



# **Strengthen The Core 2025 Action Plan + Budget**

**January 14, 2025 - 2:00PM  
Brampton City Council**

# Strengthen The Core 2025 Action Plan + Budget

**Vision:** To be a local economic growth accelerator that attracts new businesses, grows existing businesses, creates an enjoyable public realm experience, and generates visitor demand.

**Mission:** The Downtown Brampton BIA strengthens the economic health and livability of the neighbourhood through strategic investments in the public realm, cultural programming, brand awareness, and advocacy.

## **Strategic Goals:**

- 1. A safe and beautiful streetscape**
- 2. A thriving retail and restaurant economy**
- 3. Unique cultural experiences and events**
- 4. A strong neighbourhood identity**

# Elevating Downtown Brampton

Our BIA members are our top priority, and we will take great pride in listening to them, understanding their needs, and advocating on their behalf. We will work collaboratively to ensure active involvement and are always up for a challenge. The Downtown Brampton BIA Board have identified these four strategic priorities for 2025:

## NEW STRATEGIC PLAN

## BRAND REFRESH

## BOUNDARY EXPANSION

## ACCELERATE PROJECTS



**BIA LED PROJECT**



**BIA LED PROJECT**



**DOWNTOWN**

BRAMPTON, ONTARIO

**CITY LED PROJECT**

**SEE THE VISION,  
EXPERIENCE THE  
TRANSFORMATION**

July 24 | 4-7 PM  
City Hall Conservatory

Learn about planned streetscape work  
and how we're improving public spaces in  
the downtown area.

Details at: [@brampton.ca/downtown](https://brampton.ca/downtown)

**BRAMPTON**

**CITY LED PROJECTS**

# 2025 Budget - Revenues

<b>Business Tax (<i>BIA Levy</i>)</b>	\$381,521
<b>City of Brampton Funding (<i>Cash &amp; In-Kind</i>)</b>	\$361,471
<b>Grants &amp; Sponsorships</b>	\$235,000
<b>BIA Contribution from Reserve Fund</b>	\$111,343
<b>TOTAL REVENUES</b>	<b>\$1,089,335</b>

# 2025 Budget - Request

**No increase vs 2024 request from the City of Brampton**

Amount	Category	Description	Notes
31,800	Beautification	Banners	Street banners program downtown
35,000	Beautification	Graffiti Removal	Renew contract with company to remove graffiti in a timely manner
22,500	Marketing	Media Buy	Brampton Transit, radio, print and digital boards
45,000	Events	Speciality Event	New summer signature event for downtown
37,250	Safety	Security	Renew contract for security service for downtown stores
15,000	Safety	Increased Lighting	Increased lighting in downtown laneways

# 2025 Budget - Request

**No increase vs 2024 request from the City of Brampton**

Amount	Description	Notes
29,307	Rent Relief	Subsidy for BIA Office
63,114	BIA Levy	BIA levy for city purchased buildings downtown
40,000	Salaries	Executive director salary top up
42,500	Arts & Culture	Facility rentals and marketing printing for events (In-Kind)

**\$361,471** City of Brampton 2025 Request

# 2025 Budget - Expenses

Salaries and Benefits	\$276,290
Operations and Administration	\$85,200
Marketing and Public Relations	\$207,107
Events	\$198,410
Safety and Beautification	\$287,800
Tax Arbitration	\$5,105
Amortization	\$9,423
Arts and Culture In-Kind	\$20,000
<b>TOTAL BUDGET</b>	<b>\$1,089,335</b>

<b>DOWNTOWN BRAMPTON BIA</b>			
<b>2025 BUDGET (PROPOSED)</b>			
	<b>2024 Approved</b>	<b>2024 YTD Projected</b>	<b>2025 Proposed</b>
<b>REVENUES</b>			
Business Tax -Primary	383,385	383,385	381,521
City - Marketing Partnership	99,300	99,300	99,300
City - Rent Relief	29,307	29,307	29,307
City - Other Relief	107,593	107,593	103,114
City - Safety	87,250	87,250	87,250
Grants & Sponsorships	235,000	235,000	235,000
In-Kind Service Grant	42,500	42,500	42,500
Contribution from the Reserve Fund	105,000		111,343
<b>Total Revenues</b>	<b>1,089,335</b>	<b>984,335</b>	<b>1,089,335</b>
<b>EXPENDITURES</b>			
<b>Salaries and Benefits</b>			
Salaries	241,290	182,085	241,290
Benefits	25,000	16,130	25,000
Membership and Conferences	10,000	10,000	10,000
<b>Operations and Administration</b>			
Office Expenses	8,000	7,610	8,000
Computer / Maintenance	6,000	4,957	6,000
AGM/Committee Meetings	6,000	4,500	6,000
Professional Services/Audit	7,000	19,639	7,000
Professional Development	7,000	2,231	7,000
General Miscellaneous	5,000	4,623	5,000
Office Rent	40,000	32,009	46,200
<b>Marketing and Public Relations</b>			
Postcard Drops / Newsletters	10,000		10,000
Seasonal Brochures	45,000		45,000
Shop2Win/Shopping Spree	60,000	48,517	30,000
Gift Card Program	7,200	8,607	8,607
Marketing & Events Rebates	7,000	2,745	7,000





