

# 2013

## Brampton Annual Economic Report



BRAMPTON ECONOMIC DEVELOPMENT

# Mayor's Message

Looking back on 2013, we achieved great results as part of the City of Brampton's mission to attract new and exciting job-creating investments and economic development opportunities to our city.

To better market Brampton to national and international private-sector and government leaders about why they should choose Brampton to do business with, the City of Brampton created a new Economic Development Brand – b...more – which speaks to our creative, dynamic and forward-thinking people.

We launched our new brand at Sheridan College's Davis Campus – which each year graduates our city's next generation of entrepreneurs, thought leaders and job creators. Sheridan College is the backbone of Brampton's post-secondary infrastructure and a fundamental part of our future economic development goals.

During our 2013 Strategic Plan outreach efforts, residents identified the importance of establishing a university presence in Brampton. Council voted unanimously to commit to a post-secondary university education strategy by approving two major goals: first, support the creation of Sheridan University that is committed exclusively to undergraduate professional education; and second, attract a new research-oriented university campus on an existing City-owned site that features undergraduate and graduate degrees with research programs and facilities for students, faculty and industry.

A university presence will lead to new talent development, job creation, new businesses, a stronger economy and greater prosperity by elevating our city's unrivalled quality of life for residents.

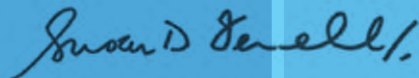
As we look toward an exciting and promising future, I also want to acknowledge other key accomplishments of 2013. Air Canada's state-of-the-art Global Operations Centre opened in Brampton. We undertook successful trade missions to India and the Philippines. These countries were chosen because they provide growing markets for Brampton companies to sell their products and services to. They also present the best opportunities to attract foreign-direct investments here at home.

Our new basketball team, the Brampton A's, and our new professional hockey team, the Brampton Beast, began their inaugural seasons at the Powerade Centre. These new sports franchises represent an important boost to Economic Development Office's Tourism Brampton service offerings. Families from Brampton and across the Greater Toronto Hamilton Area can come out, catch a game, cheer on the home team, buy souvenirs, go for dinner and enjoy a memorable night here in Brampton.

On the same day we announced our new professional hockey team, Canon Canada announced Brampton would be home to its new, state-of-the-art corporate headquarters. Securing a globally renowned company that will employ 550 workers does not happen by chance. Council, led by planning and zoning, laid the foundation to attract corporate head offices. Canon is proof our plan is working.

As you will see from this 2013 Annual Economic Report, we are working toward building a more dynamic, stronger and better Brampton. I am personally putting down the welcome mat and inviting all people to choose Brampton to b...more and to b...unstoppable.

Sincerely,



Susan Fennell, Mayor of Brampton





## BRAMPTON MEANS BUSINESS: 219 NEW BUSINESSES. 1,423 NEW JOBS INDUSTRIAL MARKET: RANKED 3<sup>RD</sup> IN THE GTA AND 4<sup>TH</sup> IN CANADA COMMERCIAL MARKET: RANKED 4<sup>TH</sup> IN GTA AND 14<sup>TH</sup> IN CANADA RESIDENTIAL MARKET: RANKED 2<sup>ND</sup> IN THE GTA AND 7<sup>TH</sup> IN CANADA

Brampton's economy remained stable in 2013 with the forecast of gradual, positive economic growth, attracting 219 new businesses and 1,423 new jobs. Two major projects under construction will bring over 900 high-tech, knowledge-based jobs to the area – the Air Canada Global Operations Centre and Canon Canada's new Canadian Headquarters.

Industrial and institutional construction both increased, while commercial construction activity was down. At \$958 million, residential construction was down almost 56 per cent from 2012. The largest decrease was in the single detached category. Only the townhouse category showed growth.

Residential and non-residential development was soft in 2013 with moderate increases in 2014. Brampton's total construction value ended up on par with 2012 levels at close to \$1.4 billion. This was partly because of a substantial jump in the Region of Peel's portion of development charges. As a result, developers rushed to submit building permits before the increases took effect.

Alongside our neighbours in the GTA (Toronto CMA), Brampton once again finished strong, second only to the City of Toronto in total construction, residential construction, and number of residential units under construction.

The city's business composition is beginning to shift. While the manufacturing and logistics/goods movement are the dominant sectors, new businesses continue to be attracted to the area, such as corporate headquarters, food and beverage, life sciences, business services, and information and communication technology companies. Brampton's Official Plan supports new industrial-commercial development in strategically located business parks.

Brampton has a lot going for it. There is a diversity of industrial-commercial inventory available, so interested companies have a lot to choose from. With its strategic location, competitive land values, supply of greenfield lands, and modern infrastructure, Brampton will continue to be a choice location for residents and businesses in the GTA.

BRAMPTON INDICATORS	YTD Dec. 2013	YTD Dec. 2012	Variance (13/14)
Total New Employment <sup>1</sup>	1,423	1,725	-17.5%
Total New Business <sup>1</sup>	219	256	-14.5%
Unemployment Rate % (Region of Peel) <sup>2</sup>	7.6	7.5	0.1
Total Construction Value <sup>3</sup>	\$1,392,371,481	\$2,655,224,190	-47.6%
Residential Construction Value <sup>3</sup>	\$958,043,543	\$2,172,524,763	-55.9%
Industrial Construction Value <sup>3</sup>	\$194,210,450	\$181,287,855	7.1%
Commercial Construction Value <sup>3</sup>	\$122,618,082	\$194,533,064	-37.0%
Institutional Construction Value <sup>3</sup>	\$114,306,140	\$104,067,600	9.8%
Housing Resale Activity <sup>4</sup>	7,909	7,956	-0.6%
Average House Price <sup>4</sup>	\$420,847	\$404,140	4.1%
Housing Permits (units) <sup>3</sup>	3,071	5,940	-48.3%
Industrial Vacancy Rate % (Q4) <sup>5</sup>	6.4	5.7	0.7

Sources:

1. City of Brampton Economic Development Office 2. Statistics Canada Labour Force Survey, Dec. 2012 - Dec. 2013 3. City of Brampton Building Division, Dec. 2013 4. Monthly MarketWatch (Toronto Real Estate Board) Dec. 2013 5. GTA Q4 2013 Industrial Statistics – (Colliers International)

Compiled by: City of Brampton – Economic Development Office – Business Information & Competitive Policy

# 2011 National Household Survey: Key Findings for Brampton

ONE OF THE  
**YOUNGEST  
COMMUNITIES  
IN CANADA**

The 2011 National Household Survey (NHS) was a voluntary survey distributed roughly four weeks after the census to approximately 4.5 million households. Information previously collected by the mandatory long-form census questionnaire was collected as part of the new NHS. This information provides data to support government programs directed at target populations, and supports provincial/territorial and local government planning and program delivery. This is the first time Statistics Canada has conducted this voluntary survey. The findings were released in three installments between May and September 2013.

