



“IGNITE THE SPIRIT” – BRAMPTON PREPARES TO HOST OLYMPIC TORCH RELAY

The City of Brampton wants you to get excited – the Olympic Flame is coming to our city this December!

The Torch Relay, a 106-day Canadian journey that begins on October 30, 2009, will span 45,000 kilometres and involve 12,000 torchbearers. It’s the longest national Olympic Torch Relay ever, but only 187 communities were selected to have the honour of being a celebration community. We are proud to say that Brampton gets that opportunity on Friday, December 18. The BDDC is thrilled to play a role in this historic event that will bring many thousands of people to Downtown Brampton. In September, we installed approximately 100 Vancouver 2010 Olympic banners along Main and Queen Streets and around City Hall. The banners will add to the festive atmosphere leading up to the Torch Relay. *Continued on page 2*

COUNCIL APPROVES ISSUING PROPOSAL CALL FOR DOWNTOWN MIXED-USE REVITALIZATION PROJECT

It’s being hailed as another historic moment in downtown Brampton’s revitalization.

On June 24, Council decided to move forward with expanding City Hall as part of a broader mixed-use revitalization initiative.

In a 10-1 vote, Council approved issuing a proposal call no later than October 31, 2009 to solicit responses from the market for a unique and creative way to deliver a mixed-use revitalization, possibly including retail space and a new downtown library, in the south-west quadrant of the “Four Corners.” It was also specified that the City Hall administrative space must be ready for occupancy by no later than 2014.

A big focus of the debate had been the cost estimate for the project – a whopping \$204 million – and the potential impact it could have on property taxes.

By formally rejecting the \$204-million “go it alone” option, Council has asked that the proposal call include alternatives to a City owned and operated building and to look for ways to maximize private investment. The goal is to achieve the project with little or no impact to the property taxpayer.

The BDDC was well represented at the Council meeting, with delegations from Chairman of the Board Don Naylor, Directors Neil Davis and Scott Goodison, and Past Chair Richard Prouse.

BDDC Chair Don Naylor congratulated Council for demonstrating leadership and putting aside their differences to embrace the challenge of growing a vibrant downtown.

Neil Davis, who has been a key spokesperson for the BDDC throughout this process, urged Council to take advantage of current economic conditions to save taxpayers money in the long run.

To illustrate the spin-off benefits that civic projects can have on private investment, Scott Goodison from Goodison Insurance told Council how the City’s commitment to build the Rose Theatre gave his family business the confidence to invest in a spectacular façade improvement to their building on Queen Street East.

The main motions approved by Council were brought forward by Councillors John Sanderson and Paul Palleschi,

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MEMBER NEWS



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They will also remain in place to keep our Canadian spirit strong until after the Olympics and Paralympics are over in March. On September 12, on Brampton Day, the City kicked off "Ignite the Spirit." The hype around the opening ceremony and cake cutting in Garden Square showed everyone that the City intends to make the Torch Relay a once-in-a-lifetime community celebration. In fact, Brampton Day activities were themed around the spirit of the Olympics and Paralympics – peace, harmony, and sportsmanship. Along with the traditional mix of activities, including displays, entertainment and food, there was a Community Village in Gage Park. It was a wonderful addition to the day – many community agencies had displays and new connections were made.

The 2010 Olympic Torch graphic was designed by Bombardier and the Vancouver Organizing Committee (VANOC) for the 2010 Olympic and Paralympic Winter Games. The inspiration for the design is Canada's open land and vast potential, and the smooth, fluid lines left in the snow and ice from winter sports. Those running or walking with the Torch were chosen because they wrote compelling stories about how they can make Canada a better place.

Brampton will host an evening event on December 18 that will culminate in a celebration at Gage Park and City Hall where the final torchbearer will light the Torch in a special cauldron, in salute of the 2010 Olympic and Paralympic Winter Games. The "Ignite the Spirit" campaign will continue with three more key events that lead up to the Torch Relay – the Tree Lighting Ceremony on Friday, November 20, the WinterLights Winter Wonderland event on December 2 at Chinguacousy Park and the WinterLights Downtown Festival on December 3.

For more information on the Olympic Torch Relay visit www.bramptontorchrelay.ca.

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with a number of amendments made by Councillors Gael Miles, Grant Gibson, and Mayor Susan Fennell. Councillor Elaine Moore also played an instrumental role throughout the process, starting when she introduced a notice of motion back in February, which was seconded by Councillor Grant Gibson, to immediately move forward with the expansion of the current City Hall.

