Wednesday, February 03, 2016
1:00 p.m. – Regular Meeting
Council Chambers – 4th Floor – City Hall

Members: City Councillor J. Bowman – Wards 3 and 4 (Chair)
Regional Councillor G. Gibson – Wards 1 and 5
Regional Councillor E. Moore – Wards 1 and 5
Regional Councillor M. Palleschi – Wards 2 and 6
Regional Councillor M. Medeiros – Wards 3 and 4
Regional Councillor G. Miles – Wards 7 and 8
Regional Councillor J. Sprovieri – Wards 9 and 10
City Councillor D. Whillans – Wards 2 and 6
(Vice-Chair, Economic Development and Enterprise Services)
City Councillor P. Fortini – Wards 7 and 8
City Councillor G. Dhillon – Wards 9 and 10

For inquiries about this Agenda, or to make arrangements for accessibility accommodations for persons attending (some advance notice may be required), please contact:

Sonya Pacheco, Legislative Coordinator
Phone (905) 874-2178, TTY (905) 874-2130, cityclerksoffice@brampton.ca
Note: Some meeting information may also be available in alternate formats, upon request
Note: Please ensure all cell phones, mobile and other electronic devices are turned off or placed on non-audible mode during the meeting. Council Members are prohibited from sending text messages, e-mails and other electronic messaging during the meeting.

1. Approval of Agenda

2. Declarations of Interest under the Municipal Conflict of Interest Act

3. Consent

* The following items listed with an asterisk (*) are considered to be routine and non-controversial by the Committee and will be approved at this time. There will be no separate discussion of any of these items unless a Committee Member requests it, in which case the item will not be consented to and will be considered in the normal sequence of the agenda.

(nil)

4. Announcements

5. Delegations

6. Staff Presentations

6.1. Presentation by A. Wong, Manager, Office of the Central Area, Office of the Chief Operating Officer, re: Office of the Central Area Marketing Plan Update.

7. Economic Development and Enterprise Services


To be received


Recommendation
7.3. Report from A. Wong, Manager, Office of the Central Area, Office of the Chief Operating Officer, re: **Central Area 3D Interactive Marketing Model**.

*Recommendation*

8. **Minutes**

9. **Other/New Business**

10. **Referred Matters**

    Note: In accordance with the Procedure By-law, the Referred Matters List will be published quarterly on a meeting agenda for Committee’s reference and consideration. A copy of the current [Referred Matters List](#) for this Committee is publicly available on the City’s website.

11. **Deferred Matters**

12. **Notices of Motion**

13. **Correspondence**

14. **Councillors Question Period**

15. **Public Question Period**

15 Minute Limit (regarding any decision made at this meeting)

16. **Closed Session**

17. **Adjournment**

    *Next Meeting: Wednesday, February 17, 2016*
Office of the Central Area

Marketing Plan Update

Economic Development Committee
February 03, 2016
Contents

1. Office of the Central Area Vision, Mandate, Strategic Pillars Framework

2. Marketing Plan Strategic Objectives

3. Central Area Marketing Initiatives
   1. Public Relations Campaign
   2. Central Area Mobile App
   3. Central Area Incentive Program
      • Development Charges Grant Program
      • Façade and Building Improvement Program
   4. Peel Memorial District Economic Development Plan
   5. 3D Interactive Marketing Model
VISION

Through the delivery of service excellence, be a leader in helping the City achieve its vision for the Downtown and Central Area.

MANDATE

- Coordination of service delivery in the Central Area
- One-stop shop for businesses in the Central Area
- To create opportunities for businesses to locate within the Central Area
OCA Vision, Mandate, Strategic Pillars Framework

STRATEGIC PILLARS

ENGAGE

FACILITATE

COORDINATE
Marketing Plan Strategic Objectives

To promote and increase awareness of the Central Area

Facilitate strategic partnerships that support economic growth and our community improvement plans

Coordinate new economic initiatives that support the overall City’s Strategic Plan
Engage

Strategic Marketing Objective:

To promote and increase awareness of the Central Area

Tactics:
- Provide Higher level customer service
- Business Engagement events
- Present OCA to internal and external stakeholders
- Constant internal communication with city departments
- On-going communication with events, issues, and grand openings for downtown businesses
- Marketing collaterals: portable banners, brochures, investment ready cut sheets
- 3D interactive model to showcase the vision and masterplan of the Central Area
- Work with strategic communication to produce a Central Area Business Guide to Development
- Provide on-going support and resources to the BIA
Facilitate strategic partnerships that support economic growth and our Community Improvements plans

Tactics:
- Work with the public relations firm to develop a creative event or program to attract business and citizens to the Central Area
- Coordinate and collaborate with other city departments and external stakeholders for joint event sponsorship and/or participation
- Promote across print, online & broadcast the Central Area’s financial incentives and different programs
- Collaborate with strategic local partners to build a 3D interactive model of the Central Area
Strategic Marketing Objective:

