

Support for Downtown Brampton Businesses

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Since Construction began

- We have seen the loss of 19 businesses in our core
- Uber/Skip the Dishes have stopped picking up orders from locations impacted the most from construction. This is causing a negative impact on branding.
- Currently Main St south businesses have reported a loss of up to 65% this includes foot traffic and uber/skip the dish pick ups – not including food waste or cancelled orders.
- Some businesses reporting as much as \$1500 a day in loss income – this is not including expenses such as overstaffing or food waste
- Layoffs of 20% of staffing has been reported. With more to come.
- Food deliveries have been halted and even stopped coming to downtown due to no proper loading zones.

How the City of Brampton can help

- Allow distribution of postcards to City staff on specials/offerings from BIA businesses – putting those being impacted the most at a priority.
- Allow for advertisement on the big screen in Garden Square to the businesses that have active construction in front of them.
- Collaboration between city and BIA on events city is bringing in downtown. This allows for cross promotion and bigger programming for the event.
- Create a Construction Mitigation Grant

Construction Mitigation Grant

- On January 19, 2023, the City of Toronto announced that they were launching a Construction Mitigation Grant to address the unintended effects construction was having on businesses.
- The application for this grant was only open to BIA's and not-for-profit organizations that have strong business community involvement.
- With the grant being provided to the BIA's as opposed to going directly to businesses, it does not fall under S. 106 of the Municipal Act with respect to bonusing assistance prohibited.

Re allocating funds that are already available

- The Business Improvement Grant and Façade improvement Grant have a total of \$300,000 allocated to help improve the overall appearance of businesses inside and out, within the downtown core.
- Currently, for this fiscal year, there are only two applications, and possibly three more, for these grants – which, if they use their full amount, will be \$110,000; therefore, there will be a total \$190K of unused funds, that could be put to use in helping the businesses being impacted by the current construction.

Three silo approach for the grant

MARKETING

Brand and Market that these businesses are open during construction;

Allow for more businesses to apply for rebates – beautification/safety, marketing and special events;

Allow for larger rebates to happen – max for each currently is \$250;

Beautification of the downtown core

Provide local deliver services to those in active construction zones

EVENTS

- Create more exciting events and ways for people to enjoy downtown
- Example – pop up markets, Car shows, art installations

Beautification/Safety

- Maintaining business front windows clean
- Flower installations
- Banner installations
- Security for events

Moving forward

- Communication to city staff about support local businesses
- Collaboration with DBBIA and City on events happening downtown for maximum return
- Promotion of businesses on the Garden Square Screen
- Maintaining 150k in funds for the existing Façade and Building Improvement Grant; however, while there is construction happening downtown, move the remaining 150K to the new Construction Mitigation Grant that will cover three silos; Marketing, Events and Beautification/safety