## IMMIGRATION, CITIZENSHIP, PLACE OF BIRTH, LANGUAGE, ETHNIC ORIGIN, VISIBLE MINORITIES, RELIGION, AND ABORIGINAL PEOPLES – MAY 8, 2013

- **87.14%** of the population held **Canadian citizenship**
- **4<sup>th</sup> largest visible minority population** in Canada and **3<sup>rd</sup> largest** in Ontario
- **209** different **ethnic origins** reported speaking **89 different languages**
- The **Christian** denomination was the **largest religious group** in Brampton (50.52%), followed by **Sikh** and **Hindu** (30.92%)
- Between 2006 and 2011, **40,700 immigrants** arrived in Brampton

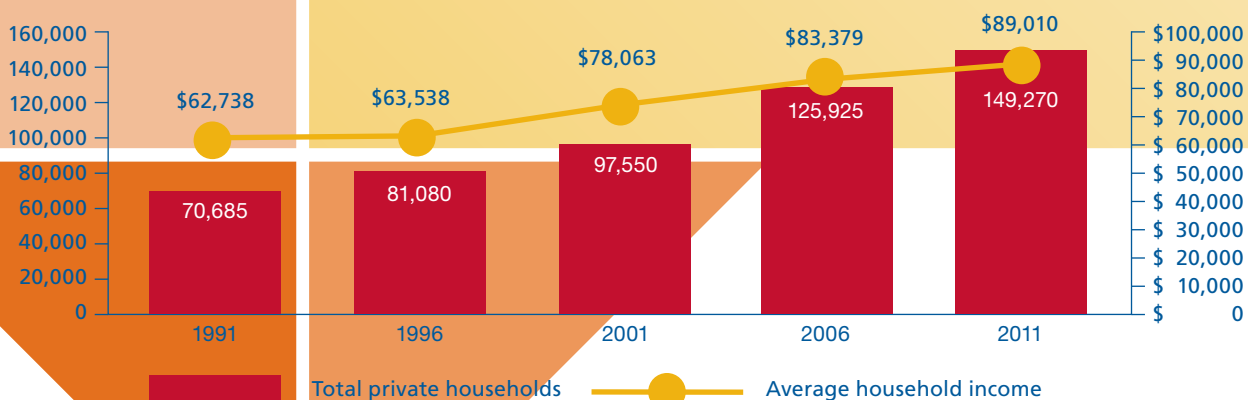
## LABOUR, EDUCATION, PLACE OF WORK, COMMUTING TO WORK, MOBILITY AND MIGRATION, AND LANGUAGE OF WORK – JUNE 26, 2013

- Brampton's **labour force** grew to **281,250** in 2011 from 240,985 in 2006
- **7.6%** of the total employed workers were **self-employed**
- **11.6%** of the employed labour force was **aged 15 to 24** and **12.7%** was **aged 55 to 64**
- **20.1%** held a **University certificate, diploma or degree** at bachelor level or above, an increase from 17.1% in 2006
- **Public transit** experienced the **fastest growth** at **87%** between 2001 and 2011, compared to **cars** at **42%**

## INCOME, EARNINGS, HOUSING AND SHELTER COSTS – SEPTEMBER 11, 2013

- Brampton had an **average before-tax family income of \$93,817**
- **87.2%** of total income was from **employment income**
- The average **monthly rent** for dwellings was **\$1,047** and average **owner-occupied payments** were **\$1,606**
- **39.7%** of households spend **30% or more** on **gross rent**
- The **average value** of dwellings in Brampton was **\$398,374**
- The **home ownership rate** in Brampton was **81.7%**

## TOTAL PRIVATE HOUSEHOLDS AND AVERAGE HOUSEHOLD INCOME





# 2013 Industrial Market Overview

Brampton's industrial construction activity for 2013 ranked third in the Greater Toronto Area (Toronto CMA) and was an impressive fourth overall in Canada after Toronto, Calgary and Mississauga respectively. (Statistics Canada's national construction value rankings)

**RANKED 3<sup>RD</sup>  
IN THE GTA  
AND 4<sup>TH</sup> IN  
CANADA**



The industrial construction market introduced six new buildings, totalling over 1.7 million square feet and built additions to ten existing industrial facilities, totalling 255,000 square feet. At over \$194 million in construction value, the total industrial investment market was up seven per cent from the previous year.

Notable new industrial activity included Unilever Canada's 745,000-square foot distribution centre at 7900 Airport Road and Orlando Corporation's 900,000-square foot speculative building at 8050 Heritage Road.

Significant expansions were made to existing industrial facilities. This included a 140,000-square foot addition to the Excel Logistics facility at 100 Sandalwood Parkway West by Orlando Corporation; a 34,000-square foot, two-storey addition for Sota Glazing that linked two existing industrial buildings at 70 and 80 Van Kirk Drive; a 31,000-square foot addition to Action Force Transport at 131 East Drive; and an 18,300-square foot addition to Dependable Truck and Tank at 275 Clarence.

Other companies of note expanding their industrial operations included Peel Plastic Products, Electronics Boutique, Zochem Inc., Cardinal Meats and Johnson Matthey Ltd.

USER	LOCATION	PERMIT TYPE	VALUE	SIZE (SQ. FT.)
Speculative Building – Orlando	8050 Heritage Road	New	\$43,000,000	902,018
Unilever Distribution Centre	7900 Airport Road	New	\$42,000,000	744,922
Peel Paramedic, Admin and Data Centre	1600 Bovaird Drive East	New	\$20,000,000	66,424
Region of Peel Recycling Facility	420 Railside Drive	New	\$12,000,000	15,683
Sota Glazing Inc.	80 Van Kirk Drive	Addition	\$10,000,000	33,844
Excel Logistics	100 Sandalwood Pkwy West	Addition	\$7,000,000	138,919
Action Force Transport	131 East Drive	Addition	\$2,500,000	31,000
Zochem Inc.	1 Tilbury Court	Addition	\$2,000,000	6,943
Dependable Truck & Tank	275 Clarence Street	Addition	\$1,725,000	18,299
Peel Plastic Products Limited	49 Rutherford Road South	Addition	\$900,000	7,599
Electronics Boutique	8995 Airport Road	Addition	\$900,000	6,641
Cardinal Meats	155 Hedgedale Road	Addition	\$800,000	4,776
Toronto Regional Conservation Authority	10818 Heart Lake Road	New	\$759,708	7,097
2240523 Ontario Inc.	40 Holtby Avenue	Addition	\$150,000	5,543
Q9 Networks	30 Bramtree Court	New	\$50,000	1,023
Johnson Matthey Ltd.	130 Glidden Road	Addition	\$30,000	1,335
<b>TOTALS</b>		<b>New</b>	<b>\$117,809,708</b>	<b>1,737,167</b>
		<b>Addition</b>	<b>\$26,005,000</b>	<b>254,899</b>
		<b>Total</b>	<b>\$143,814,708</b>	<b>1,992,065</b>

Source: City of Brampton Building Division, 2013

## INDUSTRIAL BUILDING SALES

TOTAL NO. OF SALES	SALE PRICE (range)	SIZE (SQ. FT.) (range)	PRICE PSF (range)
30	\$1,400,000-\$88,500,000	9,500-11,131,282	\$41-\$336
<b>TOTALS</b>	<b>\$347,706,808</b>	<b>14,609,102</b>	
<b>Average Price per Square Foot</b>			<b>\$107</b>

## INDUSTRIAL LAND SALES

TOTAL NO. OF SALES	SALE PRICE (range)	ACRES (range)	PRICE PER ACRE (range)
5	\$4,000,000-\$8,600,001	1.51-10.69	\$486,027-\$1,127,800
<b>TOTALS</b>	<b>\$27,196,714</b>	<b>33.91</b>	
<b>Average Price per Acre</b>			<b>\$844,554</b>

# 2013 Commercial Market Overview

Commercial construction activity in Brampton for 2013 ranked fourth in the Greater Toronto Area (Toronto CMA) after Toronto, Mississauga and Vaughan respectively, and fourteenth overall in Canada. (Statistics Canada's national construction value rankings)

New construction once again dominated our commercial market. With 27 new commercial projects and one addition, almost 750,000 square feet of floor space was added to the commercial inventory. Even though it amounted to over \$122 million in construction value, the total commercial investment market was down from the previous year.

