



COMMUNITY



ARTS & CULTURE



BUSINESS



HERITAGE

2009 ANNUAL REPORT





MESSAGE FROM THE CHAIR



A year ago I accepted the nomination as Chair of the BDDC. At that time I made a commitment on behalf of our stakeholders to guide the organization in a direction that would see sustainable growth and tangible change in the physical appearance of the downtown. As it turned out, 2009 was a challenging year for many of our citizens and I would like to take this opportunity to thank and congratulate every business owner and resident in the downtown who persevered. All forecasts suggest that we have turned the corner and it is time to reunite and move forward with our vision for downtown.

Working together as a team is the key to success. We are very fortunate to live and work in a community where volunteerism is a privilege. Classic Cars & Legendary Stars is just one fine example of how people make the difference in the success of major event programming in the downtown. Participation in BDDC sponsored events increased in 2009 and will continue to grow this year. A joint venture retail marketing strategy between the BDDC and the City's Economic Development is underway.

People live, work and visit the downtown because they have grown to love the walk-able neighbourhoods, the community atmosphere and the unique heritage character of an old Ontario town. Downtown has physical attributes that no other commercial district can replicate. These intangible characteristics have unlimited marketing appeal and this will be our strength moving forward.

I also want to recognize the work ethic and dedication that the BDDC staff bring to this organization every day. To my colleagues on the Board of Directors, we have learned a lot together and I sense we are as united and determined as ever to make a difference in 2010.

On behalf of the Board of Directors, staff and City of Brampton partners, I thank you for your continued support.

Don Naylor
CHAIR

2009 - 2010 BOARD OF DIRECTORS



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Landscape Architect



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Regional Councillor
City of Brampton



Scott Goodison
Goodison Insurance and
Financial Services Ltd.



MEMBERSHIP IN THE BDDC

Businesses and owners of commercial property located within a defined geographic area of the Downtown are automatically members of the BDDC. A special property tax levy is applied to commercial properties within the BDDC boundary, which helps to fund the organization's operations and programs. The BDDC also receives funding grants from the City of Brampton.

The BDDC provides its members with the following services and benefits:

- Market the downtown as a place to work, live, invest and visit
- Organize and support special events to attract people downtown
- Facilitate promotional opportunities for downtown businesses
- Invest in capital projects that serve to beautify the downtown
- Assist businesses to locate or expand in the downtown
- Act as a liaison between local government and downtown businesses
- Advocate on issues that impact the attractiveness and competitiveness of the downtown
- Provide information about what's happening in the downtown
- Help to resolve problems and complaints
- Attend official openings and other celebrations



Elaine Moore
Regional Councillor
City of Brampton



John Sanderson
Regional Councillor
City of Brampton



Gregory Schwarze
We Love Tennis



Sean Trueland
BMO Nesbitt Burns



Richard D. Prouse
PAST CHAIR & ADVISOR
Prouse Dash &
Crouch LLP

2009 YEAR IN REVIEW



ENSURING AN ATTRACTIVE AND COMPETITIVE DOWNTOWN

Southwest Quadrant Renewal Plan

Advocating for the expansion of the City Hall as part of a mixed-use revitalization project in the Southwest Quadrant of the Four Corners was a top priority for the BDDC in 2009. Our advocacy efforts were successful in helping to achieve the following results:

- The City did not purchase 8 Nelson St. W. as an interim solution for their space needs;
- On June 24, Council approved issuing the RFP for the Southwest Quadrant Renewal Plan;
- The City issued the RFP for the selection of a development partner on October 30.

Considerable effort was made to inform our members and the public about the importance of this project to keep the momentum going on downtown revitalization. A dedicated web page was created by the BDDC to provide a central information resource for media coverage, City reports and other presentations.

The BDDC is pleased to see this exciting project moving forward and will continue to monitor its progress in 2010.

Downtown Parking Strategy

In June 2009, the City of Brampton released a final draft Downtown Parking Strategy prepared by the consulting firm BA Group. To better understand the parking needs of our members and to gauge their response to the key recommendations in the strategy, the BDDC conducted our own survey of downtown businesses. Based on the findings from the survey and other research, the BDDC raised strong concerns about the proposed parking permit fee increases and the elimination of the First Hour Free program. At the request of the BDDC, City Council agreed to hold a public information meeting in early 2010.

Other Strategic Initiatives

The BDDC was also involved with the following strategic initiatives in 2009:

- Main Street North Development Permit System (DPS)
- Development Charges By-Law Review
- Transportation & Transit Master Plan and John St. Extension
- Hurontario/Main Street Corridor Study
- Downtown Beautification Initiatives
- Peel Memorial Hospital Redevelopment
- Downtown Hotel & Convention Centre
- Loading Zones
- Garden Square Precinct Sign By-Law Review
- Queen Street West Land Use Study



RAISING THE PROFILE OF THE DOWNTOWN

Media Coverage

Through proactive efforts, including issuing press releases, submitting media articles and developing media relations, the BDDC generated increased media exposure for both the organization and the downtown. The BDDC made arrangements for a number of downtown businesses to appear on Rogers TV "Daytime" Show to promote their services.