**Coordinate new economic initiatives that support the overall City’s Strategic Plan**

**Tactics:**
- Weekly outreach to businesses – Corporate Calling
- Collaborating with Council & EDO on Central Area business visits and entrepreneurship
- Proactively seeking to fill available office & retail space in the Central Area
- Update existing businesses with policy changes, event details and new bylaw information
- Continue to review new policies and information
- On-going reporting tracked through Amanda, GIS & Plan Trak
Central Area Marketing Initiatives

1. Public Relations Campaign
2. Central Area Mobile App
3. Central Area Incentive Program
   - Development Charges Grant Program
   - Façade and Building Improvement Program
4. Peel Memorial District Economic Development Plan
5. 3D Interactive Marketing Model
Public Relations Campaign

Goals

- Develop a strategy to build awareness about the economic vibrancy of the Central Area and attract businesses looking to invest and/or expand in the Central Area.

Deliverables

- Earned Media & Key Messages
- Marketing, Tours, and Special Events
- Client Communication
- Telling our Story
Central Area Mobile App

Marketing Objectives:

- **Promote and increase prominence of the Central Area**
- **Facilitate and engage Stakeholders and visitors**
- **Support and invest in youth and innovation**

**Q4 2015**
- Budget Approved

**Q1 2016**
- Identify Project Scope
- Develop Project Plan

**Q2 2016**
- App Contest Launched

**Q3 2016**
- App Development

**Q4 2016**
- App Testing & Integration

**Q1 2017**
- Official App Launch
Development Charge Incentive Program Economic Impact

**Results**

- **$17.7 million**
  Relief given

- **9 Recipients**
  2008-2013

- **1,951 Dwelling Units**

- **9,277 square meters**
  Commercial spaces

**Impact**

- **$328 million**
  Investment (Construction Cost)

- **2016 Estimated Total Tax Revenue**
  $3.8 million
  Tax

- **5,424 people**

- **9 Recipients**
  2008-2013

- **687 Current Applications**
  687 units
  15,000 sqm

- **Other Incentives Tools to be developed in 2016/2017**

**Start Here .... Get There**

- **187 JOBS**

- **6.1-12**
Façade and Building Improvement Program

Economic Impact

- Grant Given: $880,971
- Leverage: 1:3.2
- Investment Generated: $2,772,581

Application Activities

- 2013: 4 Applications Submitted, 11 Approved for Grants
- 2014: 3 Applications Submitted, 6 Approved for Grants
- 2015: 0 Applications Submitted, 13 Approved for Grants

Business Results

- 2013: $881,974 Invested
- 2014: $1,060,282 Invested
- 2015: $830,325 Invested

Start Here .... Get There
Peel Memorial District Economic Development Plan

We are here

Goal

To develop a Health and Life Science Economy and Community

Deliverables

- Identify Economic Opportunity
- Measure Economic Impact
- Define Role of Government
- Formulate Implementation Plan

Oct 21, 2015

- Recommendation Report
- Project Charter

Q1, 2016

- Release RFP for hiring Consultant

Q2-3, 2016

Q3, 2016

- Study Period
- Study Recommendation

Q4, 2016

- Report to Council

Study Period

Start Here ....Get There
3D Interactive Marketing Model

Targeted Project Schedule for phase 1

Q1 2016
- Prepare Memorandum of Understanding

Q2 2016
- Finalize Digital Base Model Info and Technology

Q3 2016
- Model Production

Q4 2016
- Complete Phase 1 Model
Questions?
Date: 2016-01-15

Subject: Year-End Report: Minor Charitable Donations Program 2015

Contact: Mara Ciccotelli

Recommendations:

1. That the report prepared by Dennis Cutajar, Chief Operating Officer, dated January 14, 2016 to the Economic Development Committee meeting dated February 3, 2016, re: Year-End Report: Minor Charitable Donations Program 2015, File CD.x be received.

Overview:

- This report provides Economic Development Committee with a year-end report of the 2015 Minor Charitable Donations Program.
- In 2015, 26 merchandise and cash requests were fulfilled; 3 applications were declined as they did not meet policy criteria; 5 organizations did not respond when an application and guidelines was sent in response to their request.
- The program was under-budget in 2015, whereby total actual expenditures were $10,070.01 against an approved budget of $42,000.
- This program has been consolidated in the new 2016 Community Grant Program approved by Council in 2015.

Background:

The Minor Charitable Donations Policy was implemented in September 2002. A tracking and fulfillment system was established by the Corporation to administer all minor charitable donation requests. This internal tracking and reporting database includes both cash and merchandise donations. For all donation requests, a minor charitable donation form and letter is submitted by the organization to the City of Brampton. Each submission is reviewed by staff and approved by the Mayor or the Chair of the related committee (as per Council Policy 14.1.0). Upon approval, the Corporation fulfills the donation to the community organization (recipient).
Current Situation:
Table 1 provides a summary of expenditures related to both merchandise and financial donations pursuant to the Minor Charitable Donations Policy (see Appendix 1 for list of recipients in 2015).

