

Trade Talks - August 2010



Downtown Brampton comes alive with European-style piazza

Psst...want to know Brampton's best kept secret? Answer...the Rose Theatre Patio in Garden Square!

In June the Rose Theatre Patio opened with a first in Canada: a European-style piazza. The concept is modeled on the great piazzas in Europe where guests can enjoy a glass of wine or coffee in an outdoor setting while surrounding restaurants offer meals. The patio is located next to the theatre overlooking Garden Square.

Two of downtown Brampton's fine dining establishments, Aggie Martin Brasserie/Restaurant and Nexus Fine Foods, are providing dinner service on the patio, Tuesday-Saturday evenings from 5:00-10:00 p.m. until September 24. Food is cooked at the restaurants' premises on Main Street and served hot and fresh to patio patrons. The patio has 18 tables with each restaurant managing four tables and the remainder serviced by the Rose Theatre. Guests just wanting a light snack with a glass of wine can also enjoy the patio experience.

The Rose Theatre has programmed Garden Square with free live music on Thursday afternoons, Friday evenings and big screen movies on Tuesday and Saturday nights during the months of July and August. Saturday morning entertainment during the Brampton Farmers' Market will continue until October 9.

The big screen Movie Nights on Tuesday and Saturday evenings have been a huge hit with families. The numbers have been amazing with regular attendance exceeding over 200

people. The 2-sided screen can also be easily viewed by diners on the Rose Theatre Patio.

The idea for the piazza-style dinner service came from the BDDC's Restaurant Committee. BDDC Marketing Manager, Jenny Floras, helped to negotiate the agreement with The Rose Theatre on behalf of the restaurants. Participating restaurants are enthusiastic about the partnership, which they see as a great marketing opportunity and part of a longer term strategy for developing new customers. Business has been steadily increasing as the word gets out.

The City of Brampton has made a significant investment in the Rose Theatre Garden Square with high quality patio furniture, beautiful fountains and floral displays as well as free entertainment. The partnership with the BDDC and downtown restaurants is a great example of the public and private sectors working together for a common goal - to make downtown a fun and attractive destination for residents and visitors.

Downtown Brampton is alive this summer with the sight of food trays crossing Main Street, a bustling patio and other special events. Why not come and experience it firsthand by combining dinner on the patio with a Thursday Night Concert in Gage Park or a show at The Rose Theatre.

For details about the Rose Theatre Patio visit www.rosetheatre.ca. For Downtown Event Listings visit www.bramptondowntown.com

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