



Downtown
Brampton BIA

Membership Booklet 2023



Welcome

On behalf of the Downtown Brampton BIA, we would like to personally welcome you to Downtown Brampton!

The Downtown Brampton BIA is excited to grow our vibrant business district and we are confident that you and your business will thrive in the downtown community. With marketing and advocacy at the forefront of our organization, we encourage you to participate in the events and programs designed for the businesses of the downtown core.

Brampton is one of Canada's most diverse cities, and its downtown core is the heart and soul of the City. Boasting weekly performances at the Rose Theatre, year-round events, live music and a multitude of shops and services, downtown Brampton is a great place to enjoy with family and friends.

To ensure that you are getting the most out of your membership, it is important that you keep the BIA informed about changes to your business and new ideas that you would like to see in the downtown core.

In this Membership Booklet, you will find information about the Downtown Brampton BIA and details on how your business can participate in a number of BIA initiatives, activities and events.

Please ensure that you complete the Business Contact Form (in this package) so that your business will be included in our Downtown Brampton BIA master database and directory. Once your completed form is received the BIA will make sure your business is added to all BIA communications.

We hope this Membership Booklet provides a thorough understanding of the Downtown Brampton BIA and how your business can play an active role in making the downtown core a great place to do business.

Sincerely,



Carrie Leigh Percival

Carrie Leigh Percival
Chair
Downtown Brampton BIA

Suzy Godefroy
Executive Director
Downtown Brampton BIA

Introduction to the BIA

1. What is a BIA?

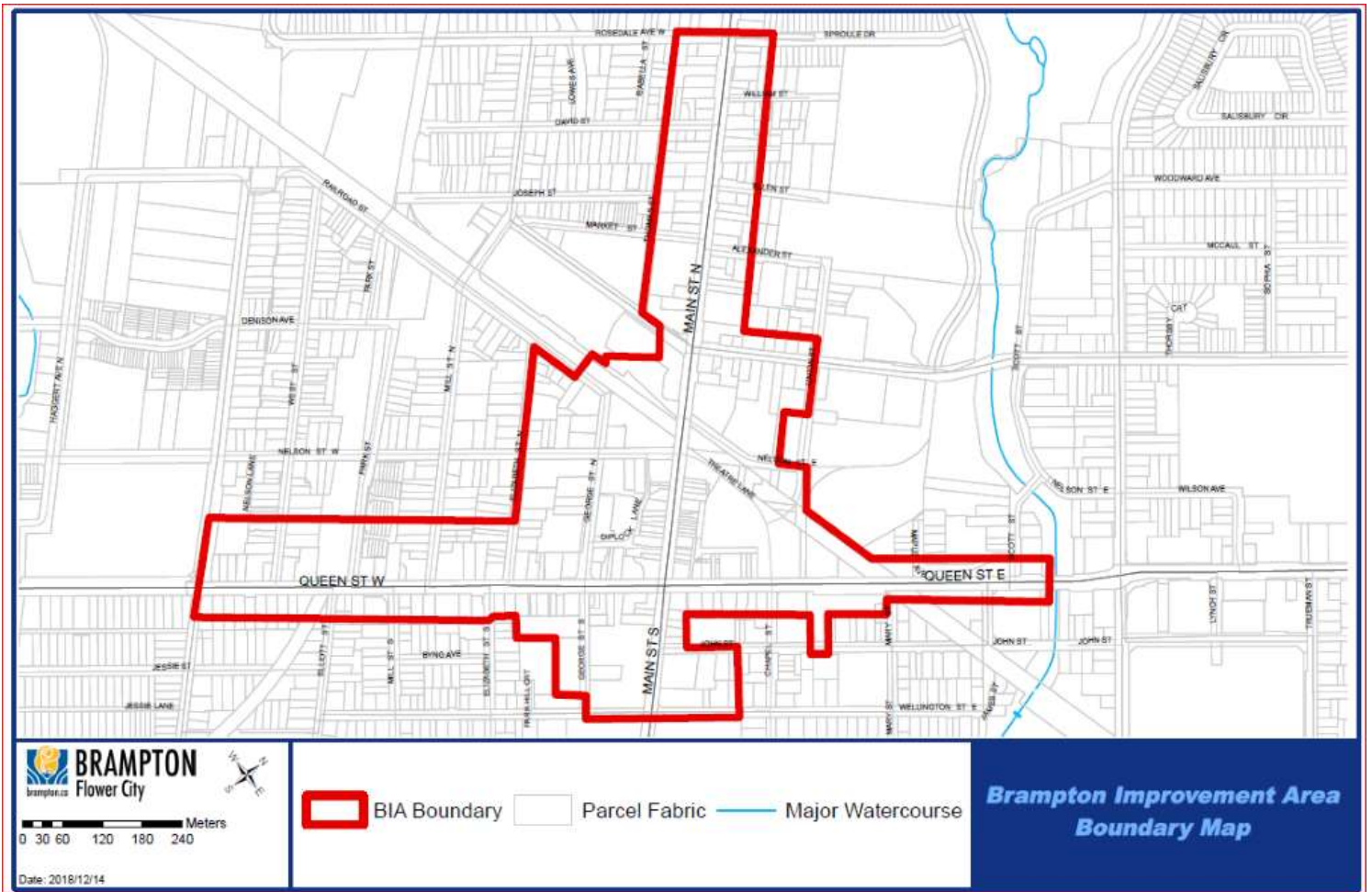
A Business Improvement Area (BIA) is a “made-in-Ontario” innovation that allows local business people, commercial property owners, and tenants to join together, with the support of the municipality, to organize, finance, and carry out physical improvements and promote economic development in the downtown district. Traditionally, a BIA is a body established by a municipality using the specific business improvement area provisions in the Municipal Act, 2001. It is governed by a board of management. BIAs are local entities. The legislation states that they are local boards. People also refer to the geographic area designated by a municipality for a BIA as the BIA.