Table 1: Summary of Financial Activity, 2015

<table>
<thead>
<tr>
<th>TYPE</th>
<th>2015 Actuals*</th>
<th>2015 Budget</th>
<th>Variance Actual/Budget 2015</th>
<th>2015 Number of Donations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Merchandise Donations</td>
<td>$ 870</td>
<td></td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>Financial Donations</td>
<td>$ 9200</td>
<td></td>
<td></td>
<td>21</td>
</tr>
<tr>
<td>Total Expenditures</td>
<td>$10,070</td>
<td>$42,000</td>
<td>$31,930</td>
<td>26</td>
</tr>
</tbody>
</table>

In 2015, Council approved a budget of $42,000 for financial grants and merchandise donations under the Minor Charitable Donations Policy. As can be seen in Table 1, the actual expenditure was $10,070, representing an under-budget position of $31,930. Twenty-six (26) requests were administered and fulfilled by the Corporation in 2015.

Corporate Implications:

Financial Implications:

This program was supported by an approved budget of $42,000 in 2015. The actual expenditures as of December 31, 2015 was $10,070, being under-budget by 76% or $31,930. The low expenditure was caused by 2015 budget process being passed later in the year and the launch of the new Grant Making Policy.

There are no budget impacts associated with the recommendations in this report.

Other Implications:

The Minor Charitable Donations Program was included in the city-wide review of community grant-making. The Minor Charitable Donation Program has been consolidated in the new 2016 Community Grant Program. The following changes to this program were implemented effective January 1, 2016:

1. Minor Charitable Donation Program renamed to Minor General Community Donation Grants.
2. Maximum donation per request was increased to $750 from $500 (maximum two donations per year to the same organization).
3. Program will remain open until the budget is achieved.
Strategic Plan:
This report achieves the Strategic Plan priority of Good Government by its focus on community engagement.

Conclusion:
The purpose of this report was to provide an information report of the Minor Charitable Donations Program for the 2015 fiscal year, in keeping with Council policy. This grant based program continues to be a positive way for the Corporation to assist charities and non-profit organizations with their special events, and fund raising activities in Brampton and surrounding Peel communities. In turn, local community groups and charitable organizations provide valuable services (often in a voluntary way) which enrich, diversify and improve the quality of life in the community.

