



Retail Marketing Town Hall

September 14th 2011





Welcome

Don Naylor

Chairman of the Board

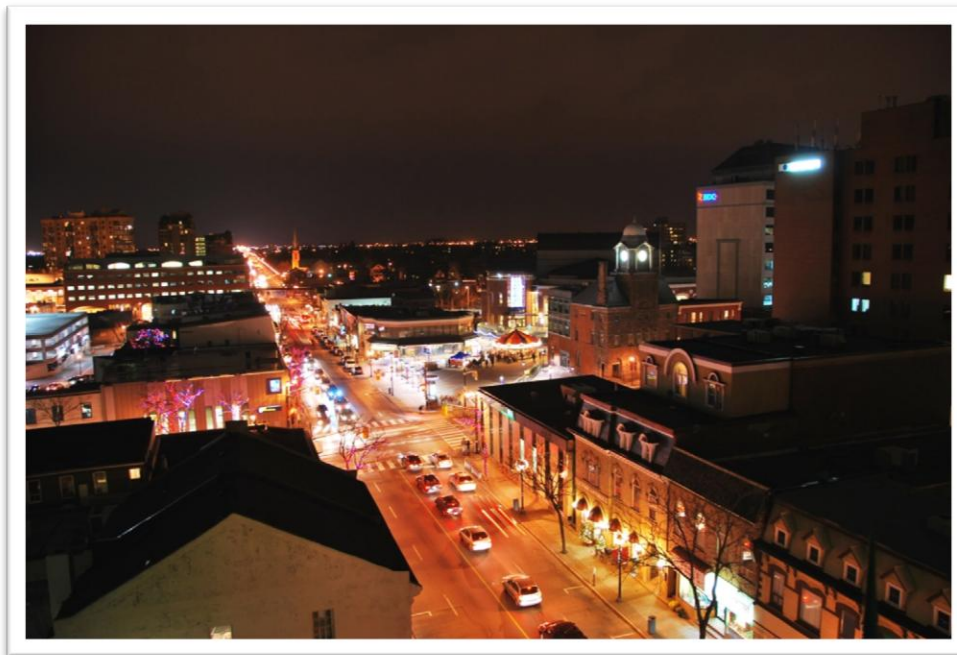
Brampton Downtown Development Corporation

BDDC Retail Town Hall Meeting

Semi Annual Event

Aimed at: collaboration, information sharing, transparency

Objective: Build vitality of the retail in Brampton Downtown.





The Past Quarter

Promotional Activities

- Classic Cars and Legendary Stars
 - Record attendance > 23,000
 - Revenue increased from 2010
 - Integration with Retailers (Michael's Photography, Poutine)