2. BIA Membership

Membership is determined by location within geographic boundaries as approved by Brampton City Council. You can review the Downtown Brampton BIA map below, as well as see the full page version.

All businesses and commercial properties within the boundaries are members of the BIA. The Downtown Brampton BIA has approximately 300 businesses in the downtown area. For the most recent business directory listing, please visit www.downtownbramptonbia.ca.

Downtown Brampton BIA Boundary



3. How is the BIA funded?

Members pay the BIA levy along with their commercial property taxes. A traditional BIA view is that the structure (property) reflects the principle that all who benefit should be secure source of funding for BIA activities.

4. What is the main function of the BIA?

The general functions of a traditional BIA are to:

- Oversee the improvement, beautification and maintenance of municipally-owned land, buildings and structures in the area beyond that provided at the expense of the municipality.
- Promote the area as a business and shopping district.

The primary function of the Downtown Brampton BIA is to promote and enhance Downtown Brampton through marketing, events and beautification and to build confidence and engagement with its members and the local community.

5. What are some of the activities of the BIA?

Beautification

BIAs often provide enhancements in a business area to create a more pleasant atmosphere for local businesses and neighbouring residential areas. In Downtown Brampton, we strive to make our neighbourhood welcoming through banners, the planter rebate program, seasonal decorations, street furniture and more. **Have some great ideas on beautification to share?** Check out our newsletter and e-news updates for the next Beautification Team meeting.

Marketing and Promotion

To retain and expand our customer base, the BIA aims to encourage both local residents and visitors to shop and use services within the local commercial district through marketing, and promotional activities. In Downtown Brampton, we reach out to potential visitors through our Discover Downtown Brampton magazine, extensive social media presence, radio, print, and transit advertising. **Have some ideas for marketing you'd like to share?** Plan to attend a Marketing and Events Team meeting or drop by the office.

Special Events

The BIA organizes and works with community partners to hold special events to promote and showcase businesses. Examples include: holding a street dance, music, theatre, food events, arts and crafts exhibits, art & fashion shows, cultural celebrations, seasonal parades, and a farmers' market. Downtown Brampton BIA plans several successful events including Easter Egg Hunt, Party in the LANES, Pumpkin Decorating, Halloween Trick or Treating and family friendly events. In addition, the BIA sponsored several member and partner led events.

Communication

The BIA acts as a voice for the business community and often establishes important relationships with other community voices, such as City Council, municipal departments, local community groups (schools, churches, citizen groups, etc.) and institutions (board of trade, committees of council, etc.). The BIA forum can be used to convey community concerns to Council, and help promote Council to pursue policies and activities to promote and strengthen the community and its unique identity.