Name, Title

Attachments:
Appendix 1: 2015 Recipients

Report authored by: Mara Ciccotelli
<table>
<thead>
<tr>
<th>Date</th>
<th>Organization</th>
<th>Event</th>
<th>Cash</th>
<th>Merchandise $</th>
</tr>
</thead>
<tbody>
<tr>
<td>06-16-2015</td>
<td>Brampton Curling Club</td>
<td>Jr. Cashspiel in Oct</td>
<td>500.00</td>
<td></td>
</tr>
<tr>
<td>11/20/2015</td>
<td>Brampton Curling Club</td>
<td>Marilyn Brown Spiel for Heart and Stroke</td>
<td>500.00</td>
<td></td>
</tr>
<tr>
<td>07/24/2015</td>
<td>Brampton Focus Softball Chairty Challenge</td>
<td>Supporting new Peel Memorial- donation of 15 Celebrampton t-shirts from prior year</td>
<td>NC</td>
<td></td>
</tr>
<tr>
<td>08/14/2015</td>
<td>Brampton Lawn Bowling Club</td>
<td>Canadian championships- only pins were requested</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>10/20/2015</td>
<td>Catholic Family Services Peel/Dufferin</td>
<td>Annual Pancake Breakfast</td>
<td>500.00</td>
<td></td>
</tr>
<tr>
<td>11/17/2015</td>
<td>Catholic Family Services Peel/Dufferin</td>
<td>Christmas Holiday event</td>
<td>500.00</td>
<td></td>
</tr>
<tr>
<td>06-21-2015</td>
<td>Chinguacousy Garden Club</td>
<td>Fall Flower Show</td>
<td>500.00</td>
<td></td>
</tr>
<tr>
<td>09-11-2015</td>
<td>Christ Church- Parish Fellowship Group</td>
<td>Bridge/Euchre Luncheon</td>
<td></td>
<td>201.89</td>
</tr>
<tr>
<td>06-10-2015</td>
<td>Churchville Anniversary Committee</td>
<td>200th Anniversary Churchville Village</td>
<td>500.00</td>
<td></td>
</tr>
<tr>
<td>08/14/2015</td>
<td>COB United Way 2015 Director's challenge - golf fundraiser</td>
<td>2 prizes</td>
<td></td>
<td>75.51</td>
</tr>
<tr>
<td>11/04/2015</td>
<td>Families of Virtue</td>
<td>Christmas Holiday event</td>
<td>500.00</td>
<td></td>
</tr>
<tr>
<td>10-05-2015</td>
<td>John Knox Christian School</td>
<td>Walk-a-thon fundraiser</td>
<td></td>
<td>182.15</td>
</tr>
<tr>
<td>08/10/2015</td>
<td>Kiwanis Club of Brampton</td>
<td>100th Year Celebration</td>
<td>500.00</td>
<td></td>
</tr>
<tr>
<td>08-25-2015</td>
<td>Lake of Dreams Community Group</td>
<td>Movie nights in the Park</td>
<td>500.00</td>
<td></td>
</tr>
<tr>
<td>08/14/2015</td>
<td>Peel Children's Centre</td>
<td>Gala fundraiser</td>
<td>500.00</td>
<td></td>
</tr>
<tr>
<td>07/28/2015</td>
<td>Prostate Cancer Canada network Brampton</td>
<td>Cruisin’ for a cure - Brampton</td>
<td></td>
<td>202.15</td>
</tr>
<tr>
<td>10/01/15</td>
<td>St. Edmund Campion Secondary</td>
<td>Social Justice fundraiser</td>
<td></td>
<td>208.31</td>
</tr>
<tr>
<td>07/28/2015</td>
<td>The Jamaican Canadian Association</td>
<td>Flag raising at Brampton City Hall</td>
<td>200.00</td>
<td></td>
</tr>
<tr>
<td>07-07-2015</td>
<td>The Learning Place</td>
<td>International Literacy Day event</td>
<td>500.00</td>
<td></td>
</tr>
<tr>
<td>07/27/2015</td>
<td>Toronto and Region Conservation Authority</td>
<td>County court Sustainable Neighbourhood retrofit action plan (SNAP)</td>
<td>500.00</td>
<td></td>
</tr>
<tr>
<td>08/18/2015</td>
<td>Toronto and Region Conservation Authority</td>
<td>Neighbourhood Festival on 09-19-2015</td>
<td>500.00</td>
<td></td>
</tr>
<tr>
<td>11/04/2015</td>
<td>Tutor on Wheels</td>
<td>Math Competition</td>
<td>500.00</td>
<td></td>
</tr>
<tr>
<td>11/04/2015</td>
<td>Tutor on Wheels</td>
<td>Science Competition</td>
<td>500.00</td>
<td></td>
</tr>
<tr>
<td>08/03/2015</td>
<td>United Achievers’ Club</td>
<td>Scholarship and recognition awards event</td>
<td>500.00</td>
<td></td>
</tr>
<tr>
<td>11/16/2015</td>
<td>Valley Creek Seniors Club</td>
<td>Sports Day</td>
<td>500.00</td>
<td></td>
</tr>
<tr>
<td>09-24-2015</td>
<td>Wellspring Chinguacousy</td>
<td>Zumba fund raiser</td>
<td>500.00</td>
<td></td>
</tr>
<tr>
<td><strong>Total 2015 Year-End</strong></td>
<td><strong>Matched to GL</strong></td>
<td></td>
<td><strong>$ 10,070.01</strong></td>
<td><strong>$ 9,200.00</strong></td>
</tr>
<tr>
<td>Date</td>
<td>Organization</td>
<td>Event</td>
<td>Cash</td>
<td>Merchandise $</td>
</tr>
<tr>
<td>------------</td>
<td>-----------------------------------</td>
<td>--------------------------------------------</td>
<td>------</td>
<td>---------------</td>
</tr>
<tr>
<td>07-15-2015</td>
<td>Peel Condominium Corp #166</td>
<td>Family day at the condo</td>
<td></td>
<td></td>
</tr>
<tr>
<td>08-04-2015</td>
<td>Be Your Own Kind of Be-YOU-tiful</td>
<td>2016 gala</td>
<td></td>
<td></td>
</tr>
<tr>
<td>08-30-2015</td>
<td>Brampton Blast 99</td>
<td>for new tracksuits to wear to finals and vancouver</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Organization did not respond or cancelled request

<table>
<thead>
<tr>
<th>Date</th>
<th>Organization Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>06-26-2015</td>
<td>Beaux Arts</td>
</tr>
<tr>
<td>06-26-2015</td>
<td>Brampton 45's AAA Hockey</td>
</tr>
<tr>
<td>06-26-2015</td>
<td>Learning Disabilites Association of Peel Region</td>
</tr>
<tr>
<td>07-15-2015</td>
<td>Brampton Multicultural Youth Council</td>
</tr>
<tr>
<td>10-13-2015</td>
<td>Sophies Run</td>
</tr>
</tbody>
</table>
Date: 2016-01-14

Subject: Amending Starter Company Agreement with the Province of Ontario

Contact: Sohail Saeed, Director, Economic Development and Tourism, 905-874-3849, sohail.saeed@brampton.ca

Recommendations:

1. That the report from Sohail Saeed, Director Economic Development and Tourism, dated January 14, 2016, to the Economic Development Committee Meeting of February 3, 2016, re: Amending Starter Company Agreement with the Province be received; and

2. That the Mayor and City Clerk be authorized to execute this amending agreement in a form satisfactory to the City Solicitor (or designate) and with content to the satisfaction of the Chief Operating Officer (or designate).

