

Brampton

Economic

Development & Culture

Review | 2017



**BRAMPTON**  
ECONOMIC DEVELOPMENT  
& CULTURE



brampton.ca



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Linda

Jeffrey

Mayor of Brampton

This past year saw strong partnerships formed, key initiatives advanced, based on the qualities and strengths Brampton brings to the region, to the nation and to the world. More than 1.4 billion construction dollars were invested in our city in 2017. The number of businesses grew at almost nine per cent – outpacing many of our GTA neighbours.

Our population growth, youth, quality of life and diversity, continue to make Brampton a great place for businesses to invest and families to grow. Integral to the Toronto Region, Brampton sits at the centre of the Innovation Super Corridor, the economic engine of both Ontario and Canada, and a critical driver of the North American economy.

Our Council committed up to \$150 million towards a new STEM-focused university and a collaboration and innovation centre in Brampton, in partnership with two of Canada's leading post-secondary institutions, Ryerson University and Sheridan College. These developments will bring leading tech skills development and more than 3,000 jobs to our downtown.

Partnering with Toronto Global, Brampton was part of a regional bid for a second headquarters for Amazon, the only Canadian proposal making the shortlist of candidates. Brampton's pitch, built on our young, diverse and skilled talent pool and prime location, reached business decision makers globally through more than 14,000 downloads of the bid book.

The new Peel Memorial Centre opened in 2017, and with Phase two now approved for initial planning, Brampton's unique health and life sciences cluster has been launched.

ErinoakKids Centre for Treatment and Development opened this spring. It represents a \$60 million investment in health care, and will serve more than 6,400 local and regional children and youth each year.

These are exciting times. Brampton is poised for a successful future and strong economic growth.



Jeff

Bowman

City Councillor Wards 3 & 4  
Chair, Economic Development & Culture Committee

Brampton is poised for transformation, and the work of the Economic Development and Culture department is helping set the stage for that success. In order to capitalize on new opportunities, an Economic Development Master Plan and a Culture Master Plan are currently under development.

The Economic Development Master Plan will be a strategic roadmap, identifying opportunities, challenges and activities reaching out to 2041. It will provide recommendations for short and long-term actions to guide economic growth and future collaboration within the City, the business community, and with its post-secondary institutions. The goal is to build and sustain a high level of economic growth and quality of life all Bramptonians want.

Development of the Culture Master Plan was identified as a priority for the City of Brampton in the 2016-2018 Strategic Plan. Along with the Planning Vision, a new Tourism Strategy, and strengthened artistic direction for performing arts, these important projects are supporting the development of cultural vibrancy and community attachment, building a Brampton that is a hub for investment and innovation. The Culture Master Plan is an opportunity to reframe and focus how Brampton invests in arts and culture and continue to develop a strong and dynamic culture sector.

And together, these plans will enhance a strong, dynamic and inclusive economy.



## Quick Facts

### Demographic and Socio-Economic Profile – 2016 Census



#### INCOME

- Average before-tax family income of **\$98,855**
- Average monthly rent: **\$1,225**
- Average value of dwellings: **\$570,344**
- **80%** people in Brampton own homes



#### LANGUAGE

- **115** different languages spoken
- **48.2% (284,920)** English (mother tongue)
- Top three non-official languages are **Punjabi, Urdu and Gujarati**



#### FAMILIES (HOUSING)

- Average household size is **3.5** people
- **1.4** children per household average
- **52.1%** single-detached houses
- **21.8%** apartments
- **13.7%** semi-detached
- **12.3%** row houses



#### LABOUR & EDUCATION

- Labour force grew to **320,000**, a **33%** increase from 2006-2016
- **13%** of the labour force were aged 15 to 24
- **14%** of the labour force were aged 55 to 64
- **10%** of the labour force were self-employed
- **49%** of the labour force have a post-secondary education, an increase of 48% from 2006-2016



#### AGE & SEX

- Lowest average age of **36.5**, among Canada's largest cities
- **293,535 (49.4%)** men and **300,105 (50.6%)** women
- **20.3%** of the population is aged **14 years or under**
- **68.6%** of the population is aged **15 to 64 years**
- **11.2%** is aged **65 or older**



#### IMMIGRATION & RELIGION

- **234** different ethnic origins
- **4th** largest visible minority in Canada
- **50.5%** Christian (2011 NHS)
- **30.9%** Sikhs and Hindus (2011 NHS)
- **39,915** immigrants arrived in Brampton between 2011 and 2016



#### BUSINESS

- **64,797** total businesses
- **320,000** Labour force
- **3,400** New jobs annual average
- **2,800** acres Available land
- **25** million sq. ft. Commercial
- **3** million sq. ft. Office space
- **100** million sq. ft. Industrial



#### POPULATION

- **593,638 (2016)**
- **9th** largest city in Canada
- **4th** largest in Ontario
- **3rd** largest in the GTA
- **2nd** highest growth rate among Canada's 25 largest cities at **13.3%** (2011-2016)
- **14,000** residents per year average
- Population density **2,229 persons/km²**

# Economic Overview

The Canadian economy has grown steadily over the last several years. In 2017, it grew by an estimated 3 per cent, making Canada the fastest-growing country in the G7 according to Statistics Canada. This increase at the national level has been supported by continued growth of strong communities like Brampton. With a population of close to 600,000 (an increase of more than 13 per cent since 2011), Brampton is in a uniquely competitive position. This is due to a number of factors: its large, diverse and growing population; its diverse and resilient economic base; and the significant investment in construction that continues in the city.

