



Downtown Brampton BIA

MEMBER NEWSLETTER ■ NOVEMBER 2016



Message from Downtown Brampton BIA

On behalf of the Downtown Brampton BIA board of directors and staff, we would like to wish you all a very prosperous holiday season!

With so many exciting activities happening in our downtown, the holiday season is a great opportunity for you to showcase your business to the many residents and visitors frequenting Brampton's downtown core.

With City support and our board vision, 2016 will mark the official expansion of the Downtown Brampton Christmas Market to three consecutive weekends, kicking off on Friday November 18th in conjunction with the annual Tree Lighting event in Ken Whillans Square. Christmas Market in Downtown Brampton takes place in Garden Square and will be a great attraction for downtown, chock full of artisan and food vendors, holiday celebrations, live entertainment for the family and of course the Mistletoe Patio in Garden Square!

This year our annual horse and carriage rides will be happening on Friday, Saturday & Sunday. The timings will be from 6.00 pm to 10.00 p.m. on Fridays, 4:00 – 8:00 p.m. on Saturdays and on Sundays from 12.00pm to 4:00 p.m. – another great way to experience and discover our downtown.

The Downtown Brampton BIA is working hard to strengthen the community awareness of the downtown and will continue to bring more feet onto the street during this most festive time of the year.

So be sure to share the magic in Downtown Brampton!

Peeyush Gupta
Chair
Downtown Brampton BIA

Suzy Godefroy
Executive Director
Downtown Brampton BIA

SAVE THE DATES!

Tree Lighting Ceremony

Date: Fri. Nov. 18th, 2016
Time: 6:00 pm - 8:00 pm
Venue: Ken Whillans Square

BBOT Santa Claus Parade

Date: Sat. Nov. 19th, 2016
Time: 5:00 pm
Venue: Downtown Brampton

Downtown Brampton Christmas Market

- Friday, November 18 - 20
- Friday, November 25 - 27
- Friday, December 2 - 4

Venue: Garden Square

Downtown Business Mixer

Date: Tues. Dec. 13th, 2016
Time: 5:00 pm - 8:00 pm
Venue: The Conservatory,
West Tower, City of Brampton

BIA Meetings

Events & Promotions

December 6th 8:30 – 9:30 am

Marketing & Communications

December 7th 5:00 - 6:00 pm

Food + Drink

December 12th 3:00 – 4:00 pm

Board of Directors

January 10th 4:00 - 5:30 pm

**Meetings take place at the Downtown
Brampton BIA office located at
76 Main Street North*



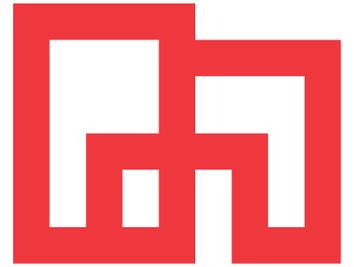
Share the Magic
in Downtown
Brampton

 Downtown
Brampton BIA

DowntownBramptonBIA.ca



Downtown Capital Project Special Meeting - February 1, 2017



The Region of Peel, and the City of Brampton will be hosting a special meeting on February 1, 2017 from 6-8 p.m. for the businesses of the Downtown Brampton BIA to give everyone an update on the Downtown Brampton Capital Project questionnaire for the businesses.

The Downtown Brampton Capital Project will entail the replacement and realignment of the water mains and sanitary sewers commencing in 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 upgrades to the area in future years to come.

This capital infrastructure project is slated to start in 2018 with water main replacement work to take place on Queen Street East & West, Main Street North & South.

The Downtown Brampton BIA has set-up a Downtown Brampton Capital Improvement Project Task Force Team to ensure that all businesses owners, institutions and residents are well aware of this project as well as advocate throughout this project to ensure all issues and concerns are brought forth to the Capital Improvement Construction Team. For more information on the Downtown Brampton Capital Improvement Task Force please contact Suzy Godefroy, Executive Director at the Downtown Brampton BIA at 905-874-2935 and or email her at suzy.godefroy@brampton.ca

Downtown Brampton 2016/2017 Directory Coming Soon!

The Downtown Brampton BIA is very happy to announce the soon to be released Winter 2016/2017 Downtown Brampton BIA Business Directory. This handy promotional piece will be delivered to all main floor retail and we encourage you to cross promote all of the retail offerings in the downtown core to your clients. Please make sure that the BIA has your most current business information. You can review your business information, by visiting www.downtownbramptonbia.ca. 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.

Holiday Planter Program

The Holiday Season is here! And once again the downtown Brampton BIA encourages all businesses to continue the fantastic work in keeping the downtown looking so charming and welcoming. In case you did not know, the Downtown Brampton BIA has a unique merchant flower Planter Program, whereby the BIA will fund your business 50% of your holiday 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



Photography by Custodio's Photography Studio Inc.

Downtown Brampton BIA Committee Updates

Events & Promotions Committee

Grettel Comas, Chair of Events & Promotions Committee

Every Season is just an amazing gift from above, the opportunity to experience the transitions on the weather, colors, clothes, food, our styles and moods, are simply great. What we are going to experience very soon is the biggest season of the year, not just because the “cold” is too long, it's because great celebrations and events make their way to keep us entertained and when the Holidays arrive our minds turn into “party mood”.

Talking about fun and ways to keep us in to the party mood, Downtown Brampton will have a marvellous mid-November to kick off our Holiday Season. Keep your eyes open, hands free and money in your pocket to start your early shopping in some of the stores celebrating their Christmas Open Houses. On Friday, November 18th we are going to have our traditional “Christmas Market” in Garden Square. So you will have time to show off downtown Brampton to your family and friends and carriage rides are a great way to do so.