3. That the Mayor and City Clerk be authorized to execute such future agreements for the Starter Company Program from the Province of Ontario in a form satisfactory to the City Solicitor (or designate) and with content to the satisfaction of the Chief Operating Officer (or designate).

Overview:

- On November 13, 2013, Council authorized the City of Brampton to enter into a three year funding agreement with the Provincial Ministry of Economic Development, Trade and Employment (MEDTE) to deliver the Starter Company youth entrepreneurship program.

- The Provincial funding to support the Starter Company program has since changed to the Ministry of Economic Development, Employment and Infrastructure from the MEDTE portfolio. Please see the second recital in amending agreement:

  “AND WHEREAS the Ministry of Economic Development, Trade and Employment became the Ministry of Economic Development, Employment and Infrastructure;”
The Province of Ontario is extending the Starter Company program by an additional year and has provided the City of Brampton with an amending agreement.

On July 8th, 2015 the City of Brampton Economic Development Plan 2015-2018 was approved by Council with a mission to strengthen Brampton’s outstanding quality of life by encouraging economic growth, innovation and entrepreneurship that enhance the City’s brand and residents’ lifestyles.

The Starter Company program supports Goal 2 of the three-year Economic Development Plan to *Create a Culture of Innovation to Facilitate and Support Entrepreneurship*.

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**Background:**

Since 1998, The City of Brampton has received funding from the Province of Ontario for the operation of the Brampton Entrepreneur Centre (BEC). The funding received from the Province supports programming and marketing costs for a portion of BEC’s core services. BEC promotes and supports the formation and continued success of small and medium-sized businesses in the City of Brampton.

On November 13, 2013, Council authorized the City of Brampton to enter into a three year funding agreement with the Provincial Ministry of Economic Development, Trade and Employment (MEDTE) to deliver the Starter Company youth entrepreneurship program, (appendix 1). The Provincial funding to support the Starter Company program has since changed to the Economic Development, Employment and Infrastructure from the MEDTE portfolio. The funds received to operate the Starter Company program are in addition to the funds to administer core entrepreneurial services.

**Current Situation:**

The Province is extending the Starter Company program by an additional year and has provided the City of Brampton with an amending agreement.

On July 8th, 2015 the City of Brampton Economic Development Plan 2015-2018 was approved by Council with a mission to strengthen Brampton’s quality of life by encouraging economic growth, innovation and entrepreneurship that enhance the City’s brand and residents’ lifestyles.

The Starter Company program supports Goal 2 of the three-year Economic Development Plan to *Create a Culture of Innovation to Facilitate and Support Entrepreneurship*.
Corporate Implications:

Financial Implications:
The amending agreement increases the total funding received for the operation of the Starter Company program from $125,000 to $227,858. The BEC will utilize the funding primarily for staffing expenses related to operating the program; and secondarily for marketing the program along with minor administrative expenses. There will be no net budget impact on the City of Brampton.

Legal Implications:
The amending agreement, including schedules which outline the details of the program, will be reviewed and approved to content by the Chief Operating Officer; its form will be reviewed and approved by the City Solicitor. The amending agreement will be required to be executed by the Mayor and City Clerk.

Strategic Plan:

This report achieves the Strategic Plan priority of Smart Growth: Cultivate economic growth and stability, innovation hubs and foreign investment.

Conclusion:

With approval of the recommendation in this report, the City of Brampton will continue to demonstrate its commitment to economic growth. The Starter Company program supports a culture of youth entrepreneurship, encourages business startups and is a positive contributing factor to Brampton’s economy.

Sohail Saeed, Director,
Economic Development
and Tourism

Attachments:

Appendix A - 2013 Starter Company Report - Turning Job Seekers into Job Creators

Report authored by: Denise McClure
Overview:

- The purpose of this report is to introduce a new youth entrepreneurship initiative called “Starter Company Program”, expected to launch in January 2014.
- Further, the elements of a new transfer payment agreement between City of Brampton and provincial partner Ministry of Economic Development, Trade and Employment (MEDTE) will be discussed.
- MEDTE has designed and will fund the program, while Small Business Enterprise Centres across the province will deliver the program locally.
- Ontario’s future prosperity depends on giving young people the right skills, experiences and supports they need to thrive in the global economy and put their skills to work for Ontario’s economy. By delivering Starter Company locally, Brampton SBEC will turn job seekers into job creators and business leaders.

Recommendations:

1. That the report from Sohail Saeed, Director, Economic Development and Tourism, Office of the Chief Operating Officer, dated October 29, 2013, to the Committee of Council meeting of November 13, 2013, re: Starter Company Program (G-25), be received; and

2. That the Mayor and City Clerk be authorized to execute the agreement in a form satisfactory to the City Solicitor and with content to the satisfaction of the Chief Operating Officer.
Background:

Since 1998, The City of Brampton has received funding from the Province of Ontario Ministry of Economic Development, Trade and Employment (MEDTE) for the operation of the Brampton Small Business Enterprise Centre (SBEC), which is located in Economic Development and Tourism at 2nd Floor Brampton City Hall, 2 Wellington Street West. MEDTE flows $125,000 in annual funding to Brampton SBEC through a current Services Agreement which supports programming and marketing costs for a portion of SBEC's core services as well as the operation of a satellite centre in Caledon (Caledon SBEC.) Additional funding is available from MEDTE on a per project basis and SBEC received an additional $25,301.32 in 2012 for major events and programs. The partnership between MEDTE and Brampton Economic Development is valuable to local aspiring and established small and medium businesses (SMEs) and entrepreneurs.