The largest commercial construction project in 2013 was Canon Canada's new headquarters facility at the northwest corner of Mississauga Road and Steeles Avenue West. At 250,000 square feet and valued at over \$42 million, it is the first phase of the head office campus development.

**RANKED 4<sup>TH</sup>  
IN THE GTA  
AND 14<sup>TH</sup> IN  
CANADA**

Other notable commercial activity included Brampton (Northeast) Shopping Centre's 176,000-square foot retail development anchored by a Walmart Supercentre at Mayfield Road and Bramalea Road; FP Commercial Development's 7,700-square foot retail mall anchored by No Frills at Chinguacousy Road and Queen Street West; Airport & Lacoste Development's 47,000-square foot retail mall at Airport Road and Lacoste Boulevard; and Rutherford Properties' retail construction on Resolution Drive featuring a Walmart Supercentre.

Numerous retail pads and buildings, including four new charter bank locations and two gas stations also commenced construction in 2013.

USER	LOCATION	PERMIT TYPE	VALUE	SIZE (SQ. FT.)
Canon Canada HQ	8000 Mississauga Road	New	\$42,364,900	250,013
Walmart	5085 Mayfield Road	New	\$11,000,000	154,512
Walmart	15 Resolution Drive	New	\$8,065,350	107,534
McDonalds	9485 Mississauga Road	New	\$3,000,000	5,550
No Frills	8990 Chinguacousy Road	New	\$2,700,000	28,169
Multiple tenants	90 Resolution Drive	New	\$2,436,070	13,387
Multiple tenants	60 Lacoste Boulevard	New	\$2,400,000	19,954
Multiple tenants	8990 Chinguacousy Road	New	\$1,800,000	28,126
Multiple tenants	965 Bovaird Drive West	New	\$1,700,000	16,480
Multiple tenants	50 Lacoste Boulevard	New	\$1,500,000	16,604
Multiple tenants	130 Delta Park Boulevard	New	\$1,480,000	4,486
Multiple tenants	15 Gateway Boulevard	New	\$1,475,000	15,893
RBC Bank	8978 Chinguacousy Road	New	\$1,300,000	4,639
Multiple tenants	1 Steeles Avenue East	New	\$1,250,000	6,308
Multiple tenants	10208 Chinguacousy Road	New	\$1,200,000	11,819
Multiple tenants	11825 Bramalea Road	New	\$1,200,000	11,873
Scotiabank	8974 Chinguacousy Road	New	\$1,200,000	4,801
Gas station	2956 Queen Street East	New	\$1,100,000	4,179
Multiple tenants	40 Lacoste Boulevard	New	\$900,000	10,289
Multiple tenants	8970 Chinguacousy Road	New	\$840,000	6,516
Multiple tenants	8982 Chinguacousy Road	New	\$620,000	4,845
Scotiabank	11815 Bramalea Road	New	\$600,000	5,158
Royal Bank of Canada	11805 Bramalea Road	New	\$550,000	4,553
KFC/Taco Bell Restaurant	45 Cherrycrest Drive	New	\$540,000	2,723
Gas station	55 Cherrycrest Drive	New	\$540,000	2,486
Mac's Convenience	10187 Kennedy Road	New	\$500,000	3,909
Multiple tenants	955 Bovaird Drive West	New	\$400,000	3,243
Teletime Superstore	280 Rutherford Road South	Addition	\$325,000	15,339

TOTALS	New	Value	Size
	New	\$92,661,320	748,049
	Addition	\$325,000	15,339
	<b>Total</b>	<b>\$92,986,320</b>	<b>763,388</b>

Source: City of Brampton Building Division, 2013

## COMMERCIAL BUILDING SALES

TOTAL NO. OF SALES	SALE PRICE (range)	SIZE (SQ FT) (range)	PRICE PSF (range)
8	\$1,300,000-\$14,700,000	4,500-64,400	\$100-\$484
<b>TOTALS</b>	<b>\$30,725,000</b>	<b>145,380</b>	
<b>Average Price per Square Foot</b>			<b>\$243</b>

## COMMERCIAL LAND SALES

TOTAL NO. OF SALES	SALE PRICE (range)	ACRES (range)	PRICE PER ACRE (range)
13	\$1,200,000-\$23,834,460	.319-40.32	\$315,724-\$4,357,400
<b>TOTALS</b>	<b>\$87,904,706</b>	<b>120.799</b>	
<b>Average Price per Acre</b>			<b>\$1,377,971</b>

# 2013 Residential Market Overview

The residential construction market was down in 2013 from the previous year; however, it still resulted in the seventh largest residential market in Canada and the second largest residential market in the Greater Toronto Area (Toronto CMA). A total of 3,071 residential units were created at a value of over \$958 million. Even in a softer market, Brampton retained its appeal as a desirable location for families and individuals to live.

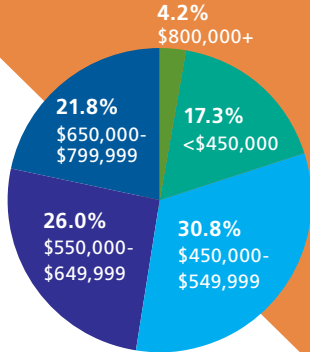
**RANKED 2<sup>ND</sup>  
IN THE GTA  
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CANADA**



The residential resale market in Brampton recorded 7,909 sales of residential dwellings by year-end 2013 with an average selling price of \$420,847. This was on par with the number of sales in 2012 (down under one per cent), with an average sale price increase of 4.1 per cent. (Toronto Real Estate Board)

New home starts by type saw a significant decrease in all categories, with the exception of townhouse dwellings. Detached dwelling starts were down over 60 per cent from the previous year.

