

**BRAMPTON MEANS
BUSINESS *NOW***

CITY OF BRAMPTON
ECONOMIC
RECOVERY STRATEGY

ECONOMIC RECOVERY STRATEGY

"COVID-19 has been an economic firestorm for Brampton's businesses and economy, as it has all over the world. I'm pleased that the City focused on recovery while providing in-the-moment support to local businesses, and I look forward to implementing the actions in this Strategy and bringing our City out of this pandemic with resilience and competitive advantage."

- Patrick Brown, Mayor, City of Brampton



Patrick Brown
Mayor

"We are fortunate to have partners from across our community, including representatives from the Federal and Provincial governments, at the Economic Support Task Force table to discuss issues facing our local businesses and to plan for the recovery of the economy as we emerge from these unprecedented times. We are truly stronger together and we will move our City forward collectively."

- Michael Palleschi, Regional Councillor, Wards 2 & 6; Co-Chair, Economic Support Task Force



Michael Palleschi
Regional Councillor
Wards 2 & 6

"We have an outstanding City with great potential, and this Economic Recovery Strategy will help move us towards realizing our full potential as we emerge from COVID-19. Our residents and business community have come together through this crisis, and we will continue to work together to emerge stronger than ever."

- Paul Vicente, Regional Councillor, Wards 1 & 5; Co-Chair, Economic Support Task Force



Paul Vicente
Regional Councillor
Wards 1 & 5

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For more information questions or support please contact:

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invest@brampton.ca

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Tourism and Film Office
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THANK YOU TO THE MEMBERS OF THE MAYOR'S COVID-19 ECONOMIC SUPPORT TASK FORCE

At the onset of the COVID-19 pandemic, the City of Brampton established an Economic Support Task Force to support businesses as they navigated the impacts of COVID-19.

KAMAL KHERA

Member of Parliament (Brampton West), Parliamentary Secretary to the Minister of International Development Government of Canada

PRABMEET SARKARIA

Member of Provincial Parliament (Brampton South), Associate Minister of Small Business and Red Tape Reduction, for the Ministry of Economic Development, Job Creation and Trade, Province of Ontario

TODD LETTS

Chief Executive Officer, Brampton Board of Trade

SUZY GODEFROY

Executive Director, Downtown Brampton BIA

KRISTINA ROMASCO

Chair, Downtown Brampton BIA and Owner/Operator, Dolcezza Custom Cakes

ANDRIA BARRETT

President, Canadian Black Chamber of Commerce

PRAMOD GOYAL

President, Indo-Canada Chamber of Commerce

JENNY LO

Founder and President, Brampton Chinese Business Association

BADAR SHAMIM

Vice President, Portfolio Manager at Generation PMCA Corp and Member of the Board of Directors, Canadian Turkish Business Council

DAVID KAPIL

Advisor, Kapil Financial Services and Chair of Board of Directors for New Brampton

TODD KERR

Vice President, Real Estate, Giampaolo Investments Limited

STEVEN SCHIPPER

Executive Artistic Director, Performing Arts City of Brampton

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ECONOMIC RECOVERY STRATEGY

The Economic Support Task Force guided the development of an Economic Recovery Strategy that aims to bring resilience and competitive advantage to the Brampton economy. The Strategy will evolve over time as actions are implemented and evaluated. The immediate initiatives outlined in this document are highlights of the work that is underway.

Four cornerstones guide our recovery strategy and are held together by talent and diversity. To advance all aspects of the Economic Recovery Strategy, we will continue to build our talent pipeline and approach every initiative through a diversity lens.



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CORNERSTONES OVERVIEW



Innovation, Technology & Entrepreneurship

We will fully adopt an innovation and technology transformation and capitalize on entrepreneurship. This cornerstone involves supporting companies across all sectors and size of business in adopting new technology as part of their own recovery strategies, as well as investing in the up and coming Brampton Innovation District. The District will develop into an ecosystem with resources for innovation and tech companies in all stages including start-up, scale-up, small and medium-sized enterprises, and large corporates.