Brampton has modernized the way it does business, transforming its economic development approach to target high-growth business sectors. The more than 64,000 businesses in the city encompass a variety of sectors, from manufacturing to health and life sciences and a growing innovation and technology presence. The city's location in the middle of the Innovation Super Corridor, paired with new strategic investments including a university and new hospital, will have significant impact on both long-term job growth and on the regional labour force of 320,000, which has increased by 33 per cent since 2006. The combination of Brampton's large economic base with an unemployment rate that continues to decrease (from 7.1 per cent in December 2016 to 5.7 per cent in December 2017 in Peel Region) further emphasizes that the economy is working at full capacity.

The high level of construction activity in Brampton is another important indicator of the investment being brought into the region. According to Statistics Canada, Brampton was ranked 10th in the country for total construction value in 2017, generating over \$1.4 billion in investment. With high growth expected to continue until 2041, the City of Brampton is in a strong position to attract investment, and will remain among the country's most active markets in the coming decades.

\*Source:

1. IMF World Economic Outlook (WEO) Update
2. Bank of Canada Monetary Policy Report, January 2018
3. Statistics Canada, Catalogue no. 64-001-XIE, December 2017
4. Brampton Economic Development Office
5. Statistics Canada Labour Force Survey, December 2016-December 2017
6. Brampton Building Division, December 2017
7. Monthly MarketWatch (Toronto Real Estate Board) December 2017
8. GTA Q4 2016/2017 Industrial Statistics

## OVERVIEW

**\$1.4B**

TOTAL CONSTRUCTION  
DOLLARS



CANADA  
**10<sup>TH</sup>**

GTA  
**3<sup>RD</sup>**  
(TORONTO CMA)

**7.6m ft<sup>2</sup>**

**5,327**

INCREASE IN BUSINESSES  
(9% INCREASE)

**7,640**

INCREASE IN JOBS  
(4% INCREASE)

**3,000**

NEW RESIDENTIAL UNITS

**\$699,295**

AVERAGE HOME RESALE  
(19.6% INCREASE)

DEVELOPMENT  
SQ. FT. ADDED

## INDUSTRIAL

**\$194M**



## COMMERCIAL

**\$117M**



## INSTITUTIONAL

**\$80M**



## RESIDENTIAL

**\$1B**



CANADA  
**12<sup>TH</sup>**

GTA  
**3<sup>RD</sup>**  
(TORONTO CMA)

CANADA  
**12<sup>TH</sup>**

GTA  
**4<sup>TH</sup>**  
(TORONTO CMA)

CANADA  
**24<sup>TH</sup>**

GTA  
**3<sup>RD</sup>**  
(TORONTO CMA)

CANADA  
**8<sup>TH</sup>**

GTA  
**2<sup>ND</sup>**  
(TORONTO CMA)

**989k ft<sup>2</sup>**

Brampton's industrial inventory is one of the largest in the Greater Toronto Area, accounting for approximately 12 per cent of all industrial space. In 2017, there was substantial new construction and additions to existing industrial facilities.

New construction generated over \$95 million in investment and added over 800,000 square feet to the industrial inventory, housing new companies like Gay Lea Foods and Emblem Logistics. Expansions to existing facilities added more than 150,000 square feet and over \$22 million in investment to the city.

**410k ft<sup>2</sup>**

In 2017, new commercial construction was steady in Brampton, adding 410,000 square feet of floor space to the commercial inventory. Twenty-eight retail developments began construction, most notably the Hilton Garden Inn (145,000 square feet) and Brampton Honda (27,000 square feet).

**253k ft<sup>2</sup>**

Institutional development slowed in 2017 following the previous banner years, adding the Peel Memorial Centre as well as ErinoakKids.

The Brampton Courthouse began its expansion, adding 138,000 square feet to the existing building. Jain Temple also began construction of the new \$5 million building.

**6M ft<sup>2</sup>**

Residential development in Brampton has been strong for the past decade. Residential construction totalled \$1 billion in 2017, accounting for approximately 3,000 housing units with demand continuing to increase in the residential resale market. According to the Toronto Real Estate Market, Brampton recorded 8,771 sales of residential dwellings, which equates to over \$6 billion, with an average selling price of \$699,295 (an increase of 19.6 per cent from 2016). Brampton continues to have one of the lowest home prices within the Greater Toronto Area.