And because we never miss a Santa Claus Parade, the BIA will be present at this event, happening on Saturday November 19th at 5pm and your support is really appreciated, bring yours and keep warm with the hot chocolate and café from our “bistros” in downtown. This event is under the stars, the night is magic, be part of it!

On the same days mentioned above, the City of Brampton will also come out with multiple activities, that are going to be merged with what you already know and from experience, you don't want to miss it. As a business owner keep your store inside-out attractive and decorated according with the occasion, have stock of products ready and do not miss a sale, give your best customer service and the magical combination of these measures may transform your last quarter of the year into the best ever!

If you haven't signed up yet with your “in store event and promotions” with the BIA complimentary advertisement opportunities, call Alyestel Hamilton to make arrangements.

I only wish you the very best of the upcoming season, keep up the hard work and I am hoping to continue seeing and supporting each other in all the events and meetings for the best of our businesses and for the best of Brampton, not only for what is left this year, but for all the years to come. Merry Christmas!

Marketing & Communications Committee

Fernando Russo, Chair

Share the magic in Downtown Brampton! The Marketing & Communications Committee is pleased to unveil the 2016 Christmas and Winter Campaign for Downtown Brampton!

A number of media buys have been secured to promote the downtown core to the 600,000 residents in Brampton. Which includes banners, billboards at the Downtown Brampton, Bramalea, Georgetown Go Stations, Brampton Transit, The Toronto Star, Snap Brampton and The Brampton Guardian.

Key communications include the Downtown Brampton BIA Holiday Newsletter, and electronic Member e-News: To keep you and your staff informed of all the great things happening in Brampton's downtown.

In closing, I invite you to attend our next Marketing meeting on Wednesday December 6th at 5pm and hope to see you all at our upcoming Downtown Brampton Business Mixer on Tuesday December 13th from 5:00 – 8:00 p.m. at the Conservatory.



Food & Drink Committee Spring Update

Kristina Romasco, Chair

The Taste of Downtown Brampton is in full swing and we've had great feedback from both business owners and customers. With 14 restaurants participating, we've been able to offer a fantastic sampling of the best that we have to offer.

The Taste, in partnership with Metroland Media, puts Downtown Brampton in front of hundreds of thousands of readers in Brampton, Mississauga, Caledon and other cities both online and offline.

Not participating this year? Keep watching our communications for the next Taste and get on board early! Plans are already underway for a new Taste in 2017 as well as a Food Festival!

The holiday season is upon us and brings with it many opportunities for promotion and the BIA is here to help. The Christmas Market starts November 18th and runs for 3 weekends. If you would like to be a food vendor please contact the BIA office ASAP.

Don't want to be out in the cold, but want to participate? Send us your special or holiday offering for our Market guests and we'll print and distribute to all. Would you like to schedule a “Meet the Chef” night, or demo? Contact Kristina or Alyestel for help with organization and promotion. Feel free to send any holiday promotions in to the office and we'll make sure that they are up on our website as well as being promoted on all our social media channels.

Need help, want to keep informed, or maybe bounce some ideas off of like-minded people? Attend the Food+Drink committee meeting from 3:30-4:30, the second Monday of every month.

Downtown Brampton BIA Business News

Openings - Welcome to Downtown Brampton!



Deliscar Professional Corporation

10 George Street North
1-(855) 941-5522 ext. 2
www.suzannedeliscar.ca



Hobby Studio

21 Queen Street West
(905) 497-7654
www.facebook.com/HobbystudioB

Little Bloomers Childcare Centre

153 Queen Street West
(905) 499-0789



Mauritian Pot - La Marmite Mauricienne

22 Main Street South, Unit B
(647) 701-1667
www.mauritianpot.ca

Business Updates



We've Moved!

The Foot Clinic

New Address: 253 Main Street North
(905) 796-6585
www.bramptonfootclinic.com

UPS - Coming Soon!



Opening Soon!

Wendel Clarks

www.wendelclarks.com

Downtown Brampton Christmas Window Decorating Contest

A special part of the holiday season is the BIA's annual window decorating contest which will run Friday November 18 to Friday December 9th. And from December 1st to December 3rd, our Christmas Window Decorating Judges will be out and about to choose the top three windows in downtown Brampton.

The Downtown Brampton BIA has been very fortunate to secure Joan Doane from the Arts and Culture Department, City of Brampton, Reagan Hayward from Beaux Arts, and Gerrie Loveys from the Peel Art Gallery, Museum to formally judge for this year's competition. All winners will be formally awarded at the Downtown Brampton BIA Holiday Business Mixer on Tuesday December 13th from 5 - 8 pm at the Conservatory.

To register your business please contact Andrea Magana at Andrea.Magana@brampton.ca



Share the Magic in Downtown Brampton

Tree Lighting Ceremony
November 18, 6-8 pm

Downtown Brampton
Christmas Market
November 18-20, 25-27
December 2-4

Extended Shopping Hours

Santa Claus Parade
November 19, 5 pm

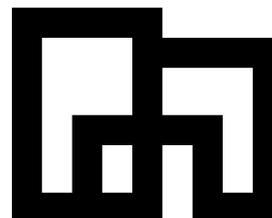
Carriage Rides
November 18 - December 26
Every Friday, Saturday and Sunday

Skating in Gage Park
Everyday, all winter

Downtown Brampton

@bramptondtbia

@downtownbrampton



Downtown Brampton BIA

76 Main Street North
Brampton, ON L6V 1N7
(905) 874-3518
downtownbia@brampton.ca
www.downtownbramptonbia.ca