

A person with long dark hair, seen from behind, wearing a tan coat, stands on a balcony or high-rise window. They are looking out over a city street during sunset. The sky is a mix of orange, pink, and blue. Tall buildings line the street, and cars are visible on the road. The scene is framed by the window's frame and vertical light fixtures.

BRAMPTON
IS *NOW*

**BRAMPTON IS A
GLOBAL LEADER IN
*INNOVATION, TALENT,
JOBS AND INVESTMENT.***



Our city is on the verge of a significant and deliberate transformation. In fact, it's already shifting into something exciting. We're on our way to becoming a major urban centre. That's what *Brampton Is Now* embodies. With our new economic roadmap, Brampton makes itself a top-tier destination. It's a place where people want to live and make a living. Defined by its energy and potential. Brampton is shifting, and it's all happening. **NOW.**



WHERE WE'RE GOING

140,000
NEW JOBS

— BY —

2040



60%

WORK WITHIN THE CITY

We'll create a space where people want to live and make a living – starting with 140,000 new jobs by 2040. With that, at least 60 per cent of residents will work within the city.

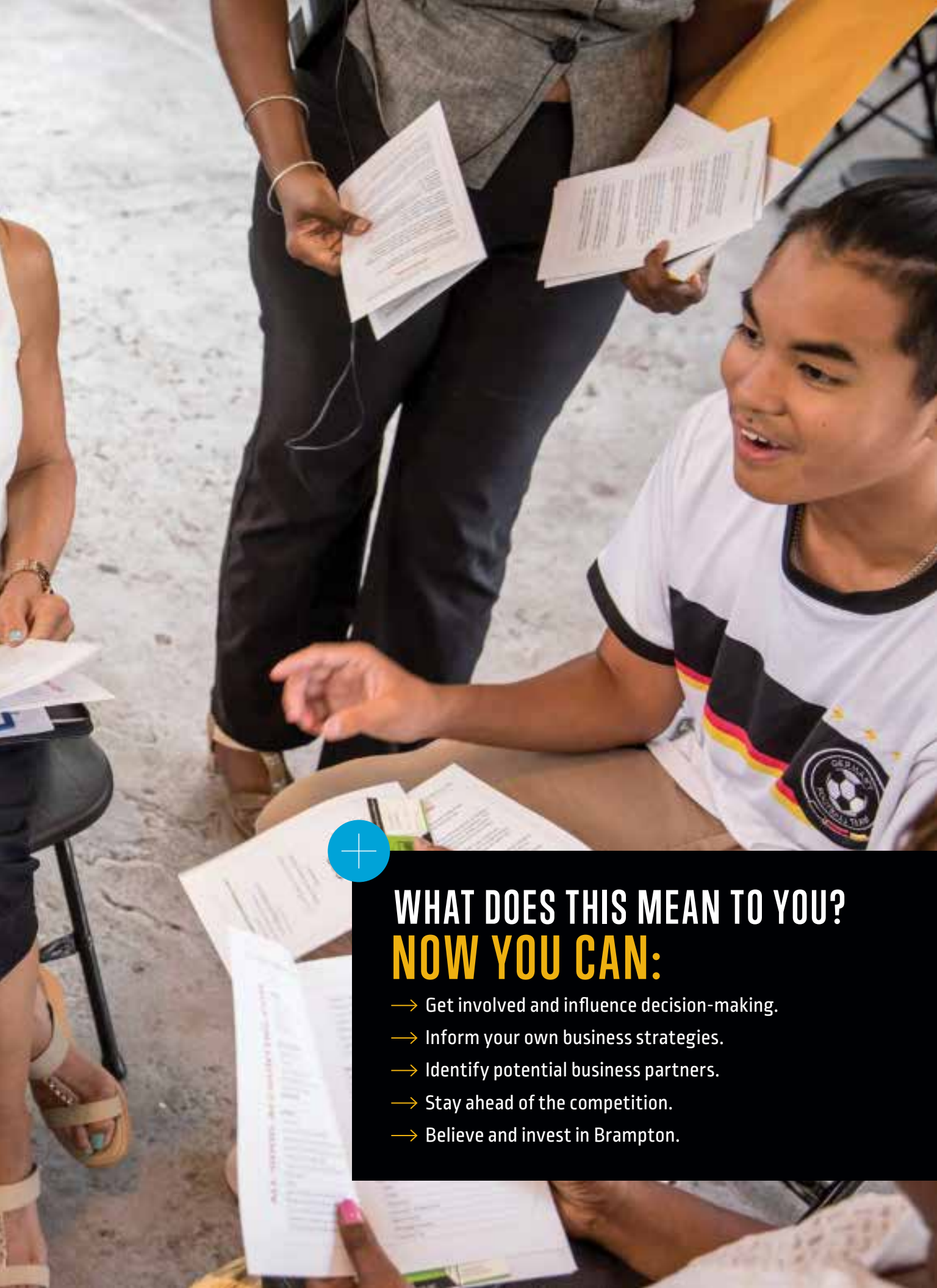
We'll develop and support vibrant business, education and innovation ecosystems. These will generate and encourage new investment, businesses and entrepreneurs.