# Key Developments and Investments



## Canadian Blood Services

100 Parkshore Dr.  
28,000 sq. ft. laboratory addition  
Opened early 2018

**INVESTMENT: \$20 million**  
**JOBS: 94**



## Olymel

318 Orenda Rd.  
4,500 sq. ft. addition

**INVESTMENT: \$1 million\***  
**JOBS: 100**



## Atlas Healthcare Centre

241 Queen St. E.  
Seven-storey office building, 167,000 sq. ft.  
Completion – 2020

**INVESTMENT: \$85 million\*\***  
**JOBS: 150**



## Emblem Logistics Inc.

Orlando Corporation  
Churchill Business Community  
7825 Winston Churchill Blvd.  
New 423,000 sq. ft. facility  
Opened 2017

**INVESTMENT: \$35 million\***  
**JOBS: 100**



## Optrust Industrial

307 Orenda Rd.  
New 340,000 sq. ft. facility

**INVESTMENT: \$38 million\***  
**JOBS: 100+**



## Hilton Garden Inn/Home 2

200 Steelwell Rd.  
New 145,000 sq. ft. facility  
Opening 2018

**INVESTMENT: \$27 million\***  
**JOBS: 125 (FT & PT)**



## Gay Lea Foods

Orlando Corporation  
Churchill Business Community  
7855 Heritage Rd.  
New 150,000 sq. ft. facility  
Opening 2018

**INVESTMENT: \$16 million\***  
**JOBS: 50**



## Orlando Corporation

Churchill Business Community  
7845 Heritage Rd.  
New 150,000 sq. ft. facility (spec.)

**INVESTMENT: \$17 million\***



## Sleep Country Canada Distribution Centre (HQ)

7920 Airport Rd.  
140,000 sq. ft. facility  
Opened 2017

**INVESTMENT: \$14 million\***  
**JOBS: 165**

\* Construction costs

\*\* Construction costs and land value

# \$1.4 Billion Investment in Brampton



## Honda Dealership

30 Ace Dr.  
New 27,000 sq. ft. facility  
Opening 2018

**INVESTMENT: \$2.7 million\***  
**JOBS: 50**



## Redwood Properties

45 Railroad St.  
25-storey tower and 27-storey residential tower (387 units) on top of a three-storey podium of commercial (10,800 sq. ft.)  
Opening 2018

**INVESTMENT: \$140 million\*\***  
**JOBS: 25**



## Peel Memorial Centre for Integrated Health and Wellness

20 Lynch St.  
Phase one 350,000 sq. ft. facility  
Opened – 2017

**INVESTMENT: \$530 million\*\***  
**JOBS: 350**  
Phase II – approved for development



## Mattamy Tower 2

209 Queen St. E.  
31-storey podium with 5,360 sq. ft. of commercial (272 units)

**INVESTMENT: \$80 million\***  
**JOBS: 12**



## Symphony Condos

145-147 Queen St. E.  
Five-storey office tower 55,694 sq. ft. and 23-storey residential tower (182 units)

**INVESTMENT: \$60 million\***  
**JOBS: 80**



## Springdale Public Library

10705 Bramalea Rd.  
New 27,500 sq. ft., facility  
Opened early 2018

**INVESTMENT: \$17 million\***  
**JOBS: 24**



## A Grenville and William Davis Court House

7755 Hurontario St. S.  
Six-storey expansion 138,000 sq. ft.  
Completion 2018

**INVESTMENT: \$36 million\***  
**JOBS: 25**



## ErinoakKids Centre for Treatment and Development

10145 McVean Dr.  
121,000 sq. ft. facility on 8 acres  
Opening early 2018

**INVESTMENT: \$60 million\*\***  
**JOBS: 250**



## Sheridan College Davis Campus Skilled Trades Centre

7899 McLaughlin Rd. S.  
New 131,000 sq. ft. facility  
Opened 2017

**INVESTMENT: \$47.5 million\*\***



INDUSTRIAL



COMMERCIAL/RETAIL



MIXED USE

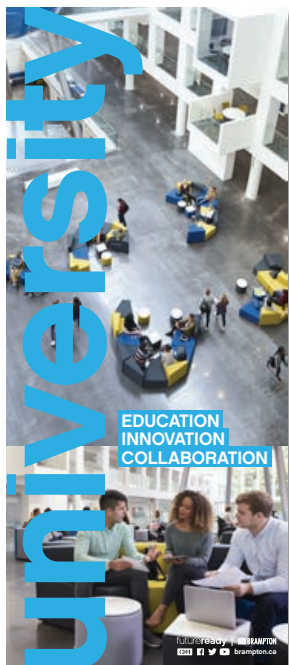


INSTITUTIONAL



# Innovation & Technology

## New Ryerson University and Centre for Education, Innovation and Collaboration



### Downtown Brampton is set to undergo an exciting transformation

The exciting project to bring Ryerson University and Sheridan College to downtown Brampton – along with a centre for innovation, is now a huge step closer to reality following the Province's official approval and commitment of \$90 million for the project. The new Ryerson University campus, set to open for classes in 2022, will deliver a mix of data driven science, business programs and experiential learning opportunities, and strong ties to regional business. The new campus will be built adjacent to Brampton's downtown GO Station. The centre of innovation will be located on the land surrounding the existing Nelson Square parking garage.