## NEW SINGLE DETACHED UNITS BY PRICE (YTD DEC.)



## SINGLE DETACHED AVERAGE HOME PRICES\*

### New Home Prices (Single Detached)

YTD Dec. 2013:	\$576,924
YTD Dec. 2012:	\$562,491

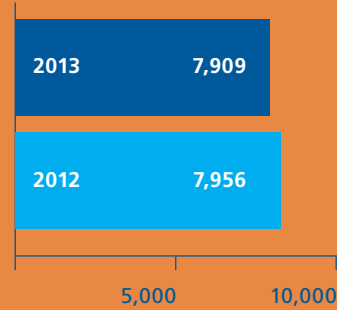
### Resale Prices (Single Detached)

Dec. 2013:	\$503,346
Dec. 2012:	\$474,460

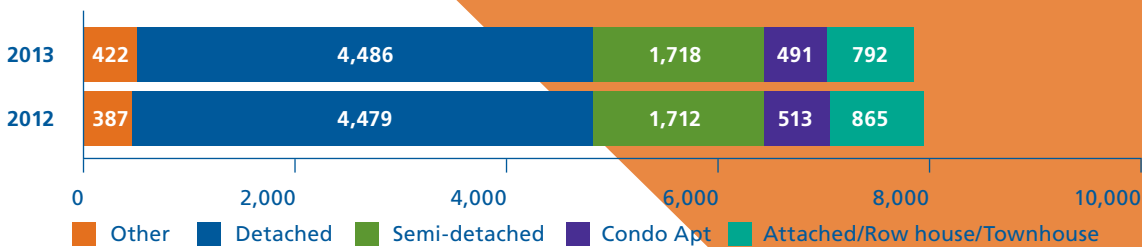
### Average Home Prices – Resale

YTD Dec. 2013:	\$420,847
YTD Dec. 2012:	\$404,140

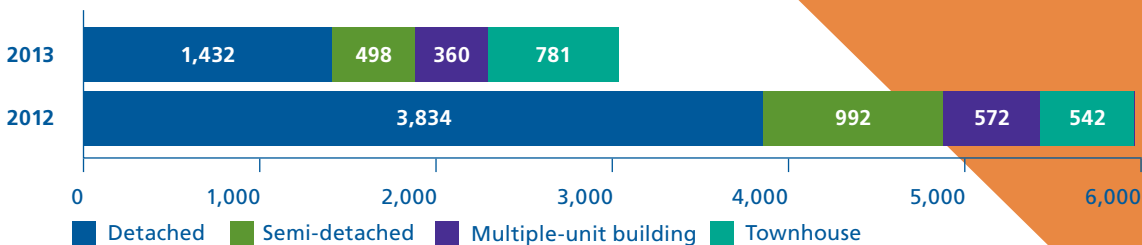
## HOUSING RESALE ACTIVITY†



## RESALE ACTIVITY BY TYPE (YTD Dec.)†



## NEW UNITS BY TYPE, BUILDING STARTS (YTD Dec.)‡



\*Canada Mortgage and Housing Corporation, Jan. 2014; †Toronto Real Estate Board, Dec. 2013; ‡City of Brampton Building Division, Dec. 2013

## b... informed

# Central Area

### FAÇADE AND BUILDING IMPROVEMENT PROGRAM

Launched in 2013, our Façade and Building Improvement Program encourages downtown landowners and businesses to improve the overall quality and appearance of their building facades or upgrade their properties. Owners can take advantage of matching grants: up to \$20,000 per property or \$30,000 for multiple storefront buildings, and up to \$50,000 for designated heritage buildings. To date, seven applications have been approved with a total estimated value of \$1.07 million. The program supports the ongoing revitalization efforts to the historic downtown area and helps to create an attractive area for people to work, live, shop and be entertained.

**57 NEW BUSINESSES  
CREATED IN THE  
CENTRAL  
AREA**

### DOWNTOWN BUSINESS SHOWCASE SERIES

This Video Showcase Series created by The Economic Development Office promotes our Central Area as an attractive location for business investment and highlights some of the success stories of local businesses. The videos can be viewed at [youtube.com/BramptonEcoDev](http://youtube.com/BramptonEcoDev).

### NEW BUSINESSES/STATISTICS

Fifty-seven new businesses opened in the Central Area in 2013, including Target, located at the Bramalea City Centre. Twenty-one of those are in the downtown core, including The WORKS Gourmet Burger, MacaronZ, Queen Gypsy, Joey's Deli, Pulis Investments and Bijou Nails and Spa, which account for 109 of the 331 total new jobs created by new Central Area businesses.

### DISPLAY OF WARES BY-LAW

This new downtown initiative provides an opportunity for retail businesses to improve the appearance of their business façade with items such as flower pots and planters, small patios, and street furniture with tables and chairs. In 2013, 22 businesses participated.

### POST-SECONDARY STRATEGY

Council unanimously voted for a post-secondary university education strategy as part of the 2013 Strategic Plan process with two major goals:

**Goal 1** – Support a major presence in Downtown Brampton for Sheridan University committed exclusively to undergraduate professional education.

**Goal 2** – Attract a new research-oriented university campus offering undergraduate and graduate degrees, along with research programs and facilities for students, faculty and industry.





**b... creative**

## **Creative Economy**



Downtown Brampton is the creative cultural centre of the city and we proudly support a series of ongoing initiatives to increase our city's creative energy and economy.

### **CREATIVE ECONOMY SUMMIT**

With a focus on Youth and Digital Media, the second annual Summit was a great success with more than 250 registered participants. It encouraged youth to enter the local creative economy workforce and contribute to the achievement of HACE (Heritage, Arts, Culture and Entertainment) initiatives.

### **SUPPORTING ARTS & ARTISANS**

With support from the HACE Committee, the Brampton Arts Council successfully delivered Business of the Arts Workshops to over 300 participants, educating them on growing their business as well as becoming ambassadors for the city. Renowned Canadian artist Linda Kemp helped to raise the profile of the downtown Brampton cooperative art gallery by leading two art workshops in the Beaux-Arts instruction space.

### **COMMUNITY ENGAGEMENT**

The Peel Art Gallery, Museum and Archives participated in Culture Days 2013. HACE-sponsored events included artist demonstrations, guest speakers and hands-on activities where the public was offered a variety of opportunities to explore, participate and create.

### **YOUTH INSPIRING YOUTH**

In 2013, the HACE Co-op Placement Pilot Program was launched, connecting students from the Peel District School Board with businesses in the HACE industries. The student blogs played a big role in the program, giving students a voice to reflect on their work experience and engage others beyond the classroom.



## **Farmers' Market**

The Farmers' Market is one of the largest markets in the Greater Toronto Area. There are over 90 vendors including farmers, food vendors, artisans and downtown businesses. People can find beautiful, local, handmade items in the Art in the Open area, which is coordinated by the Brampton Arts Council, and enjoy live music in Garden Square.

