



Downtown Brampton BIA

2020 Preview

Presented by Kristina Romasco
Chair, Downtown Brampton BIA

January 2020

- Launch
#MyDowntownBrampton
marketing campaign
- Accepting applications for
BIA-sponsored community
events
- Complete move to new
office space

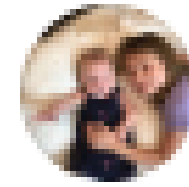
February 2020

- Valentine's Day Carriage Rides
- Valentine's Day window decorating competition
- Taste of Brampton launch
- Winter Business Mixer



March & April 2020

- Discover Downtown magazine Tourism Edition launch
- Easter Egg Hunt & Parade



amygrubb74 Thanks for putting on this event. Despite the rain it was great to be a part of this community event and seeing the local business owners. My daughter is looking forward to coming back to get her free cupcake from Dolcezza 😊 in May.



39w 2 likes Reply



familywellness.hpt Such a GREAT community event here in Brampton - Thank You! 🍌 ❤️



39w 2 likes Reply



May 2020

- Mother's Day Carriage Rides
- Ladies' Night Out
- Annual General Meeting

My DOWNTOWN BRAMPTON





Summer 2020

- Party in the Lanes July
- Discover Downtown Magazine Events Edition launch
- Party in the Lanes August
- Summer Business Mixer

Autumn 2020

- Ladies' Night Out
- Taste of Brampton
- Community Pumpkin Decorating Day
- Trick-or-Treat & Dog Parade
- Autumn Business Mixer



Winter 2020

- Discover Downtown Magazine - Holiday Edition
- Christmas in Downtown
- Holiday Taste Tour
- Ladies' Night Out
- Breakfasts with Santa
- Holiday Scavenger Hunt
- Carriage & Wagon Rides



All year long

- Community event sponsorships
- Various grants for BIA members for events, beautification and more.
- Monthly Board Meetings
- Monthly Beautification & Safety Meetings
- Monthly Marketing & Events Meetings
- Ongoing social marketing and business spotlights
- Ongoing training seminars for members and the community