Brampton City Council made an historic commitment to an investment strategy for this once-in-a-generation opportunity, committing up to \$150 million for both facilities. The City is starting the process to pre-qualify architectural design services and initiate necessary studies to better plan a facility and move through the regulatory process.

The partners are working together, and with private sector partners, to combine learning, applied research, innovation and commercialization in a National Centre for Cybersecurity, looking to tap into a growing and underserved market, and develop a centre of excellence in this field. A recent economic impact study articulated how these developments will spark jobs, investment, reputational and social benefits – in the Downtown and across the city – bringing new opportunities for residents and partners, transforming Brampton.

## Building a Tech Community

At the grassroots level, the tech community in Brampton has never been stronger, and Economic Development staff are working to provide venues and opportunities for more growth.

Tech Socials have been launched, Hack-A-Thons are sprouting, and Tech Talks, featuring local progressive thought leaders speaking on tech-related topics, are back in Brampton. At the official re-launch in December, Jeremy MacBean of IT Weapons led an informative discussion on Cybersecurity.

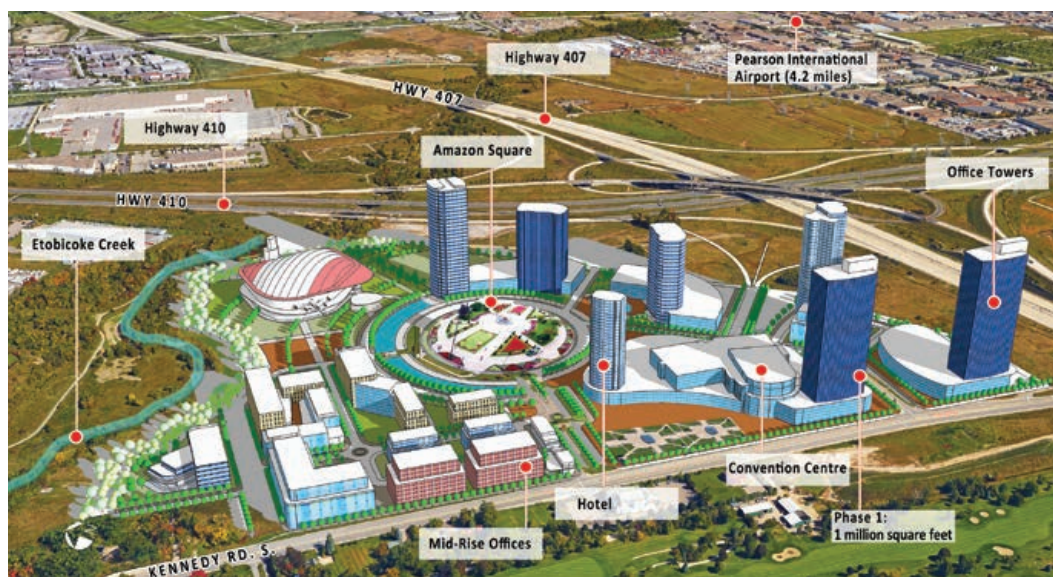
In 2017, the Brampton Innovation Group was formed, with the primary directive to foster a culture of innovation and establish partnerships with leading organizations to stimulate growth. Partnerships with Hackersnest helped spur the launch of Tech Socials, bringing tech professionals and entrepreneurs together in a casual setting.

## Built for Amazon

In 2017, Amazon put out an RFP to host their second headquarters, an opportunity that could see a \$5 billion investment, creating 50,000 jobs, with an average salary of \$100,000. Toronto Global's regional bid for a new site for Amazon's second headquarters, which includes Brampton's proposal for a site at the PowerAde lands, made Amazon's shortlist. The bid book submitted has been downloaded more than 14,000 times.

Only 20 of the original 238 submissions made the shortlist, and the Toronto region bid was the only Canadian selection. Brampton's site boasts 112 acres of shovel-ready land that is in close proximity to the airport and the 410 and 407 highways.

Amazon intends to work closely with shortlisted locations to further evaluate opportunities, and has indicated it will make a decision in 2018. Whatever the decision, Brampton has used this opportunity to strengthen ties with the regional economic development community and built a compelling story to communicate the city's investment attractiveness.



Proposed Amazon Site



# Health & Life Sciences

## New Seniors Health and Wellness Village

Peel Manor long-term care centre, located on Main Street North, has been approved for redevelopment. To minimize the impact on those who live in the facility, the new building will be built next to the current one, using part of Murray Street Park.

The new 200,000 square foot Seniors Health and Wellness Village at Peel Manor will feature a community hub. The hub will support the health and well-being of both residents of the centre and the surrounding community by hosting various health providers, an expanded adult day program and other services. The site will also feature a redeveloped park space that will be senior-friendly and focused on creating connections within the community.

