



**2008 ANNUAL  
REPORT**



# MESSAGE FROM THE CHAIR



It has been a remarkable year for the BDDC. We are proud of our accomplishments, especially the role we have played in building the strong sense of community in our downtown.

In 2008, we celebrated our third anniversary, and marked our first full year of operation with our talented staff team headed by Karen Campbell, our President.

We have all been energized by the process of developing our new brand identity. We're looking forward to launching the new logo and tag line through a number of initiatives early in 2009.

But of course it's more than a fresh look; it's also a fresh outlook. Much has been accomplished this year to strengthen the BDDC and build partnerships with our stakeholders. To improve communication, we held three members' meetings and we started producing a quarterly newsletter. And for the first time, we produced a high-quality annual report to highlight our achievements in 2007.

We continue to advocate on issues that affect life and business in the downtown. Early in 2008, the Board and staff worked to encourage the redevelopment of Peel Memorial Hospital as a full-service healthcare facility; and more recently, we've been pressing for the expansion of City Hall. Transportation and parking concerns also remain high on the agenda.

To help make downtown a lively destination, we will continue to offer high quality events for residents and visitors – events that put our downtown in the spotlight.

In the coming year, new investment in the downtown will undoubtedly be affected by the downturn in the economy. However, this will be an opportune time to start developing and implementing new marketing strategies, so we will be ready when the economy rebounds.

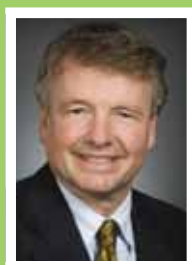
The Board of Directors remains committed to making Downtown Brampton the heart of the city and a place that all Bramptonians can be proud of.

**Richard D. Prouse**  
BDDC CHAIR

**2008  
2009  
BOARD OF  
DIRECTORS**



**Richard D. Prouse**  
CHAIR  
Prouse Dash &  
Crouch LLP



**Neil G. Davis**  
VICE CHAIR  
Davis Webb LLP



**Elaine Moore**  
SECRETARY  
Regional Councillor  
City of Brampton



**Grant Gibson**  
Regional Councillor  
City of Brampton



# OUR VISION

To revitalize downtown Brampton as the heart of the city that is a prosperous centre for business, a creative place for artistic and cultural experiences and a vibrant urban environment for residents, workers and visitors.

# OUR MISSION STATEMENT

The BDDC takes a leadership role in strengthening the prosperity, quality and vitality of downtown Brampton.



**John Sanderson**  
Regional Councillor  
City of Brampton

**David Harmsworth**  
Harmsworth Decorating  
Centre

**Scott Goodison**  
Goodison Insurance &  
Financial Services

**Don Naylor**  
Don Naylor &  
Associates Ltd.

**Sean Trueland**  
BMO Nesbitt Burns

# 2008 YEAR IN REVIEW



## RAISING THE PROFILE OF OUR DOWNTOWN

### Improved communications with BDDC members and key stakeholders

In 2008, members were invited to three meetings, including the Annual General Meeting, to review the annual budget, learn about our activities and provide feedback to the Board of Directors. For the first time, the BDDC produced an annual report to clearly outline the mandate of the organization and its achievements. A quarterly newsletter was launched to keep news and information flowing, and BDDC President Karen Campbell started contributing a regular column to the Brampton Business Times.

### Advertising to create awareness

Print advertising was an important tool in 2008. New ads were created for the Brampton Board of Trade Directory, Brampton Living Magazine and the Brampton Tourism Guide. We developed a way-finding poster for the municipal parking garages and updated our popular Restaurant Brochure.

### Exposure at the Brampton Farmers' Market

More than 3,000 people visit the Brampton Farmers' Market each week in the summer. In 2008, the BDDC set up a booth at the market where downtown businesses were able to promote their products and services.

## MARKETING THE DOWNTOWN

### New Brand Identity creates unified image

2008 brought an important first step in developing an effective marketing campaign – creating a new brand identity for the BDDC.

The BDDC selected Interkom Inc. to create that new “look and feel”, and to provide guidance on how to use the new image effectively.

A survey was conducted among downtown businesses and other key stakeholders in the fall and the results validated the need for a consistent and unified identity for the BDDC. The new look for the BDDC was driven by the idea that Downtown Brampton is a dynamic place worth celebrating – the colourful banners in the new logo reflect this.

Each colour reflects a bit of what makes Downtown Brampton unique: arts & culture, heritage, business, and community. The ribbon connects these elements just as Downtown Brampton combines them in one great city centre. The last green banner is lifted, revealing the future possibilities of the downtown.

The new tag line – ‘imagine it here’ – reflects the positive vision of the future of Downtown Brampton.

