



Downtown Brampton BIA

MEMBER NEWSLETTER ■ SEPTEMBER 2016



Message from Peeyush Gupta, Chair, Downtown Brampton BIA

On behalf of the Downtown Brampton BIA and the Board of Directors, I would like to formally thank all the businesses who helped plan this year's Classic Cars Celebration.

We certainly did not have much lead time to plan; however, the will and might to make this event more relevant to the businesses in the BIA certainly shined through! With Friday's PARTY IN THE LANES and Saturday's STREET CELEBRATION on Main Street, Classic Cars Celebration event programming was focussed on staying in the business district. Great thanks goes out to the Classic Cars Committee, BIA staff and the City of Brampton.

The BIA's board strategy is to continue to strengthen the BIA's partnerships with key stakeholders in the downtown Brampton community and Classic Cars was a great opportunity for the community to come together.

The Downtown Brampton BIA also sponsored FOLD in May 2016, Carabram and Vibrant Brampton in July and the Canada 55+ Games in August, all of which were very successful community events.

Looking forward to an extraordinary fall season!

Sincerely,

Peeyush Gupta, Chair, Downtown Brampton BIA



SAVE THE DATES!

Live Art Competition

Date: Sat. Sept. 10th, 2016
Time: 9:00 am - 4:00 pm
Venue: Downtown Brampton

Meet the Beat

Date: Wed. Sept. 21st, 2016
Time: 11:30 am - 2:00 pm
Venue: Garden Square

Downtown Business Mixer

Date: Tues. Sept. 27th, 2016
Time: 6:00 - 8:00 pm
Venue: The Conservatory

A Taste of Downtown

Date: Oct. 13th - Nov. 10th

BIA Meetings

Events & Promotions

September 6th 8:30 - 9:30 am

Marketing & Communications

September 7th 5:00 - 6:00 pm

Food + Drink

September 12th 3:00 - 4:00 pm

Board of Directors

September 13th 8:00 - 10:00 am

**Meetings take place at the Downtown Brampton BIA office located at 76 Main Street North, Brampton, ON 905-874-3518.*



Executive Director Message



What a spectacular summer it has been!

Downtown Brampton has been very fortunate to have had some pretty amazing celebrations in the downtown core. From The Investors Group Thursday Night Concert Series and the Euro Cup in June, to bringing back the Classic Cars Celebrations in July, to August bringing us the Canada 55+Games and the Tragically Hip: a National Celebration. Brampton's downtown core has been a wonderful place to be for these special events.

Downtown Brampton BIA staff and board of directors are riding this extraordinary momentum in the downtown and are in full gear with the fall and holiday event and marketing programmes.

So stay tuned for more details on the upcoming Live Art Competition, A Taste of Downtown, and new 2016 marketing initiatives for Brampton's downtown in our upcoming Member e-News communications.

Together, the Downtown Brampton BIA will continue to market our dynamic downtown!

Best,

Suzy Godefroy, Executive Director

Downtown Capital Project Update

The Region of Peel and the City of Brampton recently made a presentation to the Downtown Brampton BIA Board of Directors on the Downtown Brampton Capital Project. The project, which is a joint capital project between the Region and the City, will involve replacing and installing watermains, and replacing and relining existing sanitary sewers in downtown Brampton beginning in the spring of 2018.

In addition to these infrastructure upgrades, the City of Brampton will also be looking at the downtown Brampton streetscape and will be making a number of improvements. Public consultation on the streetscape project is expected to start this fall, and BIA members will be encouraged to give their feedback.

As part of the preplanning for the water and wastewater infrastructure work the Region and the City have started a Business and Institutional Care Program (BICP). The program will help the project team understand the needs of downtown businesses so they can continue to operate normally during construction. Project Ambassadors (who can be identified by their light blue shirts) are visiting each business to conduct a brief survey about specific business operations, including access points, parking, hours of operation etc., and answer any questions about the project. The BICP information will be used to help identify businesses' unique needs and minimize, as much as possible, the impact of construction.

The Downtown Brampton BIA is working to set up additional information sessions on the Downtown Brampton Capital Project and will provide all members with more details soon.