Design of the new building is to be completed in 2018 with construction set to begin in 2019. The new Seniors Health and Wellness Village at Peel Manor and the new park are set to be completed by 2022.

## New ErinoakKids Centre for Treatment and Development is Now Open

The new state of the art ErinoakKids Centre for Treatment and Development has opened its doors for client services. At approximately 121,000 sq. ft., the Brampton site is located at McVean Drive and Castlemore Road, and will serve about 6,400 children and youth each year from Brampton, Caledon and surrounding areas. It will offer a variety of services, including physiotherapy, occupational therapy, autism services, speech and language services, infant hearing and screening services, vision services, recreation therapy, social work services, auditory verbal therapy and more. The Brampton location is also home to what will be Ontario's largest regional respite facility. With 26 beds, the Respite Centre will operate 24 hours a day, seven days a week, to provide short periods of care.

## Peel Memorial Centre for Integrated Health and Wellness – Phase II

Following the recent opening of phase I of the Peel Memorial Centre for Integrated Health and Wellness in 2017, the Provincial government recently announced a commitment to fund **Phase II** of the expansion of Peel Memorial Centre for Integrated Health into a full hospital.

Phase II will include an expansion of the current facility to a new multi-story in-patient care tower with over 100 new beds specializing in continuing complex care and patient rehabilitation. Phase II is an integral part of the long-term planning process to increase inpatient capacity across Osler's health system.

William Osler will be working with Infrastructure Ontario and the Government of Ontario to determine the exact timelines for the different phases of the project.

## Atlas Healthcare Medical Centre

Development has begun around the new Health Cluster forming in the downtown area. With the opening of the new Peel Memorial Centre, development has already begun to attract businesses like Atlas Healthcare, a seven-storey medical care office building and a \$85 million investment to the area.



Seniors Health and Wellness Village



ErinoakKids Centre for Treatment and Development



Atlas Healthcare Medical Centre

# Advanced Manufacturing

## Alstom to build Metrolinx LRT cars in Brampton

Alstom Canada confirmed they will be establishing a manufacturing plant here in Brampton to build light rail cars for the Sheppard East LRT and Finch West LRT projects in Toronto. The contract, which is worth \$528 million, will create between 100 and 120 full-time jobs in the new Alstom facility in Brampton, and support an additional 400 to 500 spin off jobs. It will ensure that Metrolinx has the high-quality vehicles needed to open its LRT projects in the GTHA on time.



## Industry Engagement in the Advanced Manufacturing Sector

As part of ongoing engagement within the advanced manufacturing sector, the Economic Development Office partnered with the Canadian Manufacturers and Exporters Association (CME), as well as the Excellence in Manufacturing Consortium (EMC) over the past year, to host two informative and engaging workshops focused around key industry issues. Best practices and insights were shared around trade, talent, energy, health and safety and labour costs in the manufacturing industry. The events provided opportunities for engagement and meaningful conversations to build strong business relationships, creating a foundation and network to capitalize on new opportunities in advanced manufacturing as they arise.

## Advanced Manufacturing Supercluster (AMS) Proposal

The federal government's recent announcement that a strategy to build an Advanced Manufacturing Supercluster for Canada has qualified for federal investments under the Government of Canada's Innovation Superclusters Initiative, which will be of great benefit to Brampton's advanced manufacturing sector.

City staff partnered with the Brampton Board of Trade, Ryerson University, Sheridan College and a number of Brampton companies to present a joint regional application for consideration.

The City has been actively engaged in the process, and will remain engaged as funding decisions are made through the newly incorporated Next Generation Manufacturing Canada (NGM Canada), which will be the lead in leveraging more than \$800 million in proposed public and private investment.

The geographical focus of the Supercluster is the Greater Toronto Hamilton Area, and as a result, Brampton has an opportunity to see new investments. With approximately 900 companies and engaged post-secondary partners like Sheridan College and now Ryerson University, the advanced manufacturing sector accounts for more than 35,000 jobs in Brampton. The Brampton manufacturing ecosystem has significant strengths with Sheridan's Centre for Advanced Manufacturing and Design Technologies and Sheridan's Skilled Trades Centre that provide companies with the resources necessary to support development of new products/process and people for the sector.

***"Advanced manufacturing is a key growth sector in the City of Brampton. New funding for the region will help increase opportunities and investment in an area that provides access to so many high-paying, skilled jobs. Our work to date on the AMS proposal with partners like Brannon Steel, ABB Robotics, Maple Lodge Farms, BMP Metals and Almag Aluminum has reinforced how important these initiatives are for growth in the advanced manufacturing sector."***

***– Bob Darling, Director of Economic Development***



# Food & Beverage

## Olymel Invests \$30 million in Brampton

Olymel recently completed an investment of more than \$30 million to redevelop their poultry processing plant in Brampton and acquired a second plant. The redevelopment and investment in these two Brampton Olymel plants will create more than 100 new jobs.

