Brampton
DATE: November 5, 2020
RE: Brampton Accommodations VISA/BIA Bucks Promotional Program

Background & Current Situation

The Brampton Tourism, Film & Special Events Office has a well established relationship with the hotel sector in our City. We are well aware of the impact COVID-19 has had on this 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 BIA Bucks along with a welcome package highlighting downtown activities, shops and restaurants. A map of downtown and a listing of parking lots will also be included.

The program is intended to have positive impacts for hoteliers and downtown Brampton. The Tourism, Film & Special Events Office proposes a collaborative approach with the Downtown Brampton BIA to offer this program.

City of Brampton Responsibilities:

1. Develop terms and conditions for visitor participation that will be approved by both participating parties.
2. Provide funding to the Downtown Brampton BIA to purchase, distribute, track and activate the VISA gift cards.
3. Purchase BIA Bucks for the program.
4. Promote the program through Tourism's Experience Brampton channels.

Downtown Brampton BIA Responsibilities:

1. Purchase VISA gift cards for distribution to participating hoteliers.
2. 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.
3. Activate and track VISA gift cards.

Project Timeline

*We anticipate Council approval for this project and anticipate obtaining that approval on December 9, 2020.

November 13	Complete agreement between City of Brampton and Downtown Brampton BIA
November 16	Confirm program participation with DCR Strategies and order cards
December 10	Program launch

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

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.