The Art of Jazz Festival

- High Quality acts
 - Integration with Restaurants and Coffee houses

Farmers' Market and Extended Farmers' Market

Brampton Downtown Directory

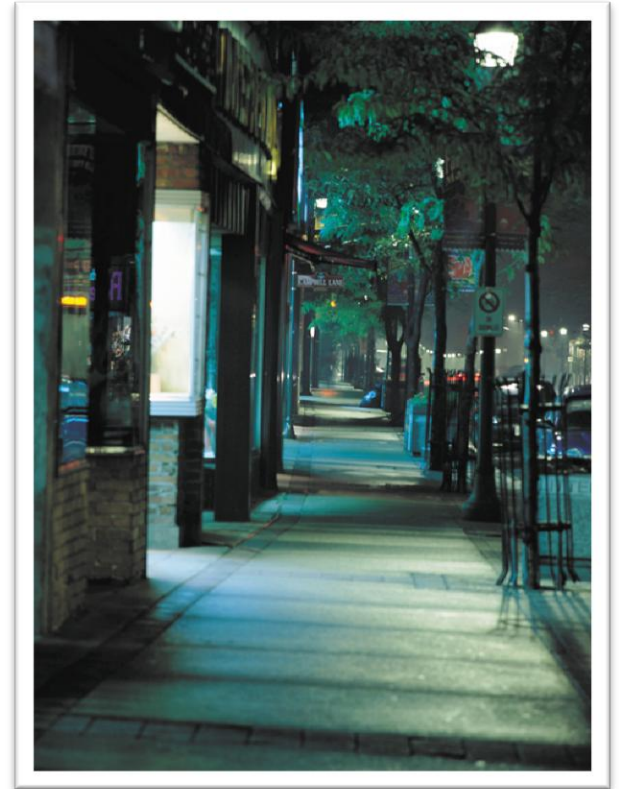
The Past Quarter

Administrative activities

- Personnel changes
 - Marketing / Administration Hiring

Development activities

- Integration with the City of Brampton Staff
 - TRCA / Downtown Beautification
 - Southwest Quadrant Approval
 - Starbucks/Subway/Algoma Fulltime
 - 8 active retail negotiations in play



The next 12 Months



Retail

- Defined Programs
- Retailer Participation and collaboration
- Traditional and Emerging Media
- Taking Brampton Downtown to a higher level

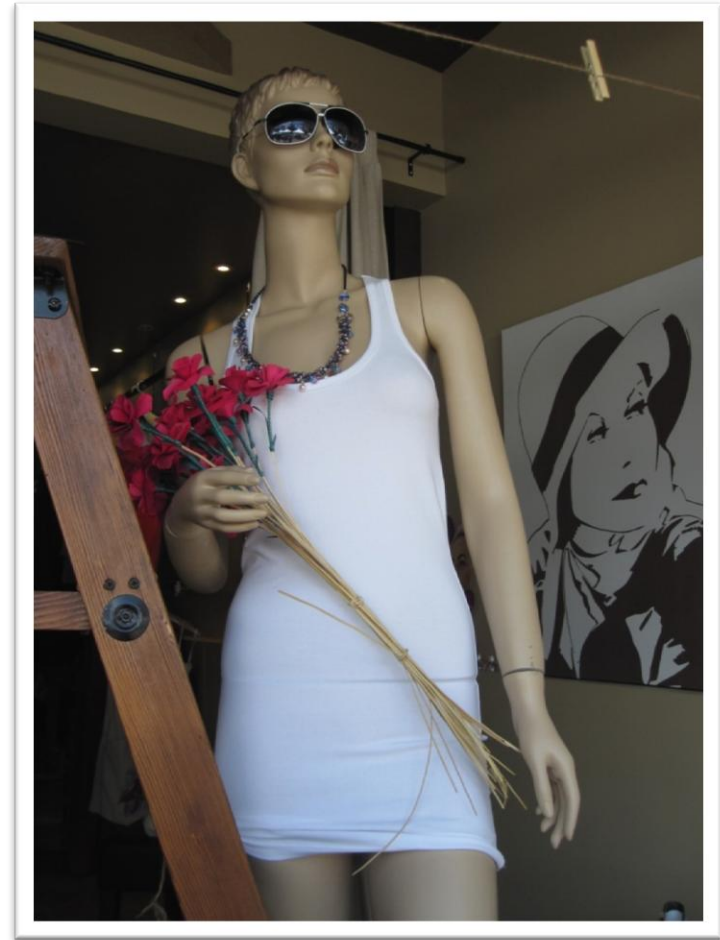
Development

- Capitalize on the momentum of the City Hall Expansion
- Engage with developers for new projects Downtown

Today

Marketing Programs

- Advertising
- Events
- Activities
- New Energy







What is in it for you

- Input into marketing plans
- Share your opinions with the group
- Information on next steps
- Opportunity to participate at a higher level by joining the Retail Marketing Committee
- A collaborative approach to Brampton Downtown Marketing



New Staff

Sudan Cashin

- Brampton Resident
- Strong Administration Background
- Managed the business affairs of ACSESS - a national association for Staffing & Recruiting Firms
- Engaged with event planning, board management and marketing
- Wife & mother

Welcome Sudan



New Staff

Julie Grondin

- Brampton Downtown Resident
- Heritage home owner & DIY enthusiast
- 8 yrs professional Marketing experience with Small, Medium & Large Businesses
- Committed to improving her neighbourhood
- Wife & mother
- Looking forward to raising her family in Brampton Downtown





What we would like to show you

- Meeting Objectives
- Proposed 4 month plan & discussion
- Review of 'What would you change' answers
- January onwards plans & projects
- Brampton Downtown Events & Promotions
- Recap & next steps