The acquisition of the second plant made room for a redevelopment of the existing Orenda Road location, and added more than 50,000 square feet of space at both plants, which makes additional space available for future developments.

The investment will increase the company's production capacity, particularly in the breaded poultry products division, in order to capitalize on business opportunities in the hotel, restaurant, institution and retail distribution sector.



Olymel Brampton Plant

## Amcor Rigid Plastics Expands

Amcor Rigid Plastics has recently undergone a multi-million dollar expansion at production facilities across North America to allow for a shift in its manufacturing footprint closer to customers, creating improved logistics and reduced transportation costs.

Part of this expansion resulted in the movement of employees from the Toronto location to the Brampton facility. To assist with employee retention, the Brampton Economic Development Office, along with Brampton Transit, provided employee orientation sessions to introduce the new employees to Brampton and its services. These sessions provided impacted employees with information related to transit systems and residential locations in Brampton.

Employers like Amcor are vital to the success of the advanced manufacturing and food and beverage sectors in Brampton, and the Economic Development Office provides these services to support these expanding companies.



## New Brampton Food and Beverage Story Map



The City of Brampton has developed a map-based, visual presentation of the city's food and beverage sector, and made the background data open to everyone. The tool is referred to as a "story map", and combines data with Geographic Information software to provide sector specific business information.

For companies, the story map allows access to information that can help in decision making. Businesses interested in the availability of different sub-sector support industries, like refrigerated storage, packaging or food testing, will be able to use the map to obtain market research information.

The map format also makes it easy to demonstrate Brampton's assets, including the CN Intermodal terminal, cold storage facilities, and proximity to the airport and major highways. Companies can get a quick snapshot of potential partners, competitors, suppliers and services, and place them visually within the context of key transportation networks and geography.

To access the interactive story map from any computer or connected mobile device, go to [Brampton.ca/business](http://Brampton.ca/business)

## Engaging Brampton's Food and Beverage Sector

The Brampton Economic Development Office believes that engaging with its food and beverage sector is vital to contributing to its ongoing growth and success. In the past year we partnered with several industry stakeholders such as MNP and EMC, to provide interactive and informative workshops focused around workforce development and talent management strategies.



Food & Beverage Ontario – Taste Your Future Networking Event



# Central Area

## Downtown Brampton is set to undergo an exciting transformation

### Brampton's Downtown Reimagined

As part of creating a vibrant urban centre in downtown Brampton, the City of Brampton is working towards creating an aesthetically beautiful streetscape around the Four Corners. The project is underway to reimagine streets that will bring together pedestrians, cyclists and motorists in a safe and sustainable manner. The addition of cycle lanes and landscaping between street and sidewalk will capitalize on pedestrian walkability and enhance amenities.

### New Business in the Centre Area

The Central Area welcomed some new key businesses to the area in 2017, like Saks off 5th Avenue, Wendel Clarks Classic Grill and Bar, Sunset Grill, and Brampton's newest health facility, Peel Memorial Centre for Integrated Health and Wellness.