Current Situation:

On October 16th, the Ontario government announced additional details of the new Youth Jobs Strategy (YJS). Youth unemployment in Ontario is 16.4 per cent, almost twice as high as the overall unemployment rate (7.5 per cent). Peel’s youth unemployment rate averaged 21.2 per cent from April to June 2013, while Peel’s overall rate is 10.4 per cent. (Source: Statistics Canada) Ontario is investing $295 million over two years in the Youth Jobs Strategy, which has four distinct sub-categories: Youth Skills Connection Fund, Youth Innovation Fund, Youth Entrepreneurship Fund and Youth Employment Fund.

Within the Youth Entrepreneurship Fund sub-category of the YJS, a new program called “Starter Company” has been announced, which will provide training, mentoring and seed financing to assist young adults ages 18-29 to launch small businesses, employing themselves and potentially others. MEDTE will provide 850 x $5000 grants across Ontario over the 27-month program period, January 2014 through March 2016, which are to be administered locally by the SBEC network across Ontario.

The current Services Agreement between the City and MEDTE does not provide for governance of this program; a new transfer payment agreement will be presented to City of Brampton for execution. The agreement provides for Brampton to receive $125,000 over the 27-month period to administer Starter Company in the Brampton and Caledon areas, which are part of the regional cluster comprised of Brampton, Caledon, Mississauga and Halton Region. Additionally, MEDTE will provide up to $5000 per eligible program participant in seed financing in the form of a grant. Brampton/Caledon
has indicated in a proposal to MEDTE to require approximately 22 of the approximately 50 grants for this regional cluster. The program is therefore expected to support the formation of 22 businesses, creating a minimum of 22 new jobs for young adults.

Corporate Implications:

Legal

The transfer payment agreement, including schedules which outline the expected administration of the program, will be reviewed and approved to content by the Chief Operating Officer; its form will be reviewed and approved by City Solicitor. The agreement will be required to be executed by the Mayor and City Clerk.

Budget

Brampton will receive $125,000 from MEDTE over a 27-month period to administer the program, and this grant is above the $125,000 the City of Brampton receives annually from MEDTE on Small Business Services. Brampton will utilize the funding primarily for staffing expenses related to operating the program ($90,000); and secondarily for marketing the program plus minor administrative expenses ($35,000.) There will be no net budget impact on City of Brampton.

Staffing

Funding will provide for a part-time (maximum 24 hours per week) employee for the 27-month period. This contracted employee will report to Manager, Small Business Services. SBEC will require the services its HR Advisor for a full recruitment process to begin upon execution of the Agreement as well as services of Building and Property Management (Space Planning) for details concerning the workstation location of the new employee.

Grants to Business

MEDTE has advised that Brampton SBEC may use language of its choice in all Program promotions and communications to make clear that the grants provided to program participants are provincial monies, not municipal. Starter Company grants therefore will not be misunderstood to be municipal bonusing.
Conclusion:

Ontario's future prosperity depends on giving young people the right skills, experiences and supports they need to thrive in the global economy and put their skills to work for Ontario's economy. By delivering Starter Company locally, Brampton SBEC will turn job seekers into job creators and business leaders.

Name: Cassandra Baccardax  
Title: Manager Small Business Services

Name: Dennis Cutajar  
Title: Chief Operating Officer
Date: January 13, 2016

Subject: Recommendation Report: Central Area 3D Interactive Marketing Model

Contact: Anthony Wong, Office of the Central Area, Office of the Chief Operating Officer, 905.874.3444, anthony.wong@brampton.ca

Recommendations:

1. THAT, the report from Anthony Wong, Manager Office of the Central Area, dated January 13, 2016 to the Economic Development Committee meeting of February 03, 2016, re: “Recommendation Report: Central Area 3D Interactive Marketing Model” – Ward1,2,3,5 (M2-Office of the Central Area) be received, and;

2. THAT, staff be authorized to implement Phase One of a multiphase 3D interactive marketing model at a scale of 1:2000 for a portion of the Central Area defined as Downtown and the Peel Memorial Hospital district utilizing existing Council approved capital budget funding of $60,000; and

3. THAT, the Mayor and Clerk be authorized to execute the Memorandum of Understanding agreement with Sheridan College required to effect the recommendations in this report, subject to such agreements being satisfactory to the City Solicitor (or designate) and the content of such agreements are satisfactory to the Director of Strategic and Enterprise Services.