The Market continued its expansion into Ken Whillans Square and Main Street South, south of John Street. Market favourites were joined by eight new vendors selling products from lamb to gourmet marshmallows, and food cart breakfasts to tart cherry juice. New 2013 vendors included:

- Cachemire Farm
- La Samaritaine Crefif
- The Purple Kitchen
- Cherry Lane
- Caledon Lamb Co.
- T By Daniel
- Akachi Farms
- Chrome on the Range

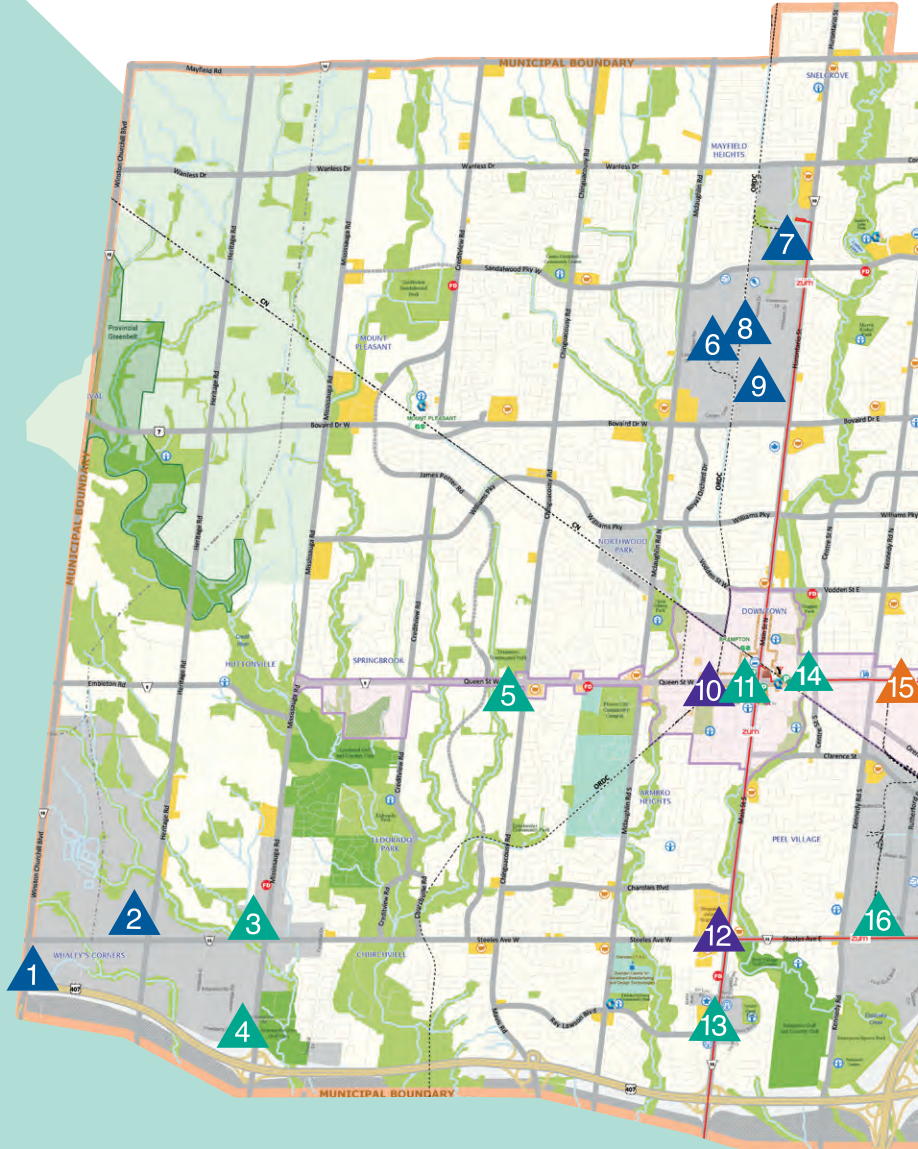
# Key Developments and Investments



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## MAP LEGEND

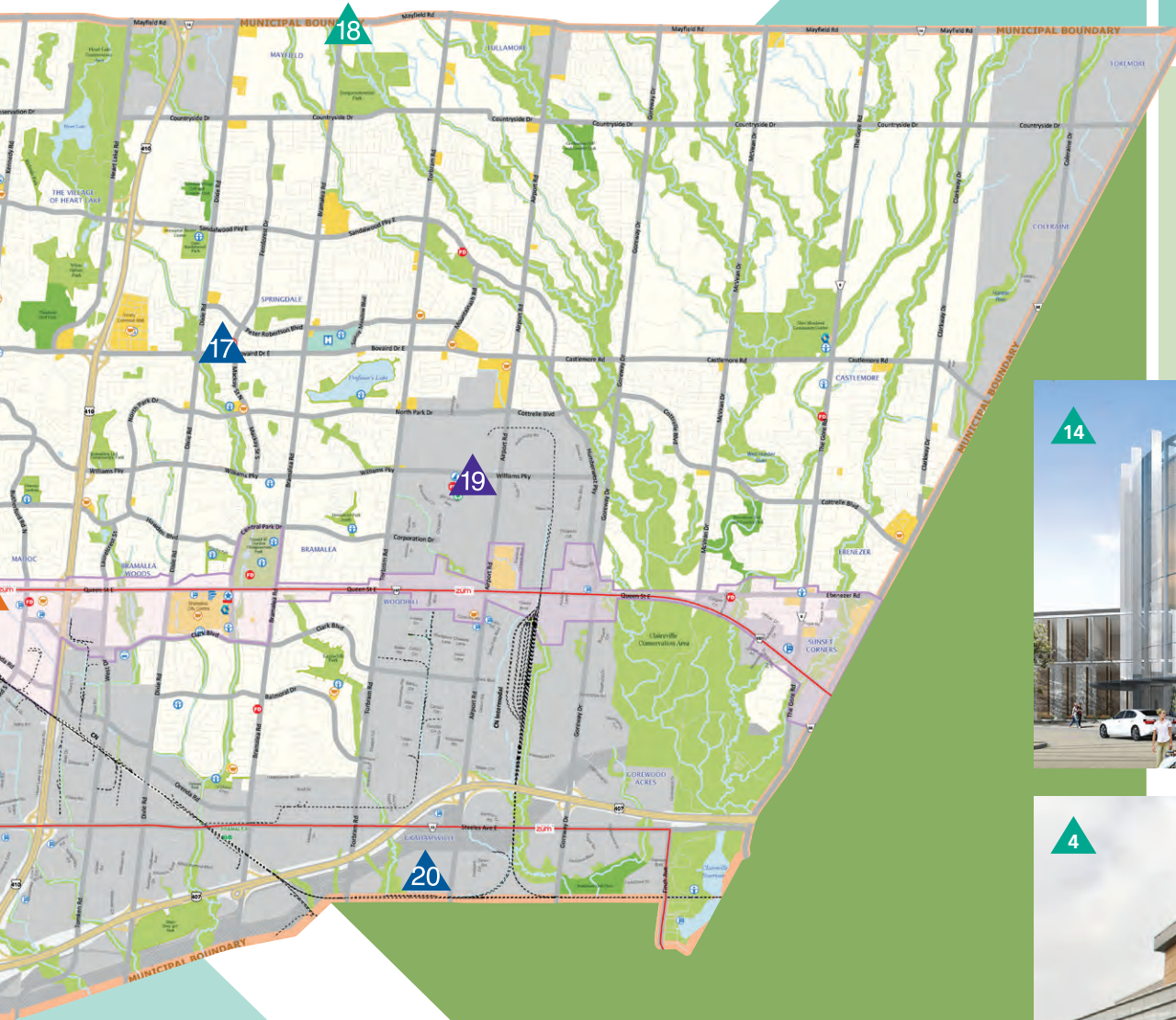
-  INDUSTRIAL
-  COMMERCIAL/RETAIL
-  INSTITUTIONAL
-  MIXED-USE

## LEGEND

-  1 Orlando Corporation, Churchill Business Community: 5 spec buildings, over 1.8 million sq. ft.
-  2 Orlando Corporation, Churchill Business Park: 902,018 sq. ft., \$43 million investment.
-  3 Canon Canada Inc. new Canadian head office: 3 buildings, 190,000 sq. ft. each. \$42 million investment in Phase One.
-  4 Air Canada: new 75,000-sq. ft. facility, \$60 million investment.
-  5 FP Commercial Developments: 77,096 sq. ft., \$8.46 million investment.
-  6 Sota Glazing: 33,844-sq. ft. two-storey addition to join 2 existing office buildings, \$10 million investment.
-  7 Excel Canada Ltd.: 138,919-sq. ft. addition to existing 625,000-sq. ft. distribution centre, \$7 million investment.
-  8 Region of Peel Recycling Facility: new 15,683-sq. ft. facility, \$12 million investment.
-  9 Blackwood: 728,411-sq. ft. LEED certified building.
-  10 Southwest Quadrant Renewal: 126,398 sq. ft. of office and 10,147 sq. ft. of retail.