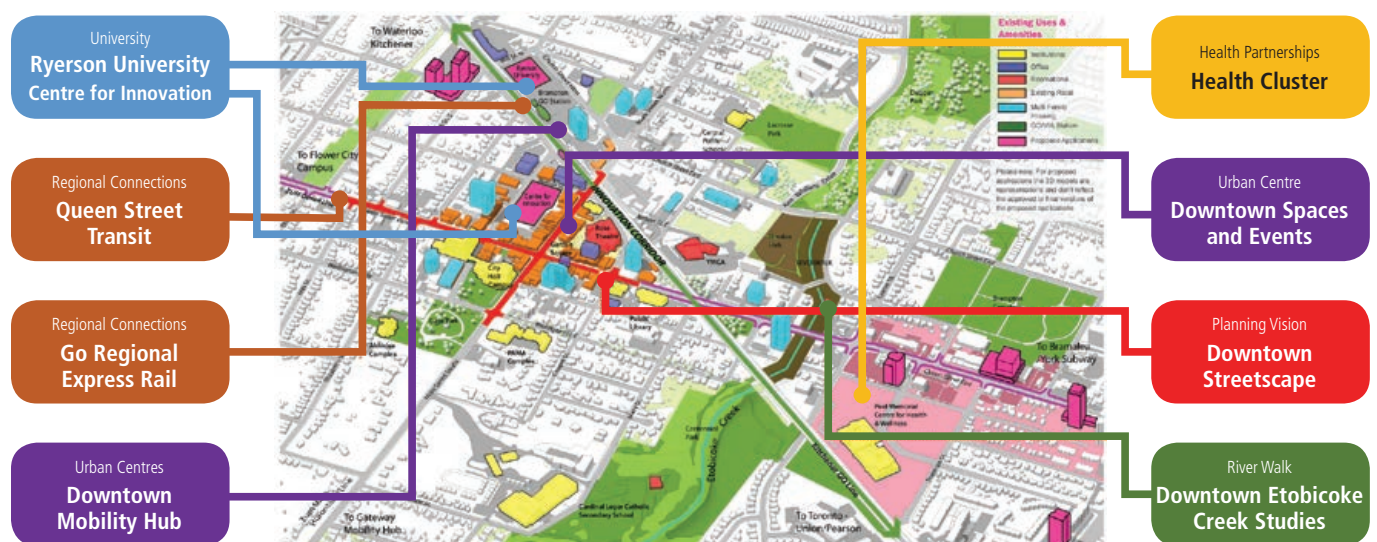


### Downtown Reimagined Store 15 Queen Street West



To learn more about all of the projects underway in the Central Area, visit the Downtown Reimagined Store, call 905-874-2500 or 416-859-0687, or view online at [Brampton.ca/downtownstreetscape](http://Brampton.ca/downtownstreetscape)

### Major projects in the Central Area





# Brampton Entrepreneur Centre

## Small Business Accelerator – a Starter Company+ Program

The Brampton Entrepreneur Centre launched a new Provincial program to support entrepreneurs in our community through training, mentoring and grant opportunities to start, expand or buy a small business.

The Small Business Accelerator provides entrepreneurs aged 18 and older with comprehensive and targeted services to help them start and run their own business, and an opportunity to receive a grant of up to \$5,000 to kick off a new business or expand an existing business.

### Success

In 2010, Jessica Hoach and husband and business partner Martin launched Eikonic House of Barbers, built on entrepreneurial dreams and an appreciation for the history and craft of barbering.

"One of our challenges was in staffing," says Jessica. "People seemed hesitant to apply, as if they felt they didn't qualify as a barber."

So Jessica and Martin started an in-house training program, successfully placing about 30 trained barbers, and in the process discovering a love of teaching and sharing their passion for the barbering tradition.

The idea for Eikonic Academy of Beauty and Barbering was born.

Through the Brampton Entrepreneur Centre, Jessica used the Small Business Accelerator program to help fund her new venture. The Small Business Accelerator is a provincially funded Starter Company+ program delivered through the Brampton Entrepreneur Centre and is designed to help new or growing businesses with advice, mentorship and financial support.



*"I found it extremely helpful. It helped me mentally prepare for the new venture. I wrote a whole new business plan which made me that much more confident and better able to explain it to our business partners."*  
– Jessica Hoach



## Building businesses at Startup Weekend in Brampton



Startup Weekend

The Brampton Entrepreneur Centre, in partnership with Startup Peel, hosted the TechStars Global Startup Weekend – Peel Region 2017. Approximately 60 designers, developers, marketers, and entrepreneurs from across the Region came together to share ideas, form teams and launch start-ups. Attendees received access to exclusive resources to help prepare for success and make connections to mentors and other start-up teams.

## BRAMPTON mastermind

In February of 2017, the Entrepreneur Centre launched Brampton's first Mastermind, a group that comes together monthly and brings together passionate and committed entrepreneurs to discuss and overcome their challenges and empower their business. The group encourages people with varied experiences to collaborate, brainstorm ideas, provide support and guidance to business owners.



150  
START-UPS



250  
JOBS CREATED



700  
CONSULTATIONS



5,500  
INQUIRIES



4,500  
ENTREPRENEURS  
PARTICIPATED IN  
SEMINARS & EVENTS



3K SUMMER COMPANY  
GRANTS TO 25 YOUTH  
\$75,000  
5K STARTER COMPANY PLUS  
GRANTS TO 16 YOUTH  
\$80,000



\$155K  
PROVINCIAL  
FUNDING TO  
BRAMPTON  
ENTREPRENEURS

# Brampton Business Milestone Event



## Longstanding businesses Honoured at Business Milestone Event

In October, 15 longstanding Brampton businesses were recognized at the 3rd Annual City of Brampton Business Milestone Event. The event was hosted by the Brampton Economic Development and Culture Department at the Rose Theatre, where recipients were honoured with certificates reflecting their achievements. Personalized videos, which highlighted their legacy here in Brampton, were also presented at the event.

<b>Orchalaw Farms</b>	172 years
<b>Carl Laidlaw Orchards</b>	165 years
<b>Peel Mutual Insurance</b>	141 years
<b>Brampton Monument Works</b>	124 years
<b>Harmsworth Decorating</b>	127 years
<b>Davis Webb</b>	101 years
<b>H.T. Wilson's Insurance Ltd.</b>	90 years
<b>Export Packers Seafood Ltd.</b>	80 years
<b>Al's Barbershop</b>	70 years
<b>Scotiabank</b>	60 years
<b>Prism Eye Institute</b>	50 years
<b>Bramgate Volkswagen Brampton</b>	50 years
<b>Sheridan College</b>	50 years
<b>M&amp;P Tool Products</b>	50 years
<b>Harris Stolper International Inc.</b>	50 years



Al's Barber Shop – 70 years



Prism Eye Institute – 50 Years

## Economic Development Master Plan

### BRAMPTON ECONOMIC DEVELOPMENT MASTER PLAN

We're **globally** connected and leading Brampton into the **future**

The City's Economic Development Office is currently undertaking an Economic Development Master Plan (EDMP) that will focus on five themes, including talent, investment, innovation & technology, competitiveness and employment lands, as well

as provide guidance to the City's leadership and the business community on possible options and partnerships in order to achieve the desired economic results. The EDMP is expected to be completed by Q2 of 2018.