Finally, we'll transform our city into a living mosaic of business, culture and diversity. And now, with our Economic Development Master Plan, we'll succeed.



*Brampton entrepreneurs
have opportunities to
connect at business
workshops and events
in the city.*





WHAT DOES THIS MEAN TO YOU? **NOW YOU CAN:**

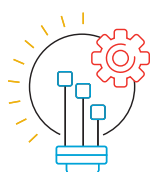
- Get involved and influence decision-making.
- Inform your own business strategies.
- Identify potential business partners.
- Stay ahead of the competition.
- Believe and invest in Brampton.

WHO WE ARE

We are believers in Brampton.

And with our Master Plan, we've created a new roadmap to help guide us to where we need to be. Our economic future depends on innovation through **originality**, talent through our **accomplishments** and competitiveness through our **drive** to succeed.

BRAMPTON IS



ORIGINAL

Dreamers can change the world. We're igniting opportunities for Brampton's dreamers to shape the future of the city and drive economic growth. Innovation and entrepreneurship will thrive. We'll make it happen by prioritizing originality.



ACCOMPLISHED

The right workforce gives a city a competitive edge. We'll establish ourselves as a national leader when it comes to attracting, developing and retaining the best and brightest talent. And our courage, intelligence and accomplishments will guide us along the way.

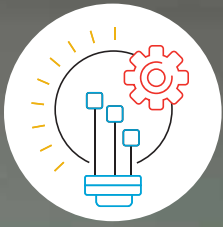


DRIVEN

We're aiming high, and we've got the passion and tools to get us there. Our competitiveness will drive economic growth, and we'll develop initiatives to attract jobs and investment. We'll build ourselves up – locally, nationally and globally.







Brampton Is ***ORIGINAL*** **NOW**

Brampton Is Original is about creating, strategizing and breaking through. We're energized with new knowledge and inspired by a new way of thinking. We'll prioritize innovation and entrepreneurship, and with that, foster new jobs, technological breakthroughs and an unparalleled drive to succeed.

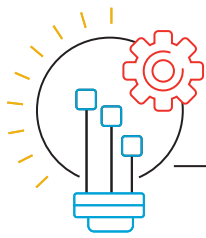


Student develops cutting-edge technology for industry at Sheridan College's robotics lab.



WHAT WE'RE WORKING TOWARDS

Our city's future depends on innovation and entrepreneurship. We'll make sure Brampton is internationally recognized for both. We'll attract domestic and foreign investments and spark the development of new businesses through the creation of an innovation ecosystem.



Brampton developers come together at programming events to share ideas and solve problems.

deas come and go, but it takes perseverance, grit and creativity to recognize an innovative idea and implement it. Our **short-term actions** amplify innovation and bring out the brilliance in Brampton's idea-makers.

We're connecting great minds through a city-led incubator. This new co-working space will give start-ups access to the programs, mentorship and networking they

need to grow a business in a tech-driven marketplace. Ultimately, it will enhance entrepreneurship, attract new investment and create an innovation ecosystem through collaboration.

We're prioritizing our relationships with businesses and post-secondary institutions. Our work with post-secondary institutions will open the door to massive innovation opportunities, and the Brampton

business community will help us maximize those benefits to build competitiveness and innovation. They'll also help us secure additional funding for the Advanced Manufacturing Supercluster to attract global talent and business.

We're looking out for Brampton entrepreneurs. We'll continuously evaluate and assess support services available to Brampton innovators, and call on the innovation ecosystem partners for help when needed.

KEEN Footwear creates their original and versatile products in one of Brampton's oldest historic buildings.



NOW YOU'RE TALKING

MATT MERKO

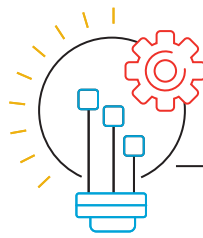
DIRECTOR OF MARKETING, KEEN CANADA

A year ago, we started our search process to find our new home in Canada, and we found [it] in Brampton. We fell in love with it. One of the things important to us was the ability to move around, whether it's the proximity to the airport or the ease of getting on the GO Train.

