

Communications

Downtown Brampton Business Improvement Area (BIA)

Last update March 2021

Table of Contents

1.0	Scope
2.0	General Provisions
3.0	Privacy
4.0	Participating in Downtown Brampton BIA's Communications
5.0	Guidelines for Downtown Brampton BIA's Communications
6.0	Downtown Brampton BIA's Advertising & Marketing
7.0	Downtown Brampton BIA Logo
8.0	Downtown Brampton BIA Brand
9.0	Electronic (Email)
10.0	Facebook
11.0	Website
12.0	Media Communications
13.0	Downtown Brampton BIA Communication Plan
14.0	Request for Information
15.0	Internet Discussion Forums and Social Media
16.0	Rumours
17.0	Public Statement of Personal Opinions
18.0	Communications with the Board of Directors
19.0	Communications with the City of Brampton

1.0 SCOPE

The provisions of this document will apply to all employees and volunteers working for the Downtown Brampton BIA. This includes but is not limited to: the BIA Board, BIA Employees/Staff, and BIA Volunteers (e.g. Committee Members).

2.0 GENERAL PROVISIONS

6.1 General goals of Downtown Brampton BIA Communications are to:

- a) Support and develop cohesiveness within the BIA;
- b) Create common messages and themes for the BIA;
- c) Communicate the BIA's unique assets;
- d) Ensure the loyalty of BIA stakeholders and visitors;
- e) Attract new visitors and stakeholders to the BIA; and,
- f) Increase interest and knowledge of the BIA's heritage.

2.1 Communication about the Downtown Brampton BIA can be provided to Members and Stakeholders in many ways, including but not limited to the following:

- Annual General Meetings (AGM)
- Board Meetings
- Electronic Mail (Email)
- Facebook
- Marketing & Advertising Products (brochures, visitor guides, advertisements, radio spots, etc.)
- Media Releases
- Meeting Agendas and Board Packages
- Meeting Minutes
- Membership Meetings
- Networking Events
- Newsletters
- Downtown Brampton BIA Events Calendar
- Posters/Flyers
- Website

- 2.2 All communications generated by the Downtown Brampton BIA should maintain consistent standards including the following:
- a) Communications are implemented in a manner that positively enhances the DBBIA and Downtown Brampton’s image and reputation;
 - b) Communications provide a consistent and professional voice so that Members, Stakeholder and Visitors can be assured that the information they are receiving can be trusted; and,
 - c) Communications are effectively managed to ensure that they provide timely and accurate information and responses.
- 2.3 Downtown Brampton BIA communications will not:
- a) contain pornography, harassing, offensive or threatening language or images;
 - b) promote illegal or dangerous activities;
 - c) target any individual or group; or,
 - d) contain hate crime language and/or images or Human Rights infractions.
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3.0

PRIVACY

- 3.1 At the discretion of the Downtown Brampton BIA, any information, photos or videos that are used, shared or posted to its social media account(s) may be reproduced for promotional and other purposes with the appropriate permissions and acknowledgement of the source.
- 3.2 Comments and messages solicited and collected by the Downtown Brampton BIA for the public record will be subject to the provisions of the *Municipal Freedom of Information and Protection of Privacy Act*.
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4.0

PARTICIPATING IN DBBIA COMMUNICATIONS

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- 4.1 If a Member wishes to communicate an item through a DBBIA communication product or initiative, the following criteria will apply:
- a) the Member must not be in contravention of any BIA policies, procedures, or bylaws;
 - b) the event or activity must be related to a business or service in the DBBIA;
 - c) the event or activity must be open to all who wish to attend/participate;
 - d) communication must adhere to and be consistent with all DBBIA policies, procedures, and by-laws;

5.0 GUIDELINES FOR DBBIA COMMUNICATIONS

- 5.1 **Current:** Communication content must be consistent, current and up to date.
- 5.2 **Know your audience:** Use language, messages, and images appropriate for the target audience.
- 5.3 **Think twice before finalizing communications:** Never print, send or post anything you wouldn't want to appear in a public forum.
- 5.4 **Be accurate:** Don't react to or repeat rumours. Research all facts before finalizing any communications on behalf of the DBBIA.
- 5.5 **Be considerate:** Encourage informed and respectful communication/dialogue, and do not engage in personal attacks. Do not criticize BIA projects, BIA Members, or BIA decisions. Don't be slanderous of any person, illegal, offensive, abusive, inflammatory, or in the opinion of the DBBIA, be otherwise unacceptable.
- 5.6 **Don't be partisan or political in nature.** DBBIA resources and/or communications cannot be used to promote individual political opinions or campaigns.
- 5.7 **Be responsible:** Do not reveal confidential information. Do not make known the personal data of other individuals, including their name and address, phone number, email or other personal data.
- 5.8 **Respect copyright laws:** Ensure that all content is permitted; do not reproduce or borrow content that violates trademark or copyright laws but do provide links to interesting and relevant materials. Do not infringe any

copyright, database right or trademark, or other third party right of any other person.

