

BRAMPTON

ECONOMIC DEVELOPMENT
& CULTURE

City of Brampton

Economic Development

Sept 2018

CITY OF BRAMPTON

West Tower
41 George Street South



- **9th largest city in Canada and 3rd largest in the GTA**
- **2nd fastest growing city in Canada– over 600,000**
- **Lowest average age in Canada 36.5**
- **Young, Diverse and Growing Labour Force**
- **Proximity to Markets**





Brampton's Key Sectors

Health & Life Sciences



Innovation & Technology



Food and Beverage



Advanced Manufacturing





Brampton 2040 Vision

Vision 1: Sustainability and the Environment

Vision 2: Jobs and Living Centres

Vision 3: Neighbourhoods

Vision 4: Transportation and Connectivity

Vision 5: Social Matters and Housing

Vision 6: Health

Vision 7: Arts and Culture



Challenge

- Create 140,000 net new jobs over the next 20 years
- Dynamic markets, technology disruptions, aging demographics
- Transforming Brampton's approach to Economic Development



Benchmarking

Ernst & Young analyzed six comparator cities

Austin

Charlotte

Columbus

Oslo

San Jose

Surrey

- Diverse economies, sustained growth rates, level of transformation, post-secondary/business/city partners - successes/gaps
- Looked at 5 common themes
- Each city has clear, proven examples of sustained successes
- Lessons learned, results driven examples- inform Brampton aspirations

Vision

A photograph of a space station in orbit above Earth. The sun is shining brightly from the right, creating a starburst effect and illuminating the station's complex structure of white modules and solar panels. The Earth's blue and white horizon is visible in the background.

Brampton is a global leader in **innovation**, **talent**, **jobs** and **investment**



Talent

Establish Brampton as a national leader for attracting, developing and retaining new jobs and talent for the workplace of tomorrow



BRAMPTON
mastermind

893 x 325 - bramptonmastermind.ca



Innovation

Drive Strategies that ignite opportunities to transform Brampton into a nationally recognized destination for innovation





Competitiveness and Investment

Build and sustain a
globally distinct and
competitive City



Building a Complete Community

- Brampton's 2040 Vision
- Economic Development MasterPlan
- Culture Master Plan
- Creating a strong sense of place
- Attracting Talent & Investment
- Building & sustaining prosperity





WELCOME TO THE NEW



 **BRAMPTON**

Ryerson
University

Sheridan



RYERSON UNIVERSITY

Ryerson
University

- 43,000 students
- 125 + research institutes and labs
- DMZ at Ryerson ranked the top university incubators in North America (UBI Global, 2015)
- New Brampton campus focused on STEM
- National Centre of Cyber security
- Centre for Innovation
- Pilot Incubation Hub
- Chang School of Continuing Education



Ryerson
University

Centre for
Innovation

The Rose

City Hall

DOWNTOWN BRAMPTON

NorthWest View

Ryerson University

Centre for Innovation

Rose Theatre &
Garden Square

City Hall



Pilot Incubation Hub

- Opening Q1 2019
- Entrepreneurs can connect, collaborate and share experiences
- Co-working, incubation and event space

WELCOME TO THE NEW



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Downtown Reimagined

An aerial rendering of a futuristic city. The scene is dominated by several tall, cylindrical skyscrapers with glass facades and intricate patterns. These towers are surrounded by lush green parks, walkways, and a river. In the background, a dense urban landscape with various building heights is visible. A large blue semi-transparent box is overlaid on the upper portion of the image, containing white text. The overall atmosphere is one of modern urban development and sustainability.

• "AS BRAMPTON IMPLEMENTS ITS PLAN IT WILL BE A PLACE TO WATCH CLOSELY BECAUSE THIS HYPER DIVERSE CITY IS THE FUTURE OF CANADA..."

- The Toronto Star, July 2018