It's cool to see that the downtown core of Brampton is under a lot of change. The energy coming into the area, the influx of people, ideas and infrastructure... We are really happy to be a part of it.

“One of the things important to us was the ability to move around, whether it's the proximity to the airport or the ease of getting on the GO Train.”





BRAMPTON IS
ORIGINAL

“The city of Brampton is somewhat like Apple stock circa 2001 – that is to say, bursting with potential. The fast-growing, youthful and diverse city is building a critical mass of cornerstone businesses and grassroots innovation and development.”

IT WORLD CANADA

By creating a defined and inspired space for innovation, we'll ignite opportunities and transform our city into a new and improved reality. These **long-term actions** make Brampton a permanent home for originality and innovation.

A new team of innovators will champion change. Working with post-secondary institutions, this team will foster a culture of innovation within the city and, ultimately, work towards the creation of a City Innovation office.

We'll pilot new technologies here in Brampton. Our strategic partnerships – new and existing – will help build a co-working platform to develop and test cutting-edge technologies. Eventually, this space will become a leading innovation hub for technology businesses.

BRAMPTON INNOVATION

From coding meet-ups to hackathons and incubators, Brampton is the place to create new business.



Coding meet-up at the
Springdale Library.



Brampton Is **ACCOMPLISHED** **NOW**

Brampton Is Accomplished is about promoting talent and helping people thrive. But it's more than just that. It's about finding the right balance. Residents have the right tools and opportunities to live and make a living. They can grow on their home ground, both professionally and personally.

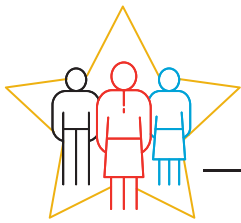


*Business owners
network and collaborate
at the Entrepreneurs
Connect event in
Gage Park.*



WHAT WE'RE WORKING TOWARDS

We're investing in local talent through collaboration and partnerships with businesses and post-secondary institutions. Our workforce will give us a competitive edge and make us a national leader for attracting, developing and retaining new jobs and talent.



BRAMPTON IS

ACCOMPLISHED

We're focusing on job opportunities within the city. Our **short-term actions** prioritize talent development and give us momentum to learn, grow and accomplish our goals – here and now – in Brampton.

It's about who we know. We're building on new and existing business partnerships that support talent development for youth, newcomers and entrepreneurs across all sectors, including Health and Life Sciences, Innovation and Technology, Advanced Manufacturing, Clean Tech, Logistics and Creative industries.

Big business is coming to Brampton.
Propelling our work on the Advanced

Manufacturing Supercluster Initiative, we're implementing a talent development proposal to attract the next generation of manufacturing workers.

And we're developing from within. A team of go-getters – partners from Brampton's talent development ecosystem – will work with schools, non-profits, local businesses and post-secondary institutions to implement talent development and retention plans that actually work.

A new online community will create valuable working relationships. The launch of a networking and mentoring platform will give youth and newcomers a space to connect on all things job-related.

“Sheridan is proud to play a pivotal role in incubating innovation, fuelling economic growth and nurturing tomorrow's leaders in the fast-growing, diverse and dynamic community of Brampton. We achieve these extraordinary outcomes through our focus on experiential learning, curriculum that's relevant to the needs of today's workplaces, and collaboration with our industrial and civic partners.”

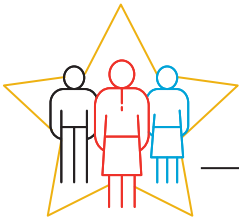
JEFF VALLENTIN
VP, EXTERNAL RELATIONS
SHERIDAN COLLEGE

**BRAMPTON
TALENT**

Brampton's post-secondary institutions create immersive, collaborative opportunities for students to grow alongside industry.



*Sheridan's skilled
talent innovates and
collaborates with
Brampton industry.*



BRAMPTON IS

ACCOMPLISHED



Above all, culture is key. We recognize good talent is only as good as the city's offerings. The Culture Team will foster and encourage a culturally vibrant community – one that will engage the best and brightest stars.

By 2040, Brampton will be truly accomplished – through its people and its space. These **long-term actions** make sure of it.

We'll collaborate with post-secondary institutions to create opportunities for new experiential learning and talent development across all sectors.