Membership Toolkit – How the BIA can Help You

Promote your business

- Online Business Directory
- Discover Downtown Brampton magazine
- Discover Downtown Giftcard Program
- Marketing & Events Team monthly meetings
- Beautification & Safety Team monthly meetings
- Marketing workshops
- Safety workshops
- Outdoor Beautification Rebate
- Marketing Rebate
- Special Event Rebate
- Business Mixers
- Consumer eNews
- Member eNews
- Sponsorship Opportunities
- Brampton Farmers' Market rotational booth

Planning your event

- Community partnerships

Be involved

- Read the DBBIA eNews
- Read the DBBIA quarterly newsletter
- Join a team:
 - Board of Directors
 - Beautification & Safety
 - Marketing & Events
- Attend a Business Mixer!
- Answer a membership survey
- Share your ideas
- Bring a friend!

Who is Downtown Brampton BIA?

Board of Directors

Chair

Carrie Percival
The Brampton Academy of Martial Arts

Vice Chair

Peeyush Gupta - The Wee Smoke Shop

Secretary & Beautification Chair

Rick Evans - 32 & 34 Queen Street West

Treasurer

Maja Kuzmanov - City of Brampton

Marketing & Events Team Chair

Emma O'Malley – Restyle Beauty Boutique

Director

Rehana Khan –The Dress People

Director

Horacio Herrera – Segovia Coffee Co.

Director

Sean Liburd – Knowledge Bookstore

Director

Mark Sich – Pizzanini

Director

Ricky Viveiros – Hair Lab & Co

Regional Councillor

Paul Vicente - Wards 1 & 5

Regional Councillor

Dennis Keenan - Wards 3 & 4

BIA Staff

Executive Director

Suzy Godefroy – Suzy.Godefroy@brampton.ca

Membership Engagement & Content Creator

Emmanuella Dwumfour – Emmanuella.Dwumfour@brampton.ca

Marketing & Special Projects Manager

Kristina Romasco – Kristina.Romasco@brampton.ca

Administrative Coordinator

Simone Narasa – Simone.Narasa@brampton.ca

Who to Call?

City of Brampton - Economic Development Office	905-874-2650
City of Brampton - Parking & By-Law	905-458-3424
City of Brampton - Tourism	905-874-2454
City of Brampton - Security Services 24hr Dispatch*	905-874-2111
Crime Prevention Services	905-453-2121
Fire Services Non-Emergency	905-874-2700
Graffiti	905-458-3424
Peel Regional Paramedics Non-Emergency	905-791-7800 ext. 3951
Peel Regional Police Non-Emergency	905-453-3311
Peel Regional Police Emergency	911
Region of Peel Public Works (Garbage)	905-791-9499

*City of Brampton Security Services conduct foot and mobile patrols, alarm and incident response, access control, investigations, threat risk assessments and event security on City property only. Security Services does not respond to incidents occurring at private businesses. If you observe criminal or suspicious activity occurring on the sidewalks, laneways, public parking garages or other City property, please notify Security Services as soon as possible.

Our Strategic Plan 2022-2025

Mission

Our mission is to create the best environment for business success and positive community experience.

Goals:

1. We have an active and engaged membership

- Objective 1: Increase participation in programs by 5%
- Objective 2: Each board member leads/co- leads a working group within their term
- Objective 3: Increase meeting attendance by 5% each year

2. People know who we are

- Objective 1: Create a “Welcome to Downtown Brampton” strategy
- Objective 2: We have meaningful contact with each member at least twice per year
- Objective 3: We educate members yearly on what the BIA is and does

3. We support each other and our community

- Objective 1: We create and/or nurture 15 community partnerships
- Objective 2: We create industry-specific working groups
- Objective 3: We strengthen the relationship with City of Brampton to better downtown area

2023 Downtown Events

- » **Carriage Rides** – February 10, 11, 14, 17, 18
- » **Downtown Brampton Easter Egg Hunt** – April 8
- » **Ladies Night Out** – May 17
- » **Downtown Brampton Farmers' Market** – June 11- October 8
- » **World of Jazz Festival** – September 10 & 11
- » **Spooktacular Saturday** – October 28
- » **City of Brampton Tree Lighting** – Dates to be announced
- » **Santa Claus Parade** – Dates to be announced
- » **Ladies Night Out** – Date to be announced
- » **Shine Bright Celebration** – November/ December
- » **New Year's Eve Celebration** – December 31

**Visit our website for an updated events calendar and promotions list.
For event partnership and sponsorship opportunities, feel free to contact our office!**

Get Social With Us!



Contact



7 Queen Street West
Brampton, ON L6Y 1L9



downtownbia@brampton.ca



(905) 874-3518



downtownbramptonbia.ca

DISCOVER DOWNTOWN BRAMPTON

— *My* —
DOWNTOWN
BRAMPTON



Downtown
Brampton BIA