Meeting Objectives

Short Term:

- Commit to 5 short term marketing/beautification plans for Sept, Oct, Nov & Dec

Long Term:

- To identify & rank the challenges faced by Downtown businesses
- To brainstorm marketing solutions to address the challenges



Short Term Plans



Downtown Host Program

- Volunteers to become Hosts of Brampton Downtown
- 'Walking information booth' on events, business and sales going on in the downtown core.
- Welcome Downtown Guests and offer help
- hand out coupons
- extra set of 'eyes and ears' for security purposes
- Putting a personal dimension on Downtown

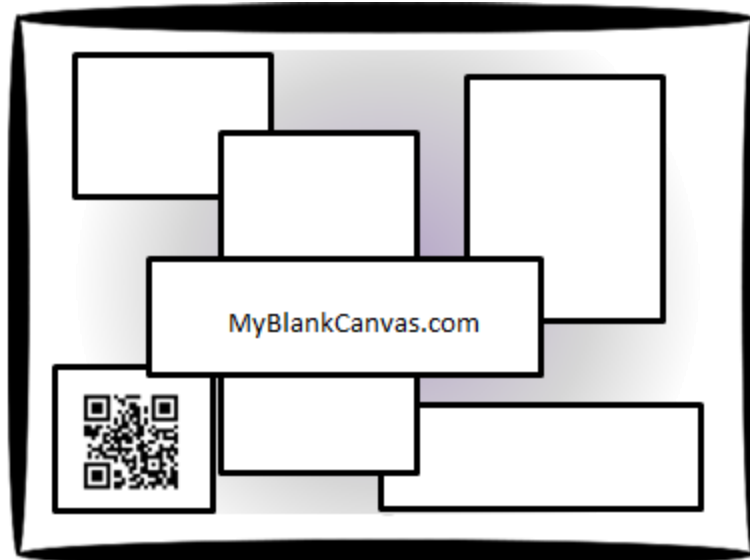
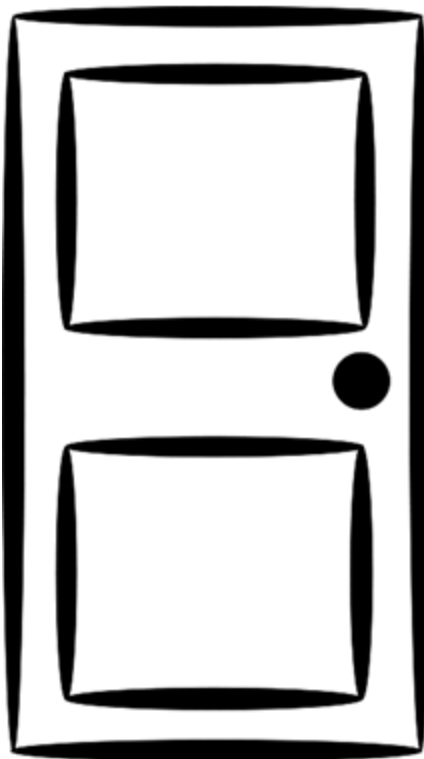
Desired Outcome:

- Perception of Brampton Downtown will be altered in a positive direction

Blank Canvas Program



- Clean and prime empty store fronts
- Create interesting window displays using blank artists canvas
- Back light to create interesting effect
- Transition into higher end art exhibit



Holiday Blitz



Brampton Downtown Directory

SHOP BRAMPTON DOWNTOWN

Clothing & Accessories

A Mariola Children's	MSE
Aren't We Naughty	MND
David-Andrews Gentlemen	MNE
Dress People	MINW
Gala Bridal	QSE
Ginger85	MINW
International Furs	MNE
L & J Bridal Boutique	QNE
Perpetual Bazaar	QSW
Rock n' Head	MINW
Sara Fashions	QSE
Shoe Clinic	MSW
Stephen's	MINW

Services

AfricanBuster	QWD
Beludy's Cleaners	QWD
C.J. LaFrance Photography	MSE
Cleaning Centre	MND
Custodio's Studio Inc.	MINW
Destinations Travel Agency	QED
Ken Hay Photography	MSE
Maurice the Tailor	QSW
M.Michael's Photography	QSW
Print Three	QNE
Sterns Floral Studio	MINW
Wedding Decorators	QSE