 *imagine it here.*



# DEFINING A DISTINCT SENSE OF PLACE

## Banner program expanded

To better define the downtown, banners were extended this year on Queen Street West and Main Street North. The BDDC also decided to create a fifth seasonal banner with a winter theme to add variety between Christmas and spring. The new winter banners made their debut in January 2009.

## Holiday window lighting program

The BDDC partnered with RONA to supply downtown businesses with a free strand of indoor lights and a coupon for 25% off additional supplies they could use to decorate their windows and beautify the downtown. The eye-catching storefronts proved to be a great addition to the WinterLights program and brought extra charm to the downtown for the festive season.

Congratulations to the winners of the competition: first place, Flowerland Florist; second place, aggie martin Brasserie/ Restaurant; and third place, Harmsworth Decorating Centre. The Brampton Guardian, the media sponsor of the event, awarded free advertising space to the winners.



# BUILDING EFFECTIVE PARTNERSHIPS

## City of Brampton partnerships:

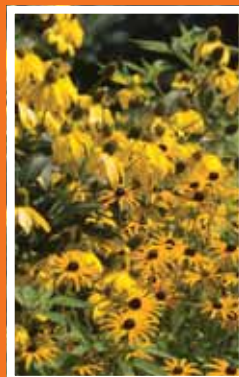
- Economic Development Office (EDO)
- Business Development & Marketing Advisory Team
- Downtown & Queen Street Corridor Advisory Committee
- The Rose Theatre
- Community Services
- Brampton Clean City Committee
- Communities in Bloom
- WinterLights

## Community partnerships:

- Brampton Board of Trade
- Brampton Safe City
- Brampton Arts Council
- Brampton Chess Club

## Private sector partnerships:

- Investors Group
- RONA Home & Garden
- The Brampton Guardian



# ENSURING AN ATTRACTIVE AND COMPETITIVE DOWNTOWN

## Peel Memorial Hospital (PMH) redevelopment

After the closure of PMH in the fall of 2007, the BDDC began to advocate for its redevelopment as a full-service hospital. A BDDC position paper was presented to the Central West Local Health Integration Network (LHIN) Task Force in January 2008, and in June the LHIN recommended the redevelopment of PMH as its first priority. William Osler Health Centre, which is overseeing the project, has announced that site preparation will start in spring 2009 with construction slated to begin in late 2010.



## Downtown revitalization & City Hall expansion

The BDDC has been strongly advocating for City Council to move forward with plans to expand the City Hall as a mixed-use development. This project is needed to keep the momentum going on downtown revitalization. In late fall, the BDDC opposed the City's purchase of 8 Nelson Street West as an interim solution to meet their growing office space needs. Pressing for City Hall expansion will continue to be a top priority in 2009.



## Delivery zones

In response to members' concerns about delivery vehicles being ticketed, the BDDC is working with the City to create delivery zones on Main and Queen Streets where businesses have no access to rear laneways.

## Transportation and parking:

- Supported the "Pay and Display" trial program on Main Street North
- Provided input into the City's Downtown Parking Needs & Feasibility Study
- Supported the re-alignment of the James Street crossing of the GO Train line
- Opposed any future extension of John Street across Etobicoke Creek
- Requested the elimination of the Tow Away Zone on Queen Street
- Recommended a trial allowing on-street parking at any time on Main and Queen Streets (except during morning rush hour)

## Clean and safe initiatives:

- Working with Region of Peel Waste Management staff to resolve issues with the cart-based waste collection program
- Working with Peel Regional Police to enhance the summer foot patrol and develop a crime prevention program in partnership with Brampton Safe City





## CREATING A VIBRANT DOWNTOWN WITH EVENTS THAT INSPIRE

### **BDDC produced:**

- Classic Cars and Legendary Stars
- Thursday Night Concert Series
- Carriage Rides (Valentine's Day & Holiday Season)
- Downtown Clean Sweep event
- Pumpkin Decorating at the Brampton Farmers' Market
- Cookie Decorating at the Tree Lighting Ceremony
- RONA Lights Up the Downtown

### **BDDC partnered to support:**

- Brampton Clean City Clean-up Events
- Brampton Farmers' Market
- Vivian Lane Chess Park Opening
- Communities In Bloom program
- FireFit Challenge
- Ontario Horticultural Association Annual Conference
- Brampton Chess Club Tournament
- City of Brampton Tree Lighting
- Brampton Board of Trade Santa Claus Parade
- WinterLights program
- New Year's Eve celebrations





## **BDDC** TREASURER

**PETER HONEYBORNE**  
DIRECTOR, TREASURY SERVICES  
& DEPUTY TREASURER  
CITY OF BRAMPTON

## THE BDDC TEAM

**KAREN CAMPBELL** (CENTRE)  
PRESIDENT

**CHARLENE KELLY** (LEFT)  
ADMINISTRATIVE ASSISTANT

**LISA WRIGHT** (RIGHT)  
MANAGER, MARKETING & EVENTS



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