Advertising

Print ads reflecting the new brand image were developed to promote the BDDC, the Downtown and special events. New initiatives included advertising on the Rose Theatre Ticket Back, which reached an audience of 150,000 theatre patrons and coordinating a co-op restaurant ad for the 2010 Brampton Tourism Guide.

'A Taste of Downtown' Restaurant Guide

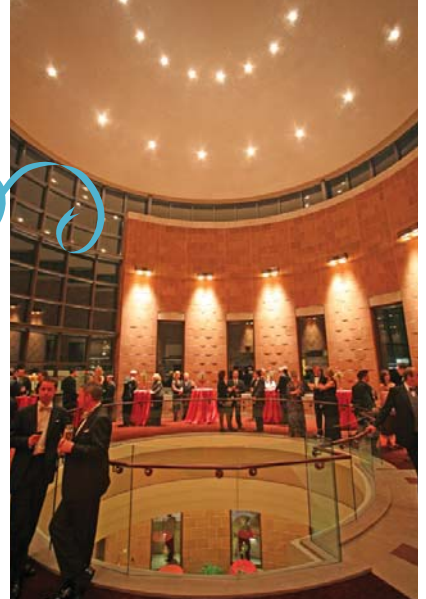
The popular restaurant brochure was updated and rebranded as 'A Taste of Downtown Brampton'. Thousands of copies of the guide were distributed through the Rose Theatre, hotels, libraries, City info kiosks, downtown businesses and events. It is also available to download from the BDDC website.

Promotional Opportunities

The BDDC offers a variety of opportunities to help promote Downtown businesses through such initiatives as the use of the BDDC tent at the Brampton Farmers' Market, providing draw prizes and coupons at special events, featuring members in the newsletter and organizing restaurant promotions.

Second Hour Free Parking Promotion

In the month of December, visitors parking in the Market Square, Nelson Square and City Hall parking garages were treated to two hours of free parking, courtesy of the BDDC and the City of Brampton.



DEFINING A DISTINCT SENSE OF PLACE

New Banners Decorate Downtown Streets

The BDDC's new winter banners made their debut in January 2009. The attractive design features the iconic Gage Park Bandstand in a winter setting.

The BDDC partnered with the City of Brampton to celebrate the Olympic Torch Relay event held in the Downtown in December by installing approximately 100 Vancouver 2010 Olympic banners along Main and Queen Streets and around City Hall.

Holiday Window Decorating Contest Creates Festive Atmosphere

A total of 37 businesses participated in the 2nd Annual Holiday Window Decorating Contest, competing for prizes sponsored by RONA Home and Garden and The Brampton Guardian. The top three winners were Cyclepath Brampton, aggie martin brasserie/restaurant and Mellennia Institute of Aesthetics Inc. Thank you to all the businesses who helped to create a festive atmosphere and beautify the downtown for the holiday season.

MARKETING THE DOWNTOWN

New Brand Launch

The BDDC's colourful new brand image (logo and tag line) was launched in early 2009 through a direct mail and media campaign and was met with very favourable response. Over the course of the year, the BDDC implemented the brand strategy, so that marketing and communications materials now have a consistent image and a fresh look and feel.



imagine it here.





CREATING A VIBRANT DOWNTOWN WITH EVENTS THAT INSPIRE

In 2009, the BDDC was directly involved with 16 events that took place in the downtown, either as the coordinator, a sponsor or a participant. Special events, such as Classic Cars & Legendary Stars, draw thousands of people to the downtown, creating a vibrant atmosphere and providing exposure for local businesses.

Classic Cars & Legendary Stars Celebrates 10th Anniversary

The annual Classic Cars & Legendary Stars event, a main ingredient in our recipe for creating downtown buzz, celebrated its 10th anniversary in style in July 2009. We were proud to be recognized as one of the Top 100 Festivals in Ontario in 2009 by Festivals & Events Ontario.

The Classic Cars Parade, sponsored by RONA Home and Garden, showcased more than 150 antique and classic cars, and was the largest parade we've ever had! The new Kids Zone, sponsored by the Canadian Tire Stores of Brampton, was a great addition for families.

Over three days, the crowds were treated to musical tributes of such legendary stars as Frank Sinatra, Elvis and Billy Joel. On Saturday night, Lighthouse rocked to a packed Gage Park.

A special thank you to the City of Brampton and the hundreds of community volunteers who support the event and make it all happen.



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

To strengthen the prosperity, quality and vitality of downtown Brampton.



BDDC STAFF

KAREN CAMPBELL (RIGHT)
PRESIDENT

JENNY FLORAS (CENTRE)
MANAGER, MARKETING & COMMUNICATIONS

CHARLENE KELLY (LEFT)
ADMINISTRATIVE ASSISTANT

BDDC TREASURER

SHIRLEY GANNON
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