Merchandise

Baci Gifts	QSW
Beaux Art Gallery	MNE
Brampton Scuba	QWD
Breakthrough Books	QWD
Charles Bennett Jewellers	MNE
Computer Store	MNE
CyclePath	MNE
Finet Wireless	MINW
Knowledge Bookstore	QWD
Main Optical	QWD
Wee Smoke Shop	MINW
We Love Tennis	RT
Wind Mobile	QSE

Home Decorating

Harmsworth Decorating	MSE
L.E. Fine Antiques	MSE
Not To Shabby	MNE
St. Jerome's Store	QNW



Nails, Hair & Spas

Art & Technique	QSE
Blade Runners Barber Shop	MSW
Body Revival Spa & Salon	MND
Bold and Beautiful Hair Salon	QSE
Clahair Salon & Spa	QWD
Dolmer Beauty Salon	GND
Divine Beauty Salon & Spa	QWD
Ego Salon	QWD
Fabulous Hair	GND
Gabriel's Hair Studio & Spa	QWD
Hair Flare Salon	QED
Hans Hairstylists	MND
Harriet barber & Beauty Shop	QNW
Idol Nails	QNW
LaVita Bella	QSE
Lorraine's Beauty Salon & Barber	QWD
Miami Nails	MNE
Portelli's Hair Design & Spa	QWD
Savy Barber Shop	QSW
Sharon's Hair Salon	MSE
Upscale Salon	GND
Swag Hair Studio	MINW
Valentine's Spa	RT
Velvet Salon & Spa	MND
Wanda's Nails	QSE

DINE BRAMPTON DOWNTOWN

Elegant Dining

Fanzorelli's(Italian)	GND
Freshly Thai(Thai)	QNW
La Capannina(Italian)	GND
Mount Vesuvio's(Italian)	GSW
My Friend's(Caribbean)	QNE
Sushi House(Japanese)	MND
Tandoori(Indian)	GND
Trio Ristorante	MINW

Fast Food

Gusto Pizzeria Inc.	MND
Mr. Pepper Pizza	QWD
Pho Vietnam	MSE
Poutine Dare To Be	MSE
Subway	MINW
T.K. Subs	QNE

Pubs & Patios

Café Ole	GSW
Mocha Café	GND
Rose Theatre Patio	RT
Stroker's Sports Bar	GND
Tracks Brewpub	QED

Cafes, Delis & Bistros

Coffee Culture	QSE
Cozy Cup Café	QSW
Green Cup Roastery	MINW
Julie's Ice Cream	RT
Lisboa Bakery	MND
Starbucks Coffee	QNE
Village Deli & Pasta	MINW

Groceries & Convenience

7 Eleven	MND
African Market	QSW
Convenient Plus	MINW
La Favorita (Latin)	QNW
LCBO	GND
Jackson's Variety	QSE
Melissa's Gluten-Free	GSW
One Stop Supermarket	GND
Sumbal Conv.	QWD

Pharmacies

Hooper's Pharmacy	MINW
Rexall Pharmacy	QWD



View our Online Retail Directory at www.bramptondowntown.com

Like Brampton Downtown

Follow BramptonDT

Brampton
Downtown
RECREATION CORPORATION





Brampton Downtown Directory

Drops:

- Various Retail stores, City hall, YMCA, Rose Theatre, Condos, Library
- Listed Festivals (Art of Jazz, CCLS, Savannah, Latin Festival) Trade Shows

Upcoming Drops:

- Remaining Farmers Market dates
- More to come...

Coupons:

- Please provide the BDDC (Sudan) with your coupons 1 week before the proposed drop dates to make sure your coupons are included.

Evaluation & Tweaks:

- Late October during a Retail Committee meeting.

Holiday/Errand Flyer

You can run your errands efficiently and effectively in Brampton Downtown!



a guy's To Do List

Brampton Downtown
First hour of parking is FREE!

Hair Cut

Savy Unisex Barber Shop

13 Queen St West, (905) 451-1254
Come in for a great cut! open --- to ---. All styles available. Mention the Guy's To Do list for 25% off a shave...if you've never tried it...here's your chance!