# 2013 TOTAL CONSTRUCTION WAS A \$1.4 BILLION INVESTMENT IN BRAMPTON



- ▲ 11 Kapil: Redevelopment of 6 George St. S., 4,400 sq. ft. commercial building, \$245,000 exterior/interior improvements.
- ▲ 12 Brampton Gateway Terminal (Steeles and Hurontario): opened spring 2013.
- ▲ 13 Kallo Developments: landmark LEED certified 7-storey office building, 78,000 sq. ft.
- ▲ 14 Peel Memorial Centre for Integrated Health and Wellness: completion in 2015-16.
- ▲ 15 Supportive Housing in Peel, SHIP Building: 205 units, 30,000 sq. ft., mixed-use retail/office/residential, \$40 million investment.
- ▲ 16 Rutherford Properties, Walmart: opening January 2014.
- ▲ 17 Region of Peel, Paramedic, Administration and Data Centre: over 66,000 sq. ft., \$20 million investment.
- ▲ 18 Smart Centre: opening January 2014, over 176,096 sq. ft., \$13.35 million investment. (Tenants include Walmart, Royal Bank and Scotiabank)
- ▲ 19 City of Brampton, Williams Parkway Operations Centre & Works Yard: new 20,006-sq. ft. facility.
- ▲ 20 Unilever (IBI Group): new Distribution/Warehousing Centre, over 700,000 sq. ft., \$42 million investment.

# b... competitive

## International Business

International business missions are effective tools for promoting Brampton as an excellent place in which to invest as well as conduct business. They help us build new business relationships in different countries, enable networking and an exchange of new ideas with government and business leaders, and create investment and alliance opportunities. In 2013, we had eight missions with the goal of driving foreign direct investment into our key industry sectors.



Meeting with Jason Kenny, Minister of Citizenship and Immigration, and Canadian High Commissioner Stewart Beck



Golden Temple Amritsar



2013 Missions	Meetings	Business Contacts	Leads	Prospects
India, Mumbai, Bangalore, Kochi, Ahmadabad, New Delhi, Amritsar (January 2-17)	40	150	125	20
Spain, Barcelona (February 25-28)	35	41	25	4
Philippines, Manila, Marikina (April 15-16)	12	340	28	2
Brazil, Sao Paulo, Rio de Janeiro (June 21-July 3)	33	45	15	4
Germany, Cologne (October 5-9)	71	91	71	0
Brazil, Sao Paulo, Porto Alegre, Rio de Janeiro (October 15-24)	78	92	78	3
Germany, Nuremburg (November 26-29)	26	52	26	2
Hong Kong (December 3-7)	85	100	60	4
<b>TOTAL</b>	<b>380</b>	<b>911</b>	<b>428</b>	<b>39</b>

### INDIA

#### SECTORS: PHARMA, AUTOMOTIVE, FOOD AND BEVERAGE, ICT AND MINING

India is forecast to become the third largest economy in the world, after China and the US, by the year 2040. With its rapidly growing population and strong connection to Canada's diaspora, India is an important region of focus for the City. The purpose of the 2013 India Trade Mission was to build on the success of a 2012 fact-finding mission, and to build and strengthen relationships in India. Business meetings were conducted in six major Indian cities to strengthen relationships with private-sector and government leaders in India, which is crucial to attract job-creating investments in Brampton. A Memorandum of Understanding (MoU) was signed with the Small and Medium Business Development Chamber of India (SME Chamber of India) during the mission to promote economic growth.

### SPAIN

#### SECTOR: ICT

The Economic Development Office participated in a lead generation FDI program to Barcelona, for the Mobile World Congress (MWC) 2013 – the world's largest exhibition and conference for the mobile industry. The mission had two activities: 1) to attend prequalified meetings with mobile companies interested in establishing a business in the GTA/Ontario and 2) to participate in the MWC to self-generate leads and market research. More than 72,000 attendees from 200 countries attended.



GERMANY

INDIA

HONG KONG

PHILIPPINES

## 8 BUSINESS MISSIONS ACHIEVED:

**380 MEETINGS**  
**911 BUSINESS CONTACTS**  
**428 LEADS**  
**39 PROSPECTS**

### PHILIPPINES SECTORS: ALL

The City of Brampton joined members of the Federation of Filipino Canadians of Brampton (FFCB) for trade mission meetings in Metropolitan Manila and in our Friendship City of Marikina. Bilateral trade between Canada and the Philippines is growing and estimated at \$1.5 billion. This mission explored economic development cooperation initiatives, trade promotion, strategic alliances, investment expansion and best practices in government. The City of Brampton signed a twinning agreement with Marikina City in 2005, uniting the two cities in a friendly exchange of culture and economic opportunity. This mission further explored economic development cooperation initiatives and trade alliances.



Ambassador to the Philippines – Christopher Thornley

### BRAZIL SECTORS: ICT AND FOOD AND BEVERAGE

The Brazilian market is a key source of new foreign direct investment for Canada. Two missions were focused on Food and Beverage and ICT. The SIAL & FISPAL food show in Sao Paulo led to meetings with food industry representatives in Porto Alegre and Rio de Janeiro. Futurecom 2013, the largest Telecom and IT event in Latin America, opened doors to communication. The missions concluded with interest in creating Memorandums of Understanding with the food industry and ICT industry organizations.

### GERMANY SECTOR: FOOD AND BEVERAGE AND ICT INDUSTRIAL AUTOMATION

ANUGA in Cologne is the most important platform in the world for the international food business. The Economic Development Office participated in over 70 pre-qualified meetings during the show. The City of Brampton along with other GTA municipalities participated in a fund-matching trade mission with the GTMA to Nuremberg, Germany for SPS IPC Drives trade show in November. It is Europe's leading exhibition for electric automation and offers a unique and complete market overview.

### HONG KONG SECTORS: FINANCIAL INVESTMENT AND ICT

This was the second year the Economic Development Office has participated in the 2013 Hong Kong Forum, World SME Expo and Intellectual Property Forum, organized in partnership with The Hong Kong Trade Development Council (HKTDC). The HKTDC and the Province of Ontario partnered with the Economic Development Office at the World SME Expo, which showcased a full spectrum of business opportunities and solutions.