- 5.9 **Do not encourage prejudice** based on race, national or ethnic origin, colour, religion, age, sex, marital status, family status, disability, pardoned conviction, or sexual orientation.
- 5.10 **Avoid religious and political messages:** Do not make comments that promote religious or political messages that might be deemed prejudicial to other religious or political groups are not permitted.
- 5.11 **Social Media:**
- a) Do not respond to inflammatory comments.
 - b) The DBBIA will remove inappropriate content and comments that do not comply with BIA policies, procedures and by-laws. The user may be blocked.
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6.0 DBBIA ADVERTISING AND MARKETING

- 6.1 The DBBIA will develop advertising and marketing tools and tactics.
- 6.2 The DBBIA may establish a Communications and/or Marketing & Advertising Committee. A Terms of Reference will be developed prior to establishing this Committee. The Terms of Reference will define roles, responsibilities, and any other aspects of the Committee.
- 6.3 The DBBIA may hire an outside Agency/Company to develop/create advertising and marketing tools, tactics, and products. Hiring practices will conform to the DBBIA Purchasing and Procurement Policy document.
- 6.4 Advertising and marketing tools and tactics can be developed and implemented solely by the DBBIA and/or with stakeholders and partners. Stakeholders and partners may include but are not limited to the following:
- Ontario Business Improvement Area Association (OBIAA)
 - Ontario Ministry of Tourism
 - City of Brampton
 - Brampton Farmers' Market
 - Region of Peel

- 6.5 DBBIA advertising and marketing tools and tactics will directly support and relate to the DBBIA Strategic Plan and an approved project or initiative.
- 6.6 All DBBIA Members will be made aware of all advertising and marketing opportunities that affect the DBBIA and/or its Members, and given the opportunity to participate in a timely manner.
- 6.7 Communication of advertising, marketing, and communications tools and opportunities will be the responsibility of the Marketing & Communication Specialist.

When appropriate and seen to be beneficial to the BIA and its Members, advertising and marketing tools and tactics may be applied to outside of the DBBIA.

7.0 Downtown Brampton BIA LOGO



- 7.1 **DBBIA Logo:** The current Downtown Brampton BIA logo is:
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8.0 Downtown Brampton BIA BRAND

- 8.1 **Developing a DBBIA Brand:** Brand is a combination of both tangible and intangible benefits delivered to a customer or stakeholder, ideally creating both a rational and emotional connection to the promise of value. Almost anything can be branded, including a product, person or even idea.

Branding is a 360 degree look at every aspect of the area and touch point with members of the target audiences (external and internal). This can include everything from the sidewalk experience, parking, signage, shopkeeper attitudes, websites, community outreach and other items.

To be successful, a brand must be defined from the user/customer point of view, that is, the value that they need to have delivered. Brand reputation

refers to how well the area/destination has delivered the brand value over time and whether residents and visitors trust the location's ability to continue to provide value.

When branding an area or destination, a variety of factors come into play depending on the nature of the place. In the case of the DBBIA, some of those variables will include:

- the political and government environment (e.g. City of Brampton branding);
- business mix;
- local heritage;
- behaviours and attitudes of the residents and business people;
- character of the surrounding community and outside communities;

Developing a strong brand that can survive over time means that the brand must be:

- **Differentiating:** the brand needs to carve out a clear unassailable position in relation to its perceived "competition".
- **Compelling:** the brand needs to appeal to audience drivers.
- **Credible:** the brand's claims and messages must be believable. The target audience must be able to believe that the area or community can deliver what it promises.

A very significant difference when branding an area or destination like a downtown is that the value of the brand on a day-to-day basis is largely delivered by the shopkeepers and service providers whose businesses are in the downtown area. As a result, BIA Members are both "stakeholders" and "deliverers". Adding some challenge to this issue is the fact that independent businesspeople cannot be dictated to regarding their role and/or behaviour, and may believe that the area should be branded to reflect personal values and priorities as opposed to those of their customers and/or the area as a whole.

9.0 ELECTRONIC MAIL (EMAIL)

9.1 Email account: The DBBIA's email address is: DowntownBIA@brampton.ca

- 9.2 The DBBIA Membership & Special Projects Coordinator is responsible for managing the email account.
- 9.3 Messages received will not be amended in any way except where authorized by the sender.
- 9.4 The DBBIA will coordinate mass emails to DBBIA Members for topics including but not limited to:
- Communications, Advertising and Marketing Opportunities
 - Agenda Packages
 - Events
 - Meeting Minutes
 - Notices of Meetings (e.g. Annual General Meeting)
 - Project Opportunities (e.g. Project Committees)
 - City of Brampton information
- 9.5 Email Distribution Lists: The DBBIA Membership & Special Projects Coordinator is responsible for maintaining Downtown Brampton BIA Email Distribution Lists. The lists will be updated on a regular basis to ensure accuracy.
- 9.6 Email Distribution Lists may be created for: Members, Suppliers/Contractors, Volunteers, Key Stakeholders, any other groups.
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10.0 SOCIAL MEDIA– INSTAGRAM/FACEBOOK/TWITTER

- 10.1 Facebook Account: The Downtown Brampton BIA Facebook Page is: <https://www.facebook.com/downtownbrampton>
- 10.2 The Marketing & Communication Specialist is responsible for monitoring the information on the Facebook page to ensure that it is accurate, complete, up-to-date and in compliance with legal and regulatory requirements.

