



Downtown Brampton BIA **BUDGET 2024**

PRESENTED BY
CARRIE PERCIVAL BIA CHAIR &
ERICA HENRY-JACKMAN ADVISOR



Contact: Carrie Percival Chair | downtownbrampton.bia.ca

Established: **2015** | Commercial Properties: **123** | Approximate Membership: **306** | Taxable Property Value: **\$150 M**

BOARD OF DIRECTORS

Carrie Leigh Percival | **Chair**

Emma O'Malley | **Vice Chair & Co-chair of Marketing & Events**

Peeyush Gupta | **Secretary & Co-Chair for Member Engagement**

Maja Kuzmanov | **Treasurer**

Stephanie Comas | **Co-Chair for Beautification & Safety**

John Cutruzzola | **Co-Chair for Beautification & Safety**

Rehana Khan | **Programming for Events**

Deborah Kenny | **Co-chair for Marketing & Events**

Brian Madden | **Co-Chair for Member Engagement**

Jermaine Spence | **Co-Chair for Sponsorship & Grants**

Ricky Viveiros | **Co-Chair for Sponsorship & Grants**

Councillor Vicente | **Appointed by City of Brampton Council**

Councillor Keenan | **Appointed by City of Brampton Council**

MANDATE

- I. To improve, beautify and maintain public lands and buildings within the BIA, **beyond what is provided by the municipality at-large.**
- II. To promote the area as a business and shopping area – including eateries, shops and services – **beyond what businesses can do individually.**



INITIATIVES

Through key areas of service our BIA has been able to boost our local economy through cost-effective marketing, seasonal events, street enhancements, community engagement, business recruitment, and advocacy.

- Pedestrian Summer Campaign
- Party in the Lanes
- Shop to Win Campaigns
- Community Partnerships
- Business Support Strategy



BIA PROJECTS

STREET ENHANCEMENTS | EVENTS | MARKETING |
PARTNERSHIP & ADVOCACY

Our BIA projects aim to improve the downtown area's appeal to residents, visitors, and investors, as stated in our Strategic Plan 2022-2025. This year, we undertook a variety of initiatives, including streetscape enhancements, marketing and promotional campaigns, events and festivals, and business development programs for our members.

Our goal is to build a robust and closely-knit community of business owners, property owners, community members, and government officials in order to create a lively and thriving downtown that people will want to visit repeatedly.



PROJECTS



POCKET PARK ACTIVATION

The Downtown Brampton BIA, in partnership with the City of Brampton, has transformed a small section of the parking lot into a bright, engaging, accessible, and playful public space as part of the 880Cities and Canadian Urban Institute project.

This urban pocket park features a reading nook, picnic tables, lawn games, and more, making it a fun and vibrant addition to downtown Brampton.



MURALS AND ART WALKS

Murals help to animate the area, deter graffiti and vandalism, and provide an outdoor art gallery for public engagement.

Our Harmsworth, McCarter and McKinney murals have been a great addition to the downtown and patrons have used the mural as a springboard for wedding photos, photo shoots, social media, etc!

BIA PROJECTS 2024

EVENTS | MARKETING | PARTNERSHIP & ADVOCACY

The launch of three new campaigns in 2024 is aimed at promoting more activity in the downtown core that is safe, welcoming, and inclusive. These programs will focus on building a community by encouraging people to connect with local businesses, testing new ideas, and identifying and removing barriers that discourage visitors from accessing downtown.

STRENGTHENING PARTNERSHIPS

ENHANCING PUBLIC SPACES

POSITIVE MEDIA EXPOSURE



Party in the Lanes

Friday July 14 • DOWNTOWN BRAMPTON

| | | |
|---|--|--|
| <p>Vivian Lane 62 MAIN ST. NORTH</p> <p>family friendly</p> <p>giant LEGO PLAY & MORE!</p> <p>5 - 9 PM Sensory Hour: 4-5 PM</p>  | <p>McArter Lane 27 MAIN ST. NORTH</p> <p>vibez in da lane!</p> <p>Caribbean 101 FOOD TRUCKS</p> <p>6 - 10 PM Sensory Hour: 5-6 PM</p>  | <p>Daily Times Square 33 QUEEN ST. EAST</p> <p>salsa DANCE PARTY!</p> <p>7 - 10 PM</p>  |
|---|--|--|

 Downtown
Brampton BIA

www.downtownbramptonbia.ca



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BUDGET COMPARSION

| BIA REVENUES | 2023 AMOUNT | 2024 AMOUNT |
|--|-------------|--------------------|
| Tax Levy | \$333,386 | \$383,386 |
| Other Revenues (Grants & Sponsorship) | \$138,305 | \$235,000 |
| City Support | \$137,155 | \$414,149 |
| Reserve Fund | \$39,000 | \$105,000 |
| TOTAL BIA REVENUES | \$647,846 | \$1,137,535 |
| BIA EXPENDITURES | 2023 AMOUNT | 2024 AMOUNT |
| Beautification & Security | \$154,500 | \$289,500 |
| In-Kind Service Expense | \$12,702 | \$20,000 |
| Marketing & Public Relations | \$129,000 | \$252,600 |
| Operations & Administration | \$61,000 | \$79,000 |
| Promotions & Events | \$88,500 | \$214,000 |
| Salaries and Benefits | 185,054 | \$266,290 |
| Tax-Arbitration Adjustments& Amortization Expenses | \$17,090 | \$16, 145 |
| TOTAL BIA EXPENDITURES | \$647,846 | \$1,137,535 |

BIA COMMITMENT

INCREASE LEVY BY \$50K

**USE \$105K OF OUR RESERVES FOR BEAUTIFICATION
AND SAFETY**

EXPANDING OUR BOUNDARIES WITHIN 2 YEARS



2024 BIA BUDGET HIGHLIGHTS

TAX LEVY: \$383,386 (34% of the proposed 2024 budget)

CITY'S CONTINUED FINANCIAL SUPPORT:

- Staffing Subsidy: **\$40,000**
- Rent Relief: **\$29,307**
- BIA levy impact of City purchased buildings in the Downtown: **\$67,593**
- In-kind Event Support: **\$20,000**
- General Subsidy (New): **\$257,249**

TOTAL: \$414,419 (36% of proposed 2024 budget)

OTHER REVENUES:

- Sponsorship, Grants & Marketing Revenue: **\$235,000**
- Reserve Funds: **\$105,000**



THANK YOU



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