Overview:

- The 3D Interactive Marketing Model is part of the Marketing Plan for the Central Area.
- Council approved in the 2015 Budget the construction of a 3D interactive model for the Central Area to support its Strategic Plan priorities. The model will be a used as an investment tool to showcase City Council's vision for the Central Area in order to attract investors and developers to invest in the future growth and prosperity of Brampton.
- On September 9, 2015, Council approved in principle the Phase One Interactive 3D model for Downtown and directed staff to report back to the Economic Development Committee on options for project phases and boundaries, model scale, and associated costs and budget.
The purpose of this report is to present the findings and make recommendations on the appropriate solutions for Council consideration.

Upon Council approval, the City will proceed to execute a legally binding agreement with Sheridan to partner with the City to construct a model of the City.

Background:

The City’s Strategic Plan consists of a number of strategic priorities including Smart Growth and Strong Communities which identifies the development of a Central Area vision and strategy as one of the top initiatives in achieving key goals in this priority area.

In support of the Strategic Plan priorities, the City approached Sheridan in 2015 to initiate, collaborate and partner in the development of an interactive 3D model to showcase a future vision of development in the Central Area. The 3D model is also envisioned to highlight City collaborative efforts in Sheridan’s Additive Manufacturing (3D printing) technology to the public.

The main purpose of the interactive model is to develop it as a marketing and investment tool to showcase City Council’s vision for the Central Area and to attract investors and developers to invest in the future growth and prosperity of Brampton.

As part of the 2015 Budget Council approved $60,000 to construct the Phase One interactive 3D model for Central Area. On September 9 2015, staff presented to the Economic Development Council the proposed scope of the model and the initiation of a memorandum of understanding with Sheridan College to implement the project. Council approved the model in principle and further directed staff to come back with findings pertaining to the project phases, boundaries, model scale, associated costs and budget availability.

Current Situation:

This report proposes the most appropriate solution to showcasing the City’s Vision, in the Central Area and City Wide.

Central Area Model Consideration

The land area of the Central Area is approximately 7.0 km by 2.8 km. Staff considered three model scales, 1:1000, 1:2000 and 1:4000, in the evaluation for the Central Area model. The criteria for evaluation included scale, size, height, cost and portability. See Appendix ‘A’. It is determined that the most suitable scale for the area
will be 1:2000 as it offers the best value for its cost to achieve the objective of a portable business tool for depicting the vision and analysis.

Subject to Council decision on timing and cost, the model may be constructed in one or more phases. The proposal for the model will a 1:2000 scale 3D printed model on six 55 inch LCD screens with LED backlit technology featuring ultra-thin bezels that creates seamless unified image. The context model will feature buildings showing general massing and heights. The interactive model can be connected to a Video Wall enabling relevant images, videos, graphics, animations and text of the central Area to be displayed. The finished model will be approximately 2.42 meters by 2.05 meters at a cost of $210,000. Subject to budget availability, the entire model can be built in three phases. If the project is divided in phases, phase one of the work which is already funded can begin in 2016 with a focus on Downtown and the Hospital Area.

City Wide Model Consideration

The City of Brampton is approximately 26 km wide by 13.5 km deep. As demonstrated in the presentation (see appendix ‘B’), Staff concluded that a physical 3D model is not appropriate to showcase the entire city due to its extremely large scale and high cost. Staff proposes that the vision for the entire city is better displayed through a digital kiosk with the default view of the entire City set at a scale in the region of 1:12,000. The user will be able to “zoom” the interactive map, up to 1:1000 scales, in order to view detailed graphics of the relevant area they are interested in. The display may consist of different options of display to enable the user to “zoom in” on their chosen location from the default view:

1. ‘Hotspots’ – multiple ‘hotspots’ will be highlighted on the touchscreen. Touching one of the hotspots will ‘zoom’ to a detailed map and analysis of that chosen location, complete with additional analysis to be displayed on the associated Video Wall.

2. ‘Zones’ – various ‘zones’ highlighted on the touchscreen. The Zones could include Commercial Zones, Industrial Zones, Residential Zones, or Future Development Zones. Touching one of the zones will ‘zoom’ to that chosen location, with relevant detail and analysis, complete with additional analysis to be displayed on the associated Video Wall.

3. ‘Areas’ – multiple ‘areas’ highlighted on the touchscreen. For example, The Central Area or Mount Pleasant; choosing one of the areas will bring up a detailed map and analysis of that chosen location, complete with additional analysis to be displayed on the associated Video Wall. The user could then be offered the option to zoom further into their chosen area, either by further ‘hotspots’, or the ability to zoom manually.

4. ‘Free Zoom’ – the default view could be manually adjusted via the touchscreen controller. The user could zoom in anywhere on the map simply by pinching, and scrolling, across the touchscreen.
To achieve the above, One 95 inch or six 55 inch LCD screens with LED backlit technology is proposed. The model can be connected to a Video Wall, enabling relevant images, videos, graphics, animations and text of the City of Brampton to be displayed. The cost for the interactive kiosk is approximately $186,000.