Backed by the business community, post-secondary institutions and federal and provincial governments, we'll establish programs to attract foreign talent and skills to meet the unique needs of Brampton businesses, non-profits and entrepreneurs.

Partners of the talent development ecosystem will develop training and skills programs to meet shifting business and technology needs across all sectors.

↑ *Our city's culture shines through in everything we do. We can count on the vibrancy of our community to attract and retain new talent.*



Sheridan Centre for Advanced Manufacturing and Design Technologies – Skilled Trades Centre.



NOW YOU'RE TALKING

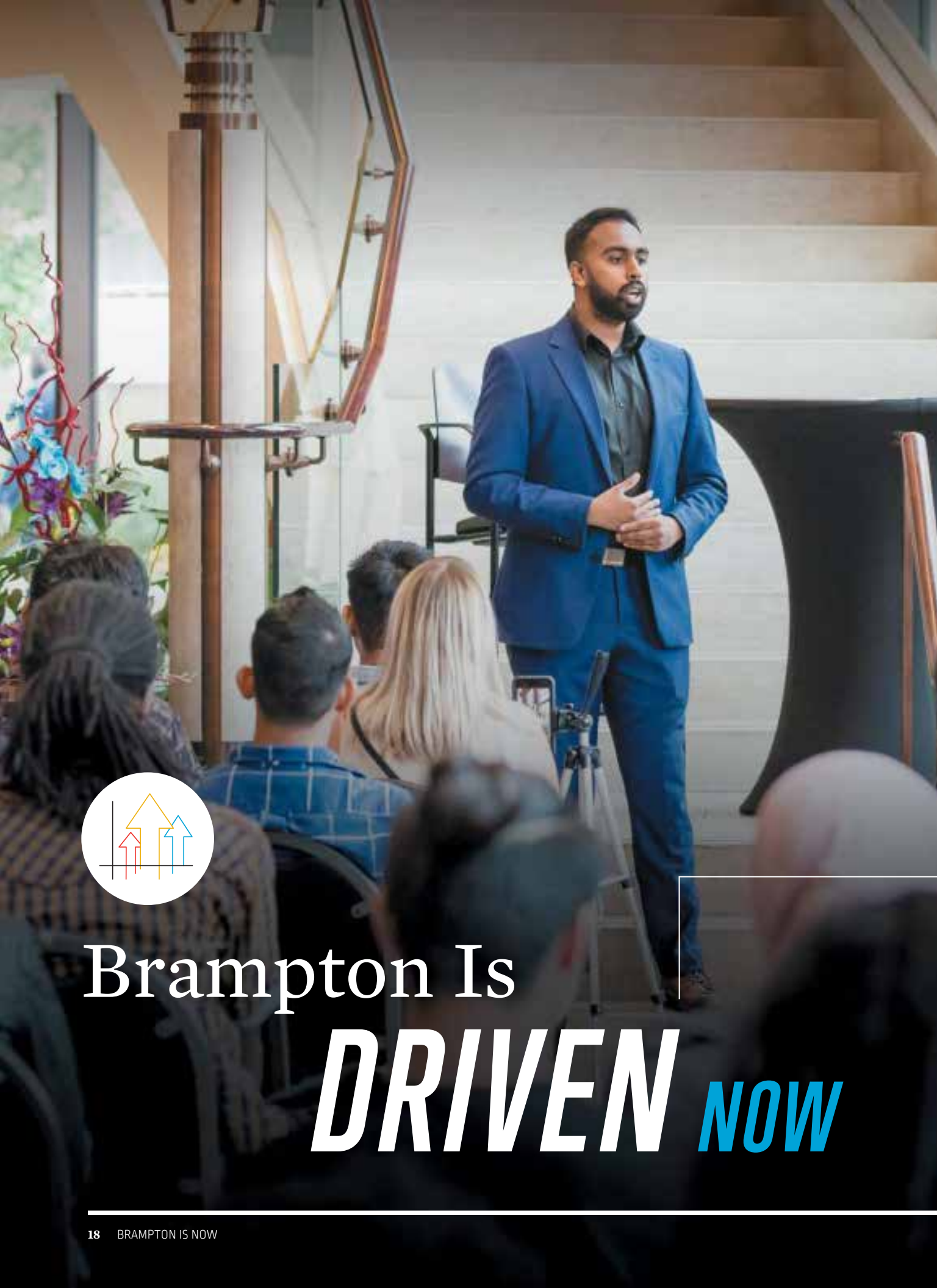
SANDRA PASQUINI

VP HUMAN RESOURCES, CONSUMER & DIGITAL
ROGERS COMMUNICATIONS

Brampton is a diverse and multicultural community that attracts people from all around the world, which actually plays out really well for us at Rogers, when you think about the high-performing, technical workforce that we attract and retain here in our Brampton facility.