Pants Hemmed

Maurice the Taylor

@@ Queen St West, (905) XXX-XXXX
We can hem your pants, sew your buttons back on, get your suit to fit right and fix your zipper on your winter coat...what have you been waiting for?

Flowers for Jill

Stems

@@ Main St North, (905) XXX-XXX
Get her a nice bouquet of flowers - now that you finally got that mopped trimmed who knows what might happen!

New T Shirt

Rock n' Head

@@ Main St North, (905) XXX-XXX
Those Seattle scene concert T's you've been wearing for the past 15 yrs are practically see-through...treat yourself to a new Rock T at Rock N Head

- Subsidized advertising opportunity
- Mom's To Do List
- Honey Do List
- Bride's To Do list
- Gals To Do List
- New Home Owner's To Do List
- ...etc....

Your Thoughts?



Host Program:

Blank Canvas:

Holiday Blitz:

Brampton Downtown Directory:

Holiday/Errand Flyer:



If you could change one
thing about Brampton
Downtown to help improve
your retail business what
would it be?

Retailer/Consumer/Landlord feedback:

Input:





2012 Onwards

- Create **targeted ongoing marketing programs**
- **Street events** that encourage shopping In Brampton Downtown
 - Food Festival
 - Arts & Crafts festival
 - Signature event (?)
 - Build on Art of Jazz and Classic Cars
- Revamp BDDC **website**
- Create a **digital marketing** plan & execute



2012 Onwards con't

- Create **marketing programs that target** people who work in Downtown Brampton – increase lunch time and after work shopping
- '**Store Makeover**' program - possibly a Rogers Cable 10 TV show that shows real life retail location makeovers
- Front **Window display seminars** to help retailers enhance the look of their store fronts
- **Brampton Downtown coupon book** – (proceeds to fund additional marketing initiatives)



2012 Onwards con't

- **Communication network** to help promote sales and services
- **Partner with the Rose Theater** to create promotions/contests
Partner with Brampton Arts Council to create additional shopping events in Brampton Downtown
- Ongoing **Flyer Program**



2012 Onwards con't

Creation of long term plans...

- Based on input from members
- Fine tuned in the Retail Marketing Committee meetings
- First draft posted on the BDDC website end of November
- Notified of post in the newsletter
- December informal Q & A
- January open discussion at next town hall

Please join the Marketing Committee!



Brampton Downtown Event Activations

Month	Event
January	New Years Eve
February	Family Day
	Taste of Brampton
March/April /May	
June	Thursday Night Concert Series starts
	Farmers Market starts
July	Classic Cars
	Savannah Festival
August	Jazz Festival
	Latin Festival



Brampton Downtown Event Activations con't

Month	Event/Promotion
September	Indie Fest
	Brampton Day
October	Pumpkin Carving
November	Pumpkin Drop
	Window Decoration Contest
	Santa Clause Parade
December	Ice Sculptures
	New Years Eve entertainment
	Wagon Rides
	2 hr free parking

Brampton Downtown Event Activations con't





Brampton Downtown Event Activations con't

Retail Committee Meetings

- Brainstorming ways to capitalize on the events



Brampton Downtown Event Activations con't

Are there any events taking place in other cities that you feel are very successful for the local retailers?

Event list:



Marketing Questions?

BDDC Take Home Questions:




Recap & Next Steps

Short Term Plans:

- Programs to be posted online by September 28th for review
- Progress updates discussed at Retail Marketing Meetings & posted online

Long Term Plans:

- Information received today to be fine tuned in the Retail Marketing Meetings
- Posted online end of November
- Informal Q&A in December
- Presented in January Townhall



Take-away

- Flyer Drop Inclusion Deadline: October 21st
- Flyer Dates: November 15th
- Directory Inclusion Deadline:
- E-newsletter Schedule: Last week of every month
 - sign up with Sudan after the meeting
- Survey Monkey reminder
- If you have any questions please contact us!!!
 - Cards at the back of the room



Be Heard Be Involved

Retail Marketing Committee:

- Monthly meetings
- Open to interested retailers in Brampton Downtown

Mandate:

- To help create effective, retailer focus marketing programs that benefit Downtown Merchants

Let us know how you would like to participate



Thank You