For more information, visit us at [investbrampton.ca](http://investbrampton.ca) p 13

b... extraordinary

## Top Stories of 2013

### CANON CANADA ANNOUNCES INVESTMENT IN NEW BRAMPTON HEADQUARTERS

Canon Canada Inc., celebrating its 40th anniversary, announced it is building a new, state-of-the-art corporate headquarters on 18 acres of land located on the northwest corner of Steeles Avenue and Mississauga Road. Occupying approximately 190,000 square feet, two additional buildings will be developed in future phases. Canon joins a growing list of companies locating their head office facilities in southwest Brampton.

### AIR CANADA GLOBAL OPERATIONS CENTRE

The Global Operations Centre of Air Canada opened in Brampton. The new facility is the result of a two-year, \$60 million project and will serve as the central control for the airline's operations, with 400 employees overseeing, on a 24/7 basis, nearly 600 Air Canada flights each day. The 75,000-square foot facility will be fully operational in the first quarter of 2014 and will become the global nerve centre for Air Canada's operations.



Air Canada

### SHERIDAN ANNOUNCES NEW DEGREE PROGRAM

Sheridan College launched five innovative, four-year Bachelor of Business Administration (BBA) degrees in Accounting, Finance, Supply Chain Management, Human Resource Management and Marketing Management. The first class of students will begin their studies in September 2014. The five new degrees will build on the success of Sheridan's BBA Degree in Global Business Management and Sheridan's Advanced Business Administration Diplomas and Business Graduate Certificate Programs. By 2017, Sheridan expects to have 1,100 BBA students registered in all five BBA degree programs.

In 2013, Sheridan College ranked first in Ontario and sixth in Canada for applied research, according to a ranking published by Research Infosource Inc.

Brampton's Davis Campus is the largest of the three Sheridan College facilities with over 6,000 students registered.



### NAIOP SUBURBAN BUS TOUR

In October, the City of Brampton Economic Development Office hosted the NAIOP – Greater Toronto Suburban Bus Tour of selected industrial developments within Brampton. The tour was attended by over 125 real estate professionals, developers and site selectors from Toronto and the 905 area. This event for the Commercial Real Estate Development Association has become the premier "meeting place" for a diverse and influential mix of commercial real estate industries top companies and top performers.







### UNILEVER CANADA

Unilever has purchased a parcel of land at 7900 Airport Road to build a 780,000-square foot distribution facility, investing \$42 million dollars in our city.

### BRAMPTON WELCOMES CRAWFORD PROVINCIAL

Crawford Provincial consolidated their operations into one location when they celebrated the grand opening of their new location at 115A Walker Drive. This 94,000-square foot facility employs over 25 individuals and plans to grow to over 30 by the end of the year. Crawford Provincial is one of Canada's largest independently owned packaging, facility supply and equipment distributors.

### BRICAN FLIGHT SYSTEMS

Brican Flight Systems, one of Canada's leading innovators of Unmanned Aerial Vehicle (UAV) technology, announced a landmark partnership agreement with the National Research Council of Canada (NRC). Brican's versatile unmanned aircraft system, the TD100, was named the fixed wing UAV "platform of choice" for NRC's Civilian Unmanned Aircraft Systems program (CivUAS), an initiative to develop advanced UAV applications for use over Canadian domestic airspace.

### MORE HIGH TECH JOBS IN BRAMPTON

MacDonald Dettwiler and Associates (MDA) landed a \$706 million contract to design and build the final stage of Canada's RADARSAT Constellation project, a multi-phase satellite surveillance program. The investment will create hundreds of high-value jobs for our city. The contract, between MDA and Canadian Space Agency, will cover construction, launch of the three satellites in 2018 and the first year of mission operation.



Unilever



Canadian Astronaut Chris Hadfield with the Canadarm

## b... entrepreneurial

Prospective entrepreneurs and business owners in Brampton have a place to turn for support in becoming more successful. The Brampton Small Business Enterprise Centre (SBEC) is an important resource that provides private consultations, workshops and seminars. It has also coordinated successful events and implemented a number of entrepreneurship programs in the community during 2013.

The year 2013 was a busy one, with high activity levels in all SBEC services, particularly consultations. In 2013, SBEC conducted over 400 consultations, and conducted 40 seminars with 640 total participants. Website visits were also very high with over 48,962 unique visitors and 72,028 page views. SBEC hosted five larger events; the total attendance was over 500 people.

## Youth Entrepreneurship

### SUMMER COMPANY

In 2013, the highly successful Annual Summer Company program celebrated its 13<sup>th</sup> year helping young people start and run their own summer businesses. The program has grown significantly and saw its largest number of participants ever last year. Eighteen young entrepreneurs received support and guidance from the Brampton SBEC. This program is provided in partnership with the Province.

### MAKE YOUR PITCH

Brampton SBEC launched "Make Your Pitch" in 2013. This initiative gives high school students an opportunity to create a two-minute video that pitches their imaginary business. Students had a chance of winning an award of up to \$3,000 to start their own business, as well as business coaching and mentoring. Out of the 96 videos submitted across the province, 16 came from our local youth in Brampton.

## ONE – Ontario Network of Entrepreneurs

Brampton SBEC is now part of the ONE network. Launched in 2013, the goal of this newly formed network is to provide Ontario businesses with the opportunity to benefit from the excellence delivered by an expanded, collaborative network of entrepreneurship and innovation expertise. The network brings together Ontario's 57 Small Business Enterprise Centres (SBECs), 17 Regional Innovation Centres (RICs) and Ontario Business Advisory Services (BAS) staff under one brand to collectively assist Ontario's entrepreneurial community.



Jacob Farjou, Dynasty Training – Summer Company



Camille Lauren Gordon, Art of Ciel – Summer Company



### THREE SUCCESSFUL EVENTS

The Peel regional cluster delivered three partnered events to business clients in 2013 – September's Disruptive Technologies event co-ordinated by RIC, October's getEnergized event co-ordinated by Brampton SBEC, and November's Social Marketing Now event co-ordinated by Mississauga Business Enterprise Centre.





## b... curious

# Tourism and Film

2013 continued to be a banner year for Sport Tourism in Brampton. Brampton hosted three international tournaments: 2013 Men's Pan Am Cup – Field Hockey; the 2013 World Women's Junior Fastpitch Softball Championships; and, the tournament providing the greatest economic impact to Brampton, the Annual Canadettes Tournament, the largest and longest-running female hockey tournament in the world.

### ECONOMIC IMPACT:

#### 2013 WORLD WOMEN'S JUNIOR FASTPITCH SOFTBALL CHAMPIONSHIPS

- 16 countries represented
- 7 day tournament
- 20,000 attendees
- \$2 million local economic impact

#### 2013 MEN'S PAN AM CUP – FIELD HOCKEY

- 9 countries represented
- 8 day tournament
- \$700,000 local economic impact

#### 2013 CANADETTES TOURNAMENT (GIRLS' HOCKEY)

- 400 teams with their family and friends
- \$12 million local economic impact

## New Attraction

Treetop Trekking, Brampton's newest tourism attraction, ran a successful first season from August 1 to November 13. Appealing to a wide variety of ages, about 4,130 people experienced the thrills and adventure of seven courses, 70 platforms and eight zip lines. Treetop Trekking operates four locations in Ontario and five in Quebec. Their Brampton operation is located within Heart Lake Conservation Area, which is run by the TRCA (Toronto Region Conservation Authority).