Social Media and Photopgraphy	7,500	7,500	7,500
BIA Partnership Programming	12,500	12,600	20,000
Membership Engagement	7,500	4,500	7,500
Activate Downtown	59,400		
Marketing Campaign		21,100	21,500
Brand Refresh Project- New			25,000
Strategic Plan - New			25,000
<b>Signature Festivals</b>			
Party In the Lanes	40,000	39,108	100,000
Taste of Downtown Brampton	35,000	30,911	
Halloween Event	15,500	25,567	30,000
<b>Tactical Events</b>			
Ladies Day Out	4,500	1,107	4,500
Easter Event	2,500	6,600	10,000
Holiday Activations	15,000	11,261	15,000
Farmers' Market	2,500	884	2,500
Summer Music	40,000	22,060	15,000
Shopping Bags	5,000		
Tactical Events (Other)	34,000	422	21,410
<b>Safety and Beautification</b>			
Art Installation	60,000		
Graffiti Removal	35,000	25,612	35,000
Banners	31,800		31,800
Beautification Rebates	4,500	770	4,500
Street Cleaning Program			20,000
Laneway Art and Murals	15,000		15,000
Summer Planters	20,000		20,000
Hanging Baskets - Holiday	20,500		20,500
Baskets - Holiday	8,000		
Emergency Cleaning	3,000		
Safety	90,000	77,296	141,000





Construction Mitigation Grants		44,447	
In-Kind Expenses	20,000	20,000	20,000
Tax-Arbitration Adj	6,722	2,741	5,105
Amortization Expense	9,423	9,423	9,423
<b>Total Expenditures</b>	<b>1,089,335</b>	<b>707,563</b>	<b>1,089,335</b>

# Staffing Operations

- \$276,290  
- \$85,200

2025 New Initiatives + Goals	Timeline	Strategic Goals + Measures
<p><b>1. New Revenues</b></p> <ul style="list-style-type: none"> <li>Grow the BIA's budget while diversifying revenues to support expanded programming and events</li> <li>Successfully apply for government grants available to the BIA</li> <li>Launch new sponsorship program in conjunction with new signature events strategy</li> </ul>	<p>Q2 Q1</p>	<p>Strategic Goals # 2,3 Grants Applications Approved Sponsorship Target Achieved Revenue Target Achieved</p>
<p><b>2. Talent Needs</b></p> <ul style="list-style-type: none"> <li>Hire New Full-Time Marketing and Communications Coordinator</li> <li>Successfully apply for the Canada Summer Jobs (4 positions) and University and College Co-op programs (2 position) to support strategic BIA initiatives</li> <li>Expand and provide ongoing support for all staff with training and development to attend industry conferences and events (<i>Ontario Business Improvement Area Association &amp; International Downtown Association</i>)</li> </ul>	<p>Q1 Q2 + Q3 Q2 + Q3</p>	<p>Strategic Goals # 1, 2 ,3 ,4 Full-Time Staff Hired Job/Coop Grants Approved, Hired + Projects Completed Staff Education and Training Completed</p>
<p><b>3. New Strategic Plan</b></p> <ul style="list-style-type: none"> <li>Hire consulting team to design, lead and develop new strategic plan</li> <li>Launch engagement strategy with BIA members, stakeholders, community partners and the public on the future of the BIA and Downtown Brampton</li> <li>Finalize new Strategic Plan for 2025-2030</li> </ul>	<p>Q1 Q2, Q3 Q4</p>	<p>Strategic Goals # 1, 2, 3, 4 Consulting Team Hired Engagement Plan Completed New Plan Created</p>

