

Shop Downtown This Holiday



Some of the BDDC merchants worked together to launch a retail promotional piece called “Shop Downtown Brampton”. The campaign was created to draw attention to the new shops that have opened and those who have been longtime fixtures in the downtown. The flyer included 20 shop owners and was distributed through the Brampton Guardian.

With the help of the downtown Councillors the group complemented the flyer with a

“holiday passport”. Shoppers present the passport and after collecting five stamps they can enter a draw to win prizes.

Steve Chalmers, owner of decor shop DowntownStyle, hopes the initiative will attract potential customers. “We felt we needed to do something to get people to notice what’s down here,” Chalmers said.

The campaign has already created a lot of buzz with shoppers. “The response has been excellent so far,” added Luis Pereira of LE Fine Antiques. “People are coming into the store.”

Debbi Visser from Stems Floral, Eva Perreira from LE Fine Antiques and Allison Peddle from Ginger 85 Boutique have been featured on Talk Local for an hour-long segment on shopping in the Downtown.

MEMBER PROFILE: A HEALING PLACE



249 Main St N, the location of A Healing Place, is no stranger to Medicine. It was once home to Dr. William Brydon, known as “The Grand Old Man of Medicine”, who was highly respected in the Brampton community and devoted to family medicine.

The history of the practice of medicine continues at the location and people in Brampton have better access to health care with the opening of the new Wise Elephant Downtown Brampton’s Family Health Team. “A Healing Place”, is the main centre, located in the heart of downtown Brampton. Led by Dr. Lopita Banerjee and Dr. Sanjeev Goel, it offers residency trainees an enhanced learning environment, community based care and one-on-one mentorship. A Healing Place is also home to a nurse practitioner, psychiatrist, chiropractor, naturopathic doctor, GP psychotherapist, and counselors.

“The Wise Elephant Downtown Brampton’s Family Health Team will be able to provide increased access to care for over 9,000 people within the next five months,” said Deb Matthews, Minister of Health and Long-Term Care. “Family Health Teams are providing high quality care and services that are patient-focused across the province.”

For more information, visit A Healing Place’s website at <http://wiseelephantfht.ca>

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Meeting Dates:

Networking Meeting – Thursday
January 27, 2011

Members Meeting – Tuesday
January 18, 2011 at the Rose Theatre

MEMBER NEWS



Halloween – Ego Salon Haunted House

Ego Salon hosted its annual haunted house this past Halloween. The theme changes every year, to help keep the attraction and interest for the community to participate. To join in the family fun, Ego Salon asked the participants to donate one non-perishable food item for the Salvation Army of Brampton.

This year they filled an entire bin, estimating over 200 items of food to donate. The donations will help those in need.

The BDDC would like to extend our congratulations to Ego Salon for giving back to the community.



Santa Claus Parade

The 2010 Santa Claus Parade was a huge success. The estimated attendance to the parade was 9,000 people, with approximately 300 situated at the four corners. This year the BDDC staff members arranged for 12 elves to distribute downtown businesses promotional material to parade watchers. Businesses that took advantage of the opportunity were Academy of Martial Arts, Body Revival Spa & Salon, Essential Massage & Wellness Clinic, Ginger 85 Boutique, LE Fine Antiques, Nadia's Day Spa, Total Body Fitness & Wellness Studio, Valentine Spa, and the YMCA.

Thank you to Doug Vlaskamp, Owner of Downtown Brampton Wellness Centre and BDDC Marketing Committee member and his family for riding in the BDDC carriage to help promote the Carriage Ride program.



Brampton's Farmers' Market

The City of Brampton's Farmers' Market attracts 70,000 people a season to the downtown and this year the BDDC booth was booked by several members. Those who participated in this opportunity to connect with the community were: Brampton Business Executive Suites, Investors Group, Nadia's Day Spa, Medix School, Downtown Brampton Wellness Centre, Distinct Health Care Services, Family Health Team, Alda Ligita Heniss School of Classical Ballet, Ego Salon and Home Instead Senior Care.

On the final day of the Market the BDDC Sponsored Pumpkin Decorating booth, which was a hit with both the kids and parents.



The BDDC thanks the Brampton Rangers for manning the booth for another year and hope to have them back next year!

Winter in the Downtown

The Rose Theatre, Brampton Arts Council and BDDC partnered to add to the atmosphere of the Downtown in the winter months. This year the downtown features a carousel in Garden Square, carriage rides,

carolers, the Salvation Army Band, ice skating at Gage Park, ice sculptures and vendors. It all started on November 19th and will continue into the New Year. Please enjoy the winter months in the Downtown!

Grand Openings

(Right) Stems Custom Floral Arrangements celebrated their Grand Opening on Saturday, November 13.

(Far Right) Not Too Shabby had their Grand Opening on Saturday, November 20.



ON THE STREET

Window Decorating Contest



Development Corporation (BDDC) – David Oliver, the Director of Advertising at the Brampton Guardian; John Gatti and Tim Ravenhill, Managers of RONA Brampton Stores; Marnie Richards, Executive Director of the Brampton Arts Council; and Julie Nichols and Louise Franklin of Sheridan College Visual Arts Program had a tough job.

But they did manage to come up with the top three winners! LE Fine Antiques took the title of first place, second place went to DowntownStyle, and last year's first place winner, Cyclepath Brampton took the title of third place. Honourable mentions go to Not Too Shabby, Mellennia Institute of Aesthetics, Baci Gifts, David Andrews and Harmsworth Decorating. Thanks to all for participating!