If desired this function can be integrated into the Central Area Model and ensuring that the 3D physical model can be physically detached when in City View mode.

**Corporate Implications:**

**Financial Implications:**

Funding for One of a multiphase 3D interactive marketing model is available in Capital Project #151131-001. There is currently adequate funding approved and available to carry out the estimated cost of $60,000 as identified in the report.

The table below indicates the original budget, expenditures and/or commitments to date, and balance available:

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<thead>
<tr>
<th>Project #</th>
<th>Prog #</th>
<th>Original Budget</th>
<th>Expenditures and/or Commitments to Date**</th>
<th>Balance Available</th>
<th>Required Initiative Amount*</th>
<th>Budget Balance Remaining</th>
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*Required Initiative Amount includes the pre-tax amount of the estimate plus the 1.76% HST Impact.

Subject to Council approval, funding for increase scope for future phases will be included in future annual budget requests.

**Strategic Plan:**

This report achieves the Strategic Plan priorities by supporting the Smart Growth objective to cultivate economic growth and stability, innovation hubs and foreign investment.

**Conclusion:**

Staff recommends that a digital kiosk be the most appropriate tool for showcasing the vision for the entire city and that the most appropriate interactive 3D model scale for the central area model is 1:2000 which can build in phases starting with the Downtown and Hospital Area in 2016.
Anthony Wong MArch, MRAIC, Manager, Office of the Central Area

Thomas Plant MBA, MPA, PMP, Director, Strategic Enterprise Services

Attachments:

Appendix ‘A’ Central Area Model Evaluation
Appendix ‘B’ City Wide Model Evaluation
Appendix ‘C’ Presentation_ 3D Interactive model considerations

Report authored by: Anthony Wong
Appendix ‘A’ Central Area Model Evaluation

<table>
<thead>
<tr>
<th></th>
<th>Option B1</th>
<th>Option B2</th>
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<tbody>
<tr>
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<tr>
<td>Size</td>
<td>15’ X 6’</td>
<td>7’-5” X 3’</td>
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<tr>
<td>Height</td>
<td>8.4 cm or 3 5/36”</td>
<td>4.2 cm or 1 21/32”</td>
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Appendix ‘B’ City Wide Model Evaluation

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<td>Size</td>
<td>55’ X 29’</td>
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<td>7’-5” X 3’</td>
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<tr>
<td>Height</td>
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<td>Cost</td>
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Office of the Central Area

Interactive 3D Marketing Model

February 03, 2016
CA Development and Marketing Strategy

- The 3D Interactive Marketing Model is part of the Marketing Plan for the Central Area.
- The model will be used as an investment tool to showcase City Council’s vision for the Central Area in order to attract investors and developers to invest in the future growth and prosperity of Brampton.
On September 9, 2015, the Economic Development Committee approved The Central Area Interactive 3D Model Project in principle.

The Office of the Central Area shall report back to the Economic Development Committee on options for project phases and boundaries, model scale, and associated costs and budget.
Model Scale Comparison

- 1:1000: 8.4 cm or 3 5/36”
- 1:2000: 4.2 cm or 1 21/32”
- 1:4000: 2.1 cm or 05 3/64”
- Loonie: 2.65 cm or 1 3/64”
Model Boundary - Central Area

7.0km

2.8 km

Start Here. Get there.
## Central Area Model Evaluation

<table>
<thead>
<tr>
<th></th>
<th>Option B1</th>
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<tbody>
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<td>[Star Rating]</td>
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<tr>
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<tr>
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<tr>
<td>Total</td>
<td>[Star Rating]</td>
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[Red X] [Green Checkmark]
Recommendation
Central Area

Construct an Interactive 3D Marketing Model for the entire Central Area in three Phases at a scale of 1:2000 at a cost of approximately $210,000.

Commence Phase One in 2016
Model Boundary - City of Brampton
City of Brampton

$2,910,000.00

Start Here. Get there.
Recommendation
City Wide

Interactive Kiosk

Constructing an Interactive 3D Marketing Model for the entire City of Brampton is not recommended. The model size would be too big and the cost would be extremely high. The City of Brampton vision could be showcased with an Interactive Kiosk (Video wall and touch screen table).

$186,000.00
Interactive Kiosk
City Wide

- Hotspots
- Zones
- Areas
- Free Zoom

$186,000.00

Start Here. Get there.
## City Wide Model Evaluation

<table>
<thead>
<tr>
<th></th>
<th>Option A1</th>
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</table>

Start Here. Get there.
Summary Cost Comparison and Budget

City of Brampton
- 1:1000: $11,800,000
- 1:2000: $2,910,000
- 1:4000: $750,000

Digital Kiosk: $186,000

Central Area
- 1:1000: $630,000
- 1:2000: $210,000

Approved 2015 Budget: $60,000
Targeted Project Schedule for phase 1

Q1 2016
• Prepare Memorandum of Understanding

Q2 2016
• Finalize Digital Base Model Info and Technology

Q3 2016
• Model Production

Q4 2016
• Complete Phase 1 Model
Questions?