Visit us at [tourismbrampton.ca](http://tourismbrampton.ca)

## Film Services

It was a busy year for filming in 2013. Brampton was the perfect location for many productions, including a variety of popular TV series. Television productions are the fastest growing area of the film industry in Ontario and we expect that market will continue to grow in Brampton.

[FilmitHere.ca](http://FilmitHere.ca)



### 2013 ECONOMIC IMPACT FROM FILM ACTIVITY IN BRAMPTON

FILM DAYS: 80

PERMITS ISSUED: 36

TV Series • 14

Films • 5

Commercials • 3

Documentaries • 7

Other • 7

\$ SPENT IN BRAMPTON \$315,640



On the set of Cracked – David Sutcliffe

### POPULAR TV SHOWS FILMED IN BRAMPTON DURING 2013:

- Covert Affairs
- Cracked
- Hannibal
- Hemlock Grove
- Holmes Makes it Right
- Nikita
- Storage Wars

b... imaginative

# Economic Development Office – Marketing Brand

Our brand launch was held at the Davis Campus of Sheridan College with over 110 business owners, politicians and citizens in attendance. We unveiled our new economic development brand video, the "I am Brampton" print campaign, the 2012 Annual Economic Report and Brampton Economic Development Map. Our new branding promotes our City as an attractive and positive home for businesses and residents, and proudly recognizes the strength of our local residents – their competitiveness, innovation and culture of entrepreneurship. Brampton's new economic development brand is all about who we want to be. We are not about boxes and cubicles. We are a people-powered economy.

b... more

## National Marketing Awards for Brand Identity

Our Economic Development Office received two awards from the Economic Developers Association of Canada (EDAC) at their conference in St. John's, Newfoundland.

b... unstoppable

b... extraordinary

### WINNER – CATEGORY: BRAND IDENTITY/APPLICATION

Our new visual identity leverages the positive attitudes that make Brampton a highly desirable place to establish a business. The new brand is a call to action: Come to Brampton and *be more, be unstoppable, be extraordinary.*



### WINNER – CATEGORY: OTHER PROMOTION: VIDEO

Our brand video showcases the renewed, revitalized, repositioned Brampton brand. It also creatively highlights what is best about our city – the raw energy of our people. The video demonstrates how we are a forward-thinking, creative, and dynamic catalyst for business success. **To view the video online, go to [brampton.ca/b-more](http://brampton.ca/b-more)**

b.... outstanding

## 2013 Awards/Designations

**BRAMPTON HAS BEEN NAMED AMONG THE TOP 10 MID-SIZED AMERICAN CITIES OF THE FUTURE 2013/2014, COMING IN 2<sup>ND</sup> FOR BUSINESS FRIENDLINESS; 8<sup>TH</sup> OVERALL; AND, 8<sup>TH</sup> FOR INFRASTRUCTURE.** fDi (foreign direct investment) Magazine "Cities of the Future" ranking shortlists over 400 cities from across North and South America. These awards recognize Brampton as a leader, internationally, and as a great place in which to invest. It is of particular value when competing in a global marketplace to attract business to the city.

fDi Intelligence, from the Financial Times Ltd., is the leading provider of foreign direct investment intelligence. For full results, visit [fDiIntelligence.com/Rankings](http://fDiIntelligence.com/Rankings)



AMERICAN CITIES  
OF THE FUTURE 2013/14

Best Business Friendliness  
Best Infrastructure  
Mid-sized City

BRAMPTON,  
ONTARIO

## Brampton Outstanding Business Achievement Awards

For more than 17 years, the Brampton Economic Development Office and The Brampton Board of Trade (BBOT) have recognized and honoured local businesses that have demonstrated a passion for excellence at the Brampton Outstanding Business Achievement Awards (BOBAA). 2013 winners were honoured at a gala reception on May 2, 2013 at Pearson Convention Centre featuring keynote speaker, David Chilton, the author of Canada's all-time best-selling book, *The Wealthy Barber* and a "dragon" on CBC TV's *Dragons' Den*.

AAA CREDIT RATING DESIGNATED  
BY STANDARD & POOR'S, EIGHT  
CONSECUTIVE YEARS.

STANDARD  
& POOR'S



World Health  
Organization

**Brampton is the first city in the GTA and one of only ten in North America to be designated as an international Safe Community by the World Health Organization since 2007.**

### THE 2013 BOBAA AWARD WINNERS INCLUDE:

- Retail, Administration and Logistics: **Nesco Canada**
- Advanced Manufacturing: **Villa Kitchens & Fine Cabinetry**
- Emerging Business: **Poutine! Dare to be Fresh**
- Information and Communication Technology: **Open Storage Solutions**
- Business Service – Customer Service: **Crawford Chondon & Partners LLP**
- Young Entrepreneur: **Lawn Troopers**
- Hospitality and Tourism: **Best Western**
- BBOT Business Person of the Year: **Linda Ford, Access Career Solutions Inc.**
- Award of Distinction – Community Contribution: **Gray Tools**
- Award of Distinction – Innovation: **Hy-Power Nano**

David Chilton



## Brampton Changing Landscapes Forum

On November 19, the Brampton Changing Landscapes Forum was held at Rogers Communications in Brampton and attracted over 125 business leaders. The forum was hosted by the Economic Development Office and the BARAC (Business Attraction Retention Advisory Committee)\*. The primary goal of the forum was to provide information to the business community regarding the many opportunities that exist in our dynamic city. Topics presented included:

- **Downtown Incentives** – David Kapil, CEO, Kapil Group of Companies
- **Office Integration** – Avi Glina, Chief Operating Officer, Monterey Park
- **Retail Trends** – Glenn Featherstone, Vice President of Retail Leasing, Morguard Investments
- **Mount Pleasant Commercial Urban Village** – Alex Taranu, Manager of Architectural and Design Services, City of Brampton
- **Urban Design Awards Summary** – Peter Gabor, Urban Designer, City of Brampton

\*The BARAC Committee is a voluntary body providing pro-active leadership, advice and support to the City of Brampton on the attraction and retention of business, employment and investment in Brampton.



I am  
Brampton's  
breakthrough  
technology.

**The power of Bramptonians.**  
It fuels our dreams. Grows our markets. Stimulates our entrepreneurship. Sparks our innovation. Drives our successes. Experience what Brampton's fast-growing, people-powered city economy can do for you. Visit [brampton.ca/b-more](http://brampton.ca/b-more)



**[brampton.ca/b-more](http://brampton.ca/b-more)**



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[linkedin.com/in/BramptonEconomicDevelopment](https://linkedin.com/in/BramptonEconomicDevelopment)



BRAMPTON ECONOMIC DEVELOPMENT

**City of Brampton Economic Development Office**

2 Wellington Street West, Brampton, ON, Canada L6Y 4R2  
T: 905.874.2650  
TF: 1.888.381.BRAM E: [edo@brampton.ca](mailto:edo@brampton.ca)