# Marketing - \$207,107

2025 New Initiatives + Goals	Timeline	Strategic Goals + Measures
<b>1. Brand Refresh</b> <ul style="list-style-type: none"> <li>Hire consulting team to design, lead and develop Brand Refresh Project</li> <li>Launch engagement strategy with members, stakeholders and the public</li> <li>Finalize and rollout new Brand and Identity</li> <li>Collect and measure shopping habits, location and demographic profile of visitors</li> </ul>	Q1, Q2, Q3	Strategic Goals: # 1, 2, 3, 4 Consultant Team Hired Number of Businesses and Stakeholders Engaged Brand and Identity Launched
<b>2. Marketing Plan</b> <ul style="list-style-type: none"> <li>Develop new comprehensive marketing plan based on assessment that the bulk of campaigns will be led by various tactical, partnership and signature events</li> <li>Launch new marketing campaigns and contests to attract new visitors to shop and support storefront businesses in the neighbourhood</li> </ul>	Q1, Q2, Q3, Q4	Strategic Goals: # 2, 4 Circulation Number of Newsletter Demographic Profiles Tracked
<b>3. Social Media Strategy</b> <ul style="list-style-type: none"> <li>Grow digital audience through paid and organic posts</li> <li>Focus on celebrating and promoting storefront business and neighbourhood liveability</li> </ul>	Q1, Q2, Q3, Q4	Strategic Goals: # 2, 4 New Followers on Social Media Number of Businesses Featured

# Events - \$198,410

2025 New Initiatives + Goals	Timeline	Strategic Goals + Measures
<p><b>1. Signature Events</b></p> <ul style="list-style-type: none"> <li>• Launch new line up of “Signature Events” (2-3 Major Events and Campaigns))</li> <li>• Explore expanded partnerships and launch pilots with event organizers/sites</li> </ul>	Q1, Q2, Q3,Q4	<p>Strategic Goals: # 3, 4 New Event Partnerships Increase Attendance + Media</p>
<p><b>2. Tactical Programming</b></p> <ul style="list-style-type: none"> <li>• Refine programming to engage and represent identified storefront business categories</li> <li>• Continue these events to drive the Downtown Brampton identity and establish local businesses + residents as primary brand ambassadors</li> </ul>	Q1  Q2, Q3, Q4	<p>Strategic Goals: # 2, 3, 4 Number of Events Number of Attendees</p>
<p><b>3. Partnership Events</b></p> <ul style="list-style-type: none"> <li>• Launch “Host it Downtown” Partnership Program to incentivize events to return and for new events to be held in Downtown Brampton</li> </ul>	Q2, Q3, Q4	<p>Strategic Goals: # 2, 3, 4 Number of New Events Number of Attendees</p>

# Safety and Beautification - \$287,800

2025 New Initiatives + Goals	Timeline	Strategic Goals + Measures
<p><b>1. Streetscape Construction Project</b></p> <ul style="list-style-type: none"> <li>Coordinate construction schedule and monitoring of construction sites with the City Departments and Contractors</li> <li>Complete Round #3 of the Pilot Construction Migration Grant</li> </ul>	Q1, Q2, Q3, Q4	<p>Strategic Goals: # 1, 4 Construction Launched and Monitored Grants Distributed</p>
<p><b>2. Business Watch Program</b></p> <ul style="list-style-type: none"> <li>Launch Downtown Brampton Safety Roundtable</li> <li>Continue and expand Safety Patrols Program</li> <li>Launch CPTED Program (Crime Prevention Through Environmental Design)</li> </ul>	Q1, Q2, Q3, Q4	<p>Strategic Goals: # 1, 4 Number of Partners &amp; Projects Monthly Patrols Tracking Report Number of Audits Completed</p>
<p><b>3. Clean and Beautiful Program</b></p> <ul style="list-style-type: none"> <li>Confirm cleaning and flower planting program with the City</li> <li>Launch pilot - BIA Street Cleaning Team Program with local partner</li> </ul>	Q1, Q2, Q3, Q4 Q2, Q3	<p>Strategic Goals: #1, 4 Monthly Tracking Weekly Tracking</p>
<p><b>4. Murals and Boxes</b></p> <ul style="list-style-type: none"> <li>Complete work on new mural commission at a confirmed location</li> <li>Paint/wrap all utility boxes located within the BIA with art work</li> </ul>	Q3 Q3	<p>Strategic Goals: # 1, 3, 4 Artwork Installed Artworks Installed</p>

**Questions?**



**Downtown  
Brampton BIA**



# Downtown Brampton BIA

Louroz Mercader | Executive Director

[louroz.mercader@brampton.ca](mailto:louroz.mercader@brampton.ca)