“We really believe that the investments that we have made in this site make it one of the best places to work in Brampton and one of the best places to work in Canada.”





Brampton Is ***DRIVEN*** ***NOW***



*Brampton Mastermind:
a series of events dedicated
to connecting Brampton
entrepreneurs, business
owners, mentors and mentees.*



Brampton is Driven means having a strong need to win and be the best. Our drive to succeed is stronger than ever, so we're taking action. We're using this energy to build a globally recognized and respected Brampton. Our competitiveness will drive economic growth, attract investment and stimulate wealth and prosperity for the city.

WHAT WE'RE WORKING TOWARDS

Brampton will compete – and succeed – on a global scale. Our city will be distinct and competitive in an increasingly challenging globalized environment.



BRAMPTON IS DRIVEN

Brampton has the passion, drive and tools to succeed. Through our **short-term actions**, we're committed to building Brampton up – locally, nationally and globally.

We're making strategic cross-market moves. We're developing and implementing an Investment Attraction Strategy, grounded in Brampton's 2040 Vision and devised with select global markets in mind.

We're engaging a team of job-builders. The new Jobs and Investment Group will collaborate with business leaders, entrepreneurs, post-secondary institutions and influencers to increase job growth, innovation and investment city-wide.

We will take advantage of our area's biggest assets and will work with the Greater Toronto Airport Authority (GTAA) as they continue to fortify the airport as a top-tier global transportation hub. We will partner with them to focus on creating jobs and investment within our key sectors.

Our new investment policies will be distinct and competitive to help us grow. We'll use financial and non-financial incentives to develop new policies and programs focused on job and investment growth in high-priority sectors and areas.



Public engagement brainstorming sessions to help map out Brampton's 2040 Vision.

Brampton – the closest downtown to Pearson International Airport. Our partnership with the GTAA will capitalize on opportunities in all our key sectors.





NOW YOU'RE TALKING

NEIL FRASER PRESIDENT, MEDTRONIC CANADA

Medtronic is one of the country's leading medical companies in the world and we have located our national headquarters here in Brampton.

We always look at where our employees live and thrive, and Brampton was an ideal place close to major highways and the airport. Everyone in this area is highly educated and we are able to find all of the kinds of backgrounds we need to do the work.

“We always look at where our employees live and thrive, and Brampton is an ideal place.”



We'll work with Brampton Transit to ensure strong and dynamic connections to business needs. We'll continue working towards a common goal: creating jobs for residents and driving new businesses to the city.

Leading medical stakeholders come together like never before. Say hello to Brampton's "Medical Zone," a new ecosystem of health-related companies, health professionals and laboratories in the downtown core. The Medical Zone will come alive thanks to partnerships with William Osler Health System, Central West Local Health Integration Network, health and life sciences companies.



↑ Brampton Walk of Fame inductee – Rupri Kaur.





And, finally, the Cultural Services Team will champion the development of our Creative Economy. This is vital, as new knowledge and businesses are enticed by a culturally vibrant community. These new business connections will strengthen the city's arts and culture ecosystem and open the door to even more opportunities for investment.

Our **long-term actions** establish our city as a living mosaic of business, culture and diversity. Once we've broken through, we'll stand out as a truly distinct and competitive space.

We're revitalizing our city from end to end. The Downtown will become a hub for culture, diversity, education and life sciences. We'll invigorate the Uptown area by investing in a global design competition. We'll work with a cross-departmental team and key business partners to implement solid plans for the proposed Uptown Centre and Bramalea Redevelopment. As for East Brampton, we'll work with the GTAA to develop it as a new global innovation and investment cluster for transportation and logistics sectors.

And throughout this revitalization, we'll build a new identity – incorporating arts and culture – to complement the Investment Attraction Strategy.

Then, Brampton becomes a tourist hub. We'll work with the Cultural Services Team to develop an arts and entertainment business investment strategy. This will attract, enhance and retain the creative communities and support a culturally vibrant city.

“Brampton – the GTA's next cultural hotspot.”

THE TORONTO STAR

Bryan McGowan Photography



LIVE IN THE NOW

Exciting things are happening in Brampton. There's energy and vibrancy. And it's creating a strong sense of place. This is the turning point. Brampton is where people learn, grow, connect and inspire.





BRAMPTON ENERGY

See and feel the potential,
from art in the streets to
bustling markets.





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