In her remarks at the meeting, Mayor Fennell declared, "tonight we're going to stop talking about City Hall expansion and start talking about Downtown renewal." To support this directive, the Mayor added a motion to re-brand the City Hall expansion

project to call it the "South-West Quadrant Renewal Plan" and to identify it as a priority for the City of Brampton.

The BDDC would like to thank our members who supported our advocacy efforts over the past several months. We applaud the commitment that Council has demonstrated towards downtown revitalization by making the decision to move forward with this strategic investment.

The Resolutions approved at the June 24, 2009 Council meeting can be accessed on the BDDC website at www.bramptondowntown.com/cityhall_home.html under the heading "Reports."

Member Profile – Mellennia Institute of Aesthetics



Don't you love to hear about successful local businesses, especially in these difficult economic times?

Mellennia Institute of Aesthetics is a spa and registered and bonded private college that trains about 40 new aestheticians each year. Owner Enza Pagano, who has 22 years of experience in the field, founded the business in 1998 at 49 George Street South.

Now of course aesthetics is all about transformation, so it is appropriate that the college itself has undergone a major change. Now located at 74 Queen Street West, the building boasts a luxurious 3,500-square-foot

day spa on the main level with a 3,400-square-foot professional training facility on the lower level. It is a grand space for a grand business that outgrew its old quarters.

Enza says she has always wanted to own her own facility so she can implement features that were not possible while she was renting. "Our new image is Yorkville meets Brampton," she says. "Our location reflects that approach."

And staying in downtown Brampton was also important to Enza and her students. Being close to amenities and public transit is critical to her business. The prime spot on Queen Street also gives her on-site parking and good visibility.

"I'm so happy that we could stay in the downtown," she says. "I can really call this place home."

With 14 aestheticians, three administrators and a registered massage therapist on staff, Enza continues to build a team that she hopes will give clients "a great experience, both physically and mentally." She also plans to add a Physiotherapist Assistant Diploma program in the coming year.

ON THE STREET



It's a classic! 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. The Classic Cars Parade, sponsored by RONA, showcased more than 150 antique and classic cars, and was the largest parade we've ever had!

Everyone enjoyed the Oldies 1150 live broadcast from Garden Square on Saturday afternoon. Many thanks to Rock 'N' Ray Michaels, who served as host on Friday and Saturday evenings.

Classic Cars & Legendary Stars

All weekend, the crowds were treated to amazing performances by the Legendary Stars. Musical tributes to Frank Sinatra, Elvis, Patsy Cline, and Billy Joel were among the favourites. On Saturday night, Lighthouse rocked to a packed Gage Park.

The new KidsZone, sponsored by the Canadian Tire stores of Brampton, was a great addition for families.

The BDDC and the organizing committee thank these sponsors, whose contributions make this event possible:

- RONA stores of Brampton
- Canadian Tire stores of Brampton
- Frost GM Pontiac Buick Cadillac Ltd. (for the Future Classic Auto Show)
- The Rose Theatre (for the Stage at Gage entertainment)

- City of Brampton

A special thanks to the hundreds of volunteers from the community who support this event year after year. You make it all happen!

Please visit www.bramptondowntown.com/classiccars/gallery.htm to view the event photo gallery.



Investors Group Thursday Night Concert Series

The Investors Group Thursday Night Concert Series wrapped up on September 10 with the lively music and culture of Newfoundland with Luke Cox & Off the Rockers. The concert was originally scheduled for August 20, but was cancelled due to severe thunderstorms. The band was still keen to play, so the series was extended one week and the concert was rescheduled as the season finale.

It was a summer of great music and entertainment, thanks to title sponsor Investors Group. We thank them for their ongoing support!



New Restaurant Brochure

The popular Taste of Downtown Brampton brochure was updated in July and has a very attractive new look! The new and improved guide to delicious downtown options is available for download on the BDDC website, or you can request copies from our office.

A Taste of 
Downtown
Brampton

New to the Neighbourhood

West 48

48 Queen Street West
Brampton, ON L6X 1A1
Tel: 905-457-4444

At West 48 you'll experience a new era in food. The restaurant boasts top quality, fresh ingredients and cooks all your food to order. Head in for lunch or dinner and experience what West 48 has to offer.

Medix School

11 Queen Street East
Brampton, ON L6W 2A7
(formerly ABMT)
Tel: 866-471-7639
www.medixbrampton1-px.rtrk.ca

Focused on health care training for over 30 years, Medix School Career College has specialized in, and been devoted to, training personnel for allied health care careers.