Investment

We will seize opportunities to attract and retain investment. We will identify our strategic advantages in logistics and advanced manufacturing, and look internationally for companies that would benefit from investing in Brampton, and create an environment that instills consumer confidence.



Infrastructure

We will take advantage of stimulus programs and bring a job creation focus to projects. Initiatives under this cornerstone include investment in technology focused infrastructure to attract investment and supporting private sector investments, as well as investment in natural infrastructure to build an economy that is more efficient and less polluting.



Arts, Culture & Tourism

We will focus on sector support and industry development to stabilize and transform the city's current cultural environment into a thriving arts scene – replete with opportunities to produce, participate in and consume creative products that drive cultural and community progress, grow the local economy, attract investment and build Brampton's identity.

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INNOVATION, TECHNOLOGY & ENTREPRENEURSHIP



This cornerstone is about driving growth in innovation and technology start-ups and corporates, while promoting digital transformation amongst existing businesses and putting the necessary resources in place to nurture entrepreneurship.

Innovation District

The City of Brampton is fast-tracking plans to build an innovation ecosystem that produces innovative talent and with the goal of supporting start-ups from across the region. Many technology companies and start-ups have found ways to pivot and gain momentum through this economic downturn and Brampton is well positioned to accelerate these companies from ideation all the way to success.



Located in the middle of the Toronto-Waterloo Innovation Corridor, Brampton is becoming a key player in the innovation and technology sector.

Our strong partnerships form the foundation for the Innovation District and have been selected based on our strategic pillars:

1. Start-up incubation and accelerator space
2. Education and talent development

Entrepreneurship Incubation and Accelerator space

- Brampton Entrepreneur Centre (BEC)
Co-working Space & Small Business Resources
- Research Innovation Commercialization (RIC) Centre - New specialized business incubation and accelerator space
- Ryerson Venture Zone – Scale-up incubator led by Ryerson University
- Catalyst Cyber Accelerator – Led by Rogers Cybersecure Catalyst and Ryerson DMZ

Education & Talent Development

- Rogers Cybersecure Catalyst's Accelerated Cybersecurity Training Program
- The G. Raymond Chang School of Continuing Education, Ryerson University
- Sheridan
- Algoma University –Downtown Brampton Campus
- Brampton U Movement

New partnerships will continue to be made.

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Brampton Entrepreneur Centre (BEC) and Co-working

The COVID-19 crisis highlighted the important role BEC plays in the Brampton business community, and created an opportunity to restructure services to better serve clients.

The co-working space at BEC will continue to serve clients according to their needs, providing a safe working environment (physical distancing and sanitization). The pre-COVID drop-in model will be replaced by a booking system.

New services include:

- Supports, programming and micro financing to ensure Brampton's small business community are embracing the latest in technology and adoption of digital tools.
- Micro grants to support businesses impacted by COVID-19 through the Starter Company Plus Recovery Stream.
- Peer2Peer Mentoring Program for individuals in similar industries or roles to share best practices, ideas, and provide guidance on current business challenges.
- Participation in the ShopHERE program that provides a service to build online storefronts for local independent businesses and artists at no cost to them.

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INFRASTRUCTURE

The City of Brampton will be moving forward short and long-term infrastructure projects that can take advantage of federal and provincial stimulus funding, and supporting private sector infrastructure projects that help stimulate economic activity.

Examples of this work include funding support for the expansion of Algoma University Brampton Campus, building a new Transit Facility in east Brampton, building a new Centre for Innovation in the downtown with a new central library, advocacy to expedite two-way-all-day GO, funding advocacy for Peel Memorial Phase II, and advocacy for funding and expediting the long-term Riverwalk project that includes flood mitigation in the downtown.

The new Transit Facility will be constructed in phases and support a fully electric, zero-emissions bus fleet in the future - creating 1,900 permanent new jobs. The fully electric transit maintenance and storage facility will be one of the largest new bus facilities in North America and will contribute to job creation in all industries as it connects employers with labour markets and attracts prospective residents to the City.