This year 32 members participated in the BDDC's 3rd Annual Downtown Holiday Window Decorating Contest for the chance to win prizes from the Brampton Guardian and RONA Home & Garden. The window decorating also adds to the festive spirit of the holiday season in the downtown.

Judging categories included spirit of the season, lighting, creativity and originality, merchandising (use of products in the window display), and use of window space. Judges and friends of the Brampton Downtown

New to the Neighbourhood

Body Revival Spa & Salon

2 Ellen Street (On Main Street)
Tel: 905.459.0772
Email: info@bodyrevivalspa.com
Website: www.bodyrevivalspa.com

Bright Star Walk-in Clinic/ I.D.A. Rexall

79 Queen Street West
Tel: 289.752.2295

Tandoori Bar and Grill

31 George Street North
Tel: 905.230.7200
Opening Soon!

Up Scale Salon

Up Scale Salon
14 Nelson Street
Tel: 289.752.7470

Subway

495 Main Street South
Tel: 905.455.6525

November & December – Holiday Carriage Rides

The BDDC once again sponsored Holiday Carriage Rides through the downtown. The activity draws in an average of 300 riders and potential customers per night into the downtown. This year we enlisted the help of 6 elves to pass out promotional material and encourage carriage riders to visit the businesses.

Businesses that participated are LE Fine Antiques, Nadia's Day Spa, Total Body Fitness & Wellness Studio, Body Revival Spa & Salon, and Academy of Martial Arts.

Carriage Rides run on until the end of the year. Be sure to take a ride and enjoy the carolers, and visit from Santa.

Graffiti Clean-up Project



In late November, the Economic Development Office and BDDC partnered with building owners Irene Ongaro and David Moola to clean the graffiti off the McKinney Lane. The project was a great example of all stakeholders working together to improve the downtown environment.

Notification

Effective December 23, Samantha Alvi will no longer be with the BDDC. Julie Harlow will be the new BDDC Administrative Coordinator as of Monday, December 20.



2 Hours Free in December

In December, visitors parking in the Market Square, Nelson Square, John St. parking garage and City Hall municipal parking garages enjoy two hours of free parking, courtesy of the City and the BDDC.

WHAT'S ON

Holiday Carriage Rides

Date: December 3, 4, 10, 11, 17, 18, 23, 24 and 26 – 30.

Time: 6 - 10 pm

Location: North of Gage Park at the corner of George St. S. and Wellington St. W.

Cost: \$15 cash for a party of up to 4 people.

No reservations required.

Phone: 905-874-2936

Website: www.bramptondowntown.com

Christmas Art Show

Date: December 7 – January 8

Time: Tuesday to Friday 12 noon to 6 pm,

Saturday 9 am to 3 pm

Location: Beaux-Arts Brampton, 70-74 Main Street North

Cost: Free

Phone: 905-454-5677

Website: www.beaux-artsbrampton.com

From paintings, pottery, jewellery, art cards, silk scarves, hand-knitted snugglies, and photography, you're sure to find the perfect gift for the holidays.

New Year's Eve Village 2010

Date: Friday, December 31

Time: 7:00 pm – 12:30 am

Location: Rose Theatre Garden Square and Gage Park

Cost: Free for outdoor events. Tickets to the

VIP Party at the Rose are \$50/pp, plus taxes, and can be purchased by calling 905-874-2800

or by visiting www.rosetheatre.ca

Phone: 905-874-2000 or 311

Website: www.brampton.ca

Downtown Brampton goes Mardi Gras on New Year's Eve! Celebrate the arrival of 2011 at this FREE outdoor event. Fun activities for the entire family include ice skating, marshmallow roasting, live fireworks and more!

Mayor's New Year's Day Levee

Date: Saturday, January 1

Time: 1-3 pm

Location: The Rose Theatre, 1 Theatre Lane

Cost: FREE

Phone: 905-874-2000 or 311

Website: www.brampton.ca

Join the Mayor and members of Council as they open the doors to the Rose Theatre to extend best wishes to residents for the New Year.

Small Business Seminars

Date: Varies

Time: Varies

Location: Small Business Enterprise Centre (SBEC), 33 Queen St. W.

Cost: Varies

Phone: 905-874-2650

Website: www.brampton-business.com

The SBEC offers a variety of seminars for small businesses and budding entrepreneurs. Visit their website for details.

Art for the Arts Valentine Gala

Date: Sunday, February 13

Time: 6 pm reception; 8 pm performances

Location: The Rose Theatre, 1 Theatre Lane

Cost: \$30 (performance only) or \$40

(reception and performance)

Phone: 905-874-2800

Website: www.rosetheatre.ca

Valentine Gala Featuring classical vocal performances by guest tenors and sopranos. Also featuring artwork by John Cutruzzola.

The Good, the Bad and the Ugly

Date: Saturday, February 26

Time: 8 pm

Location: The Rose Theatre, 1 Theatre Lane

Cost: Tickets: Adults \$25, Seniors/Students

\$20, Children 12 and under \$15

Phone: 905-874-2800

Website: www.bramptonconcertband.com or www.rosetheatre.ca

The Brampton Concert Band pays tribute to the music of the west.

The Rocky Horror Show

Date: March 23 – 25

Time: 8 pm, special midnight performance on March 25

Location: The Rose Theatre, 1 Theatre Lane

Cost: Tickets: Adults \$25, Seniors \$20,

Students \$18

Phone: 905-450-7007

Website: www.bramptontheatreschool.com



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

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