If you would like more information about the Downtown Brampton Capital Project please visit peelregion.ca/downtownbrampton or contact any of the team members listed below.

Project Ambassador

Heather Frost
heather.frost@brampton.ca
416-271-4726

Project Ambassador

David Abreu
david.abreu@peelregion.ca
416-274-9164

Business Liaison Ambassador

Sabrina Chirco
sabrina.chirco@brampton.ca
905-874-3577

Project Manager

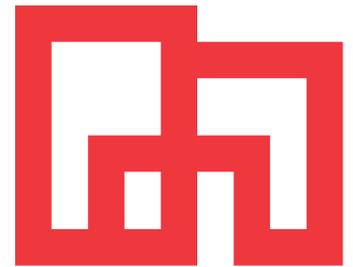
Simon Hopton
simon.hopton@peelregion.ca
905-791-7800, ext. 7808

Project Manager

Bino Varghese
Bino.Varghese@brampton.ca
905-874-3875

For more info visit:

www.peelregion.ca/downtownbrampton



Downtown Brampton BIA Directory

The Downtown Brampton BIA is currently updating the business directory. To make sure the BIA has your most current business information, please review the website directory at <http://downtownbramptonbia.ca/directory/>. If you would like any additional updates made, please email Alystal Hamilton at downtownbia@brampton.ca and/or you can download the Business Contact Form off of our website in **MEMBER SERVICES**.

Downtown Brampton Planter Program

Autumn is right around the corner and the BIA encourages all businesses to continue the fantastic work in keeping the downtown looking vibrant and colourful! In case you did not know, the Downtown Brampton BIA has a special merchant flower Planter Program, whereby the BIA will fund your business 50% of your floral/garden box supplies. Through this process, 50% of your total expenditure – up to \$150 – will be covered by the BIA, which is a maximum of a \$75.00 rebate to beautify your front entrance way. To take advantage of this program please call **905-874-2936** and/or email Alystal Hamilton at Alystal.Hamilton@brampton.ca



Downtown Brampton BIA Committee Updates

Events & Promotions Committee

Grettel Comas, *Chair of Events & Promotions Committee*

It has been a fantastic summer for the Events & Promotions Committee, and we are very pleased to see so many people visiting Brampton's downtown core.

For September, the BIA is happy to announce the following event sponsorships; Live Art Competition on September 10th 2016 and A Night in the Lane on September 22nd, 2016. Both of these events will be taking place in the downtown and offer many businesses great opportunities! At this time the BIA is looking for members to jump on board for the following: Live Art Competition Bag Sponsors, Live Art Competition Lunch Sponsor and Gift Certificates for prizes at both events. Please contact Alyestel Hamilton at the BIA for more details at 905-874 - 3518.

In October, the BIA is gearing up for A Taste of Downtown, of which will entail prix fixe menus from downtown's culinary scene. These events create a multitude of opportunities to showcase Brampton's downtown core, all of the shops and services, and let people discover the precious gems found in our downtown. Make sure your staff is "in the know" by visiting downtownbramptonbia.ca/ events. This is a great tool to keep informed of all of the events and activities happening in downtown Brampton. We also encourage you to let your customers know how they can access the events page as well as sign up for the BIA's e-Newsletter Discover Downtown Brampton!

Let's keep working together and if you have some ideas to contribute to events or want to propose any, let us know. Your input is very much appreciated.

Marketing & Communications Committee

Fernando Russo, *Chair*

The Marketing & Communications Committee has been busy planning more marketing programs for the downtown business district.

A very new part of the summer was the installation of the Downtown Brampton BIA banners which entails a number of colourful banners reading – "EAT, SHOP, PLAY, THRIVE, WORK, AND DISCOVER". These key words really help us tell the downtown Brampton story! For the fall we will be looking at continuing our branding through bus advertising, Go Transit advertising, radio, TV and digital marketing to keep the downtown core top of mind.

Communication is key here, and we are happy to see the Downtown Brampton BIA Fall Newsletter in its second edition of many more BIA Membership communications to come your way.