Riverwalk is a long-term catalytic project that will significantly improve the resiliency and sustainability of Downtown Brampton, while creating vibrant public spaces that enable residents to work, live and play.

The construction of Riverwalk is many years away but will have a transformative economic impact. Past estimates indicate potential for 2,700 new housing units, 2,200 new jobs, and \$1.7 billion to the Canadian economy from the ongoing economic contributions of business activities within new non-residential gross floor area in Downtown Brampton. In addition, the construction of Riverwalk would eliminate upwards of \$226 million in direct and indirect flood damages to residents and businesses located in the designated area.

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INVESTMENT

The “new normal” that is being created throughout the economy will provide opportunities as companies review, and potentially restructure, their operations and supply chains. The City of Brampton will seize these opportunities by supporting our local companies as they adapt to new realities, building on our strategic advantages like logistics, and looking internationally for companies that would benefit from investing in Brampton.

Virtual Missions will become a core capability as efforts re-focus on business retention & expansion (BR&E) and on investment attraction domestically and internationally. These missions will leverage innovative technology to deliver roundtable discussions, networking opportunities, workshops and tours across all sectors of the Brampton economy.

New investbrampton.ca website – redesigned to improve the user experience for local businesses, entrepreneurs and potential foreign investors, **investbrampton.ca** provides access to the tools and resources needed to grow their business in Brampton. With a focus on interactivity, the new website makes it easy to find information quickly and easily and connect with expert advisors. The

new site features an interactive site selection tool and a chat capability is built into every page.

Support Local Campaign encourages residents to explore, select and buy local. The #SupportLocalBrampton campaign will be sustained over the long term with multiple stages. To amplify the message, a marketing toolbox was created for businesses.

www.brampton.ca/supportlocal



Community Improvement Plan (CIP)

New programs are being developed to offer incentives in different areas in the City and existing programs are under review. Design of the existing and new programs will address the new realities that COVID-19 has created.

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ARTS CULTURE & TOURISM

Achieving economic resiliency and competitive advantages requires a vibrant arts, culture and tourism sector. These sectors build our City brand which in turns grows the economy.

Along with the tourism industry, cultural and creative sectors are among the most affected by the current Coronavirus pandemic. With a significant loss of revenue-generating activities due to travel limitations, venue closures and event cancellations, COVID-19 has had substantial impacts on the Arts, Culture and Tourism sectors.

The themes of the City's Culture Master Plan (Supporting Success, Developing a Community of Practice and Building Brampton's Identity) remain relevant and are required in the effort to transform the city's current cultural environment into a thriving arts scene. In addition, the sector requires additional support in order to be a key contributor to the City's recovery efforts.

The following initiatives focus on sector support and industry development to stabilize and transform the city's current arts, culture and tourism sector:

- Delivered a temporary COVID-19 Relief Fund for Artists and Non-Profit Arts Organizations to provide emergency relief funds for Brampton-based non-profit arts organizations and individual artists to help offset a portion of revenue losses as a direct result of COVID-19 in 2020.
- Undertook a digital transformation for events and performing arts.
- Launching the start-up and incubation of Brampton's first Arts, Culture and Creative Industry Development Agency that will provide leadership, advocacy and critical services including programs, funding, and resources to support the sector.
- Developing a five-year tourism strategy that will focus on destination development and marketing, recognizing the impact that COVID-19 will have on the travel market now and well into the future.

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The talent pipeline will continue to be developed through partnerships with postsecondary institutions including Sheridan, Ryerson University, Algoma University and the Brampton U movement. All projects and initiatives will be developed through the lens of diversity including a focus on women, newcomers and supporting the black business community.

Understanding and anticipating the workforce needs of the Brampton economy is even more important now, and is best achieved through collaboration.

The Brampton Entrepreneur Centre is collaborating with the EDGE at Sheridan on programming for start-ups, and with Diversity Institute at Ryerson to support women in business, who have been disproportionately impacted.

Taking a collaborative approach in how talent and diversity hold the four cornerstones together will ensure the desired economic resiliency and competitive advantage are achieved.



Sheridan

Algoma
UNIVERSITY



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