Opening soon:

D&H Café & Bar

73 George Street South
Brampton, ON L6Y 1P4

WHAT'S ON



Brampton Library – One Book One Brampton

October 2009 to February 2010
www.onebookonebrampton.ca

The city is abuzz with One Book One Brampton. The inaugural campaign, themed “Journeys”, is a city-wide shared book-reading experience to promote literacy in our community. The ONE BOOK title will be announced during Ontario Public Library Week (October 18-24, 2009) and the campaign will wrap up around Family Day in February 2010. Check the OBOB web site frequently for news updates, and the calendar of events happening around the City, including the Four Corners Library Branch.

As the campaign is expected to reach over 150,000 citizens and 15,000 businesses in Brampton, your business or corporation may want to consider becoming a sponsor to this worthwhile initiative. Your organization will enjoy tremendous awareness and benefits by becoming a part of this highly publicized campaign. For sponsorship information, please visit www.onebookonebrampton.ca/sponsors.html.

For companies and individuals alike, there are many ways to get involved: get your FREE library card, read a book, join a book club, and participate in the upcoming events. Visit a library branch or www.onebookonebrampton.ca for details.

Brampton Clean City Committee Harvest Clean-up kick-off event

Location: Brampton Farmers' Market, City Hall
 Date: Saturday, October 3
 Time: 10 a.m. – 1 p.m.
 Contact: 905-874-2828
 Email: cleancity@brampton.ca

Pumpkin Decorating

Location: Brampton Farmers' Market
 Date: Saturday, October 10
 Time: 9 a.m. until the pumpkins are gone

The BDDC will be sponsoring pumpkin decorating on the last market day of the season.

The Great Pumpkin Party

Location: Garden Square
 Date: Sunday, November 1
 Time: 4 – 7 p.m.
 Website: www.brampton.ca

Light up your pumpkin one last time then have it composted at this great new event.

Remembrance Day Parade & Service

Location: Memorial Square Cenotaph, City Hall
 Date: Wednesday, November 11
 Time: 11 a.m.
 Contact: 905-874-3604
 Website: www.brampton.ca

Tree Lighting Ceremony

Location: Ken Whillans Square and City Hall
 Date: Friday, November 20
 Time: 6 – 8 p.m.
 Website: www.brampton.ca

The BDDC will be sponsoring cookie decorating and carriage rides during the evening's festivities.

Holiday Carriage Rides

Location: North of Gage Park at corner of George St. S. and Wellington St. W.
 Dates: November 20, 27 & 28 and December 4, 5, 11, 12, 19, 23 & 24, 2009
 Time: 6 – 10 p.m.
 Fee: \$15 for a party of four.
 Contact: 905-874-2936

Come out and enjoy this family favourite sponsored by the BDDC and downtown businesses.

Board of Trade Santa Claus Parade

Location: Southbound on Main Street (Rosedale/Sproule to Elgin)
 Date: Saturday, November 21
 Time: 5 p.m.
 Contact: 905-451-1122
 Website: www.bramptonbot.com

Brampton Art Fair's WINTERFEST Arts & Entertainment Extravaganza!

Location: Rose Theatre
 Date: Saturday, November 21
 Time: 9 a.m. – 4 p.m.
 Website: www.bramptonartfair.com

This community showcase of artists, artisans, musicians, entertainers, performers, and crafters makes a great day for the entire family. Admission and parking are free!

Olympic Torch Relay Event

Location: Downtown Brampton, City Hall
 Date: Friday, December 18
 Time: 6 – 8 p.m.
 Phone: 905-874-3649
 Website: www.bramptontorchrelay.ca

The Torch Relay, a 106-day Canadian journey that begins on October 30, 2009, will span 45,000 kilometres and involve 12,000 torchbearers. It's coming to Brampton on Friday, December 18!

For information about programs at the following downtown attractions, please visit their websites at:

Rose Theatre: <http://myrosetheatre.ca>
Peel Heritage Complex: www.peelheritagecomplex.org
Beaux-Arts Brampton: www.beaux-artsbrampton.com

For listing of Small Business Enterprise Centre (SBEC) seminars and events, please visit their website at: www.brampton-business.com

The Four Corners NEWS is produced quarterly by the Brampton Downtown Development Corporation. All questions and comments are welcome.

Contact Us:

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www.bramptondowntown.com

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