# Cultural Services

*Culture in Brampton includes creative activities pursued both formally and informally, by non-profit organizations, for-profit businesses, or individuals. This includes "art for art's sake", all forms of artistic education, expressions of personal creativity, festivals and celebrations, reflections of Brampton's heritage, and creative industries such as literature and publishing, music, film and others. Culture in Brampton inspires and supports, and is in turn supported by, innovation, entrepreneurship and economic development in the city.*



**276K** PEOPLE  
ATTENDED  
**500** CITY-SUPPORTED  
PERFORMING ARTS  
EVENTS



**600K** PEOPLE  
PARTICIPATED IN  
**13** CITY-RUN  
FESTIVALS &  
SPECIAL EVENTS



HOME TO  
**36**  
ARTS & CULTURE  
GROUPS



CITY-SUPPORTED  
CULTURAL ACTIVITIES  
GENERATED OVER  
**\$8M** IN LOCAL  
SPENDING



**130K**  
TICKETS SOLD FOR  
CITY-SUPPORTED  
PERFORMING  
ARTS EVENTS



HOME TO  
**31** PUBLIC ART  
INSTALLATIONS



**18K** YOUTH  
PARTICIPATED IN  
CITY-FUNDED YOUTH  
ARTS PROGRAMS



**\$450K** IN CASH  
**\$200K** IN-KIND VALUE  
AWARDED TO GRANT  
RECIPIENTS FOR  
CULTURAL ACTIVITIES



**\$2M** FILM  
PRODUCTION  
SPENDS IN  
BRAMPTON

## Culture Master Plan

In support of a prosperous and culturally vibrant community, the City is developing Brampton's first Culture Master Plan to set the strategic direction for arts and culture in this city. Development of the Culture Master Plan launched in October 2017, with the retention of industry-leading consultants Lord Cultural Resources and Nordicity to expertly lead the process. This consulting team has worked hand-in-hand with our Steering Committee of community cultural leaders and innovators to complete Phase 1 of the project, which focused on research and analysis of Brampton's current cultural environment.

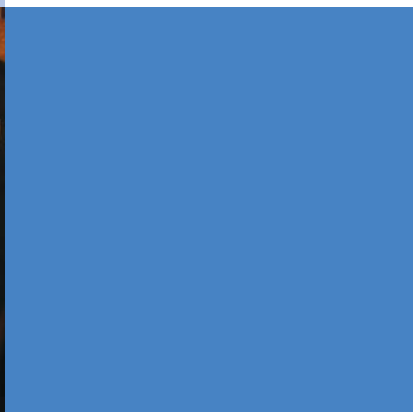
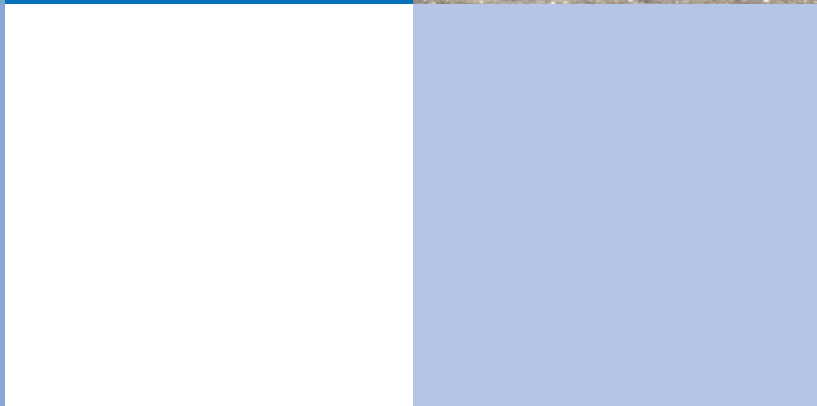


## Key findings:

- There is a great deal of less visible and informal expressions of culture happening in Brampton that should be brought to the surface
- Brampton's youthfulness, diversity and entrepreneurial energy creates opportunity for this city to lead in terms of cross-cultural fusion and new forms of artist expression, which could position Brampton as an emerging cultural destination
- Space for creatives to work and gather is key to building a creative cultural community

## Read the full State of Culture Report

The city conducted over 70 engagement opportunities throughout February and March 2018, to capture the community's perspectives on arts and culture in Brampton, as well as exploring values and aspirations for the future. The final *Culture Master Plan* will be released in June 2018.



## City of Brampton Economic Development & Culture

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**BRAMPTON**  
ECONOMIC DEVELOPMENT  
& CULTURE

CONNECT WITH US

