



2010-2011 BOARD OF DIRECTORS

From left to right: Don Naylor, Chairman; Greg Schwarze; Neil Davis; Shirley Gannon, Treasurer; Richard Prouse; Sean Trueland; Peter VanSickle, President; David Harmsworth, Vice-Chairman; Scott Goodison; Councillor John Sanderson
Regrets: Councillor Elaine Moore and Councillor Paul Palleschi

OUR BUSINESS IS YOUR BUSINESS

Join the Marketing Committee

- Help develop advertising programs for your business sector
- Help create cross-promotional opportunities

Join the Development Initiatives Committee

- Help plan for future developments
- Help design streetscape improvements

Come be a part of it! Connect with us at: 905.874.2936 or bddc@brampton.ca

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FOUR CORNERS FOUR SEASONS

2010 ANNUAL REPORT





The Brampton Downtown Development Corporation (BDDC) is the only Corporation of its kind in Canada. It is a public-private partnership that bridges the needs and perspectives of the commercial and public domains. Founded in 2006, BDDC has the mandate of taking a leadership role in strengthening the prosperity, quality and vitality of Brampton downtown.

Strategic Goals

- Raise the profile and create awareness of Brampton downtown both locally and regionally
- Market the downtown to attract new business and investment in residential, commercial and retail development
- Create a distinctive “Experience” for downtown that is unique to Brampton
- Develop a vibrant, alive downtown people want to visit due to great promotions, events and attractions
- Ensure a clean, safe, attractive and competitive environment
- Strengthen the BDDC as an organization through solid relationships with its public and private sector members and community stakeholders



What is in it for you?

The BDDC is actively engaged in the development and delivery of events and activities for merchants in the downtown area. These events are supported by BDDC staff in a way that would be too expensive to be done on an individual basis. These events drive business and build awareness with our markets.

The BDDC is also involved in long-term projects. These include efforts that expedite development proposals and clarify building restrictions in order to attract the right kind of development for our downtown. We have an eye on the future and are developing and managing the strategies that will make it a reality.

How can you participate?

BDDC is very open to participation by its membership and the public at large.

As a retailer, owner, or developer, you can be actively engaged with a wide range of committees and teams that are involved in interesting and beneficial work in Brampton downtown. It is as simple as looking through our website www.bramptondowntown.com or calling us directly at 905.874.2936.



Southwest Quadrant Revitalization Plan

The City of Brampton has entered into negotiations with Dominus Construction Group for the construction of an expansion of the City Hall on city owned lands in the Southwest quadrant of downtown.

This project, if approved, will see the development of a number of properties for a total of approximately 200,000 square feet of office space with additional parking. Occupancy is tentatively scheduled for 2014.

The development of the Southwest quadrant will act as a catalyst for development in the entire downtown core. The new City Hall facility will house the majority of its full time employees in a single location. Momentum from this will renew interest in downtown and private development opportunities.

The BDDC is fully engaged in the review of potential developments and is working to bring them to reality.

Toronto Regional Conservation Authority

Downtown Brampton falls within the jurisdiction of the Toronto Regional Conservation Authority (TRCA) for flood preparedness. The BDDC is working in collaboration with the City of Brampton in seeking clarification as to the alternative flood prevention solutions and defining the scope of allowable developments from the TRCA.



Downtown Beautification

The BDDC is working closely with City of Brampton Planning, Design and Development in reviewing recommendations to enhance Brampton downtown.

A wide range of alternatives is being reviewed, including street furniture, greenscaping, public art and urban signage. Final recommendations from the Planning Department are scheduled for Fall 2011 with works to commence shortly after.

Downtown Strategic Master Plan

In conjunction with the Beautification Plan, which is in progress, the BDDC is working with the City of Brampton on a Strategic Long Term Master Plan. This plan will examine development opportunities in the downtown area on a block by block basis. Pedestrian, communication and transportation systems will be included in the planning process.

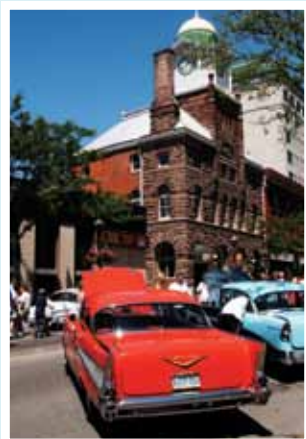
Heritage Arts Culture and Entertainment (HACE)

The BDDC is a member of the HACE initiative which is looking into the important elements of a vital downtown. We are working together to assist with the development and actualization of their vision.



2010 was a busy year, full of marketing, communications and special events. The Brampton Downtown Development Corporation played lead or partner role in over 20 events with highlights including:

- Classic Cars and Legendary Stars
- Thursday Night Concert Series
- Meet the Beat Community BBQ
- Rose Theatre Patio Food Service
- Taste of Downtown Brampton
- Horse-Drawn Carriage Rides
- Heritage light post seasonal banners and décor
- Santa Clause Parade
- Festive Season “2 hours free” Parking
- Christmas Window Decorating Contest
- Rose Theatre New Years Eve Gala featuring Sam Roberts Band



In addition to events, the BDDC produced marketing, promotions and communications through:

- Quarterly newsletter
- Condo welcome packages
- Downtown promo booth at the Farmers’ Market
- Targeted advertising in SNAP Brampton, The Brampton Guardian, Forever Young...
- Poster ads in City facilities

- Monthly contributions to Brampton Business Times
- Member email updates
- Networking events
- Shop Downtown promo partnership
- Beaux Arts Juried Shows
- Brampton Day, Canada Day, and Family Day Promotions, and many more

Thank you to all our Partners for your support!