10.3 FAIRNESS

- Each business provides the BIA with content to be shared including photos, videos and/or copy.
 - BIA must equally share all promotional opportunities to all businesses in a timely manner to allow them time to participate.
 - Do not make multiple targeted posts in a row for one business when there are other businesses waiting for a post, unless it is related to an event, season, or culture.
 - All business must tag the BIA for story posts they want to be shared. And BIA should be reposting them.
 - BIA will not discriminate towards other legitimate businesses in its boundary.
 - BIA will promote fairly and not use personal opinions to decide what gets posted/promoted and what does not. If a business is following all the social media company's guidelines and has valid Federal, Provincial & City licence to do business, they should be promoted. Social media posts are seen by people across the globe.
 - Identify and create list of businesses which actively use social media.
 - Identify and help other businesses who are not on social media and need help.
 - We should have staff daily (does not have to be full time but at least a few hours a day including on the weekends) going to businesses to interact, teach, and help them with their social media
 - BIA should be active on social media on the weekends as most businesses get more traffic on weekends and the most sales and events occur on the weekend (Right now BIA is not active on the weekends)
 - Create a schedule for all businesses actively promoting for BIA feed posts and make sure each business is aware of the schedule and when to send posts.
 - BIA can have an online posts submission where businesses can submit their posts and see how many people are in queue ahead of them.
 - BIA MARKETING RESOURCES –Alex/Katarina-daily/Suzy weeknights/weekends.
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11.0 WEBSITE

11.1 Information about the DBBIA is housed on Downtown Brampton BIA website

<https://downtownbramptonbia.ca/>

11.2 The Membership & Special Projects Coordinator and the Marketing & Communication Specialist will review the website information on a monthly basis to ensure accuracy.

11.3 The Membership & Special Projects Coordinator and the Marketing & Communication Specialist coordinate requests for updates to the information.

12.0 MEDIA COMMUNICATIONS

- 12.1 Public awareness and support of the DBBIA, its Members, and its activities are enhanced through the maintenance of good working relationships with the media, stakeholders, and public. The DBBIA strives to disseminate information in a timely, cooperative and coordinated manner to those who request assistance.
 - 12.2 The Chair, Kristina Romasco serve as DBBIA spokespersons and convey the BIA’s official position on issues of general BIA-wide impact or significance, or of a controversial or sensitive nature. Inquiries from the media regarding such issues should be immediately referred to the Chair.
 - 12.3 Committee Chairs and/or designates are free to respond to requests from the media regarding their specific project. In such cases, Committee Chairs are asked to notify the BIA Chair to ensure a coordinated response if other BIA representatives are contacted on a similar issue.
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13.0 DBBIA COMMUNICATIONS PLAN

- 13.1 DBBIA Communications Plan
The DBBIA may develop a Communications Plan to identify and prioritize goals and objectives, identify target audiences, define the DBBIA brand, and clarify other items that relate to communications, advertising, and marketing.
 - 13.2 The DBBIA may hire an agency / consultant to develop a Communications Plan.
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14.0 REQUESTS FOR INFORMATION

- 14.1 Inquiries for general and routine information can be answered by the appropriate DBBIA representative, but only to the extent the request relates to information that is publicly available. Inquiries cannot be answered if and to the extent that the inquiry relates to Confidential Information.

15.0 INTERNET DISCUSSION FORUMS AND SOCIAL MEDIA

- 15.1 In order to ensure that Confidential Information is not inadvertently disclosed, DBBIA Staff and Volunteers are discouraged from participating in Internet discussion forums, chat rooms and bulletin boards on matters pertaining to the BIA or its activities.
- 15.2 Posting on official DBBIA social media forums is restricted to authorized DBBIA staff. The content of such postings must adhere to guidelines set by the BIA Board Member responsible for Marketing & Events Team.

16.0 RUMOURS

- 16.1 Subject to compliance with applicable laws, the DBBIA will not normally comment, affirmatively or otherwise, on rumours or speculation (whether in the media on the Internet or otherwise).
- 16.2 In certain circumstances (for example, in the case of rumours or speculation relating to safety or security), the Chair may determine that it is appropriate to issue a response. In such cases, any response to rumours or speculation will be under the direction of the Chair and in compliance with this Policy.

17.0 PUBLIC STATEMENT OF PERSONAL OPINIONS

- 17.1 DBBIA Board, Staff, Volunteers and anyone hired to perform work for the DBBIA, should refrain from making public statements of personal opinion regarding the BIA or from presenting a personal opinion regarding the DBBIA as a fact.

18.0 COMMUNICATIONS WITH THE BOARD OF DIRECTORS

18.1 All information or materials required to be delivered to the Board of Directors as a whole or to individual Board Members, shall be delivered through or with the approval of DowntownBIA@brampton.ca

19.0 **COMMUNICATION PROTOCOL WITH THE CITY OF BRAMPTON**

Key contact: Lavina Dixit, Commuication