The BIA also publishes an electronic Member e-News every other week to keep you and your staff informed of all the great things happening in Brampton's downtown core. If you would like your staff to receive the Member e-News, please email the BIA at Alyestel.Hamilton@brampton.ca.

In closing, I invite you to attend our next Marketing meeting on Wednesday September 7th at 5pm and hope to see you all at our upcoming Downtown Brampton Business Mixer on Tuesday September 27th.



Food & Drink Committee Spring Update

Kristina Romasco, *Chair*

It's been a hot one in the kitchens this summer! We've seen lots of people out and about enjoying the patios, take-out in Garden Square and cooling off in our restaurants. With the opening of Carve on Lot 5 and Nom Nom's, the number of Food+Drink establishments downtown Brampton has, has grown to 40 businesses and is climbing! Watch for the Autumn Taste of Downtown Brampton, set to kick off in mid-October and bring us into the holiday season.

In the next few months we'll also be working on Food Truck by-laws for downtown, and we need your input. You'll find a link to the survey in an upcoming eNews and on the website.

Have you taken advantage of Foodie Friday? One restaurant a month is featured and will deliver right to your door. Perfect for when you can't leave your workspace in the middle of the day, but still want something delicious from our local restaurants! Watch the eNews for details.

The Food+Drink Committee meets on the second Monday of the month at 3pm. All are welcome. Can't wait for a meeting? Contact Kristina at lifeissweet@dolcezzacakes.com or drop in to Dolcezza Custom Cakes at 71 Main St. North to share your ideas.

Downtown Brampton BIA Business News

Openings - Welcome to Downtown Brampton!



A New DAEI

1 Nelson Street West #11B
(647) 274-6194
www.anewdaei.com



Carve on Lot 5

15 Main Street North
(905) 457-0707
www.carveonlot5.com



Flagstaff Employment & Business Solutions

101 Main Street North, Unit 5
(647) 710-5986



Flower Town Coin Laundry Brampton

188 Main Street North
(905) 861-9933
www.flowertownlaundry.ca



Nom Nom's Yogurt Bar & Café

23 Queen Street East
(905) 275-8737



Shoreham Dental

171 Main Street North, Unit 1 & 2
(905) 459-7778
www.shorehamdentalbrampton.com



Teology Beauty Studio

41 Queen Street East
(647) 909-2342
www.facebook.com/TeologyBeautyStudio

Business Updates

JN Asensio Realty Brokerage

Has returned to their business, located at 81 George Street South, as of June 15. Welcome Home!



Opening Soon!

Wendel Clarks

www.wendelclarks.com

Presented by Inzola's Art Endowment Funds at PAMA
In partnership with Downtown Brampton B.I.A.

Live art COMPETITION

discover
DOWNTOWN
BRAMPTON
on canvas

SEPT 10, 2016
9 am - 4 pm

Daily Times Square
Queen Street West in
Downtown Brampton

INVITING ALL
ARTISTS IN ONTARIO
1st prize \$1000
2nd \$500 / 3rd \$200

For registration and further details visit
downtownbramptonbia.ca/events

Business Bootcamp

Everything you need to know to run a healthy business in five days

September 19 - 23 | 6 - 8:30pm
Brampton City Hall

The bootcamp is **FREE** but you must register at brampton.ca/bec
Brought to you by the **Brampton Entrepreneur Centre**



Business Bootcamp with Andrew Patricio

Andrew is founder of Bidaunch, a company that trains, advises and mentors entrepreneurs. He has worked with Fortune 500 companies and thousands of small business owners and is an internationally recognized small business expert.

Bootcamp sessions run from 6 - 8:30 pm each day, in Brampton City Hall

Monday, Sept. 19:	Building a Successful Business Plan
Tuesday, Sept. 20:	Develop Your Business Model
Wednesday, Sept. 21:	Is Your Business Viable?
Thursday, Sept. 22:	Low Cost Marketing Tools
Friday, Sept. 23:	Understanding Your Financial and Legal Requirements



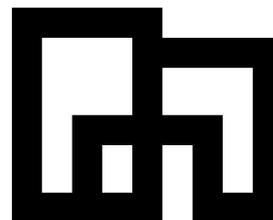
Downtown Brampton



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