Wednesday, April 06, 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.

(8.1, 10.1, 13.1)

4. Announcements

5. Delegations

5.1. Possible Delegations, re: Update to Economic Development and Tourism Office User Fees.

(See Item 7.1)

Note: Notice regarding this matter was published in the Brampton Guardian on March 31, 2016.

6. Staff Presentations

6.1. Presentation by N. Johnston, Manager, Business Development and Marketing, Office of the Chief Operating Officer, re: Brampton ICI Alliance.

(See Item 7.2)
7. **Economic Development and Enterprise Services**

7.1. Report from J. Baines, Manager, Business Information and Competition Policy, Office of the Chief Operating Officer, re: *Update to Economic Development and Tourism Office User Fees.*

(See Item 5.1)

*Recommendation*

7.2. Report from N. Johnston, Manager, Business Development and Marketing, Office of the Chief Operating Officer, re: *Brampton ICI Alliance.*

(See Item 6.1)

*To be received*

7.3. Report from T. Plant, Director, Strategic and Enterprise Services, re: *Citizen Awards.*

*Recommendation*


*To be received*

8. **Minutes**

*8.1. Minutes – Downtown Brampton Business Improvement Area (BIA) Board Meeting – January 12, 2016*

*To be received*

9. **Other/New Business**


*To be received*
9.2. Verbal Update from S. Saeed, Director, Economic Development and Tourism, Office of the Chief Operating Officer, re: Post-Mission Update on Brazil FDI Mission with the Greater Toronto Marketing Alliance (GTMA) – March 5-16, 2016.

To be received

9.3. Discussion at the request of Regional Councillor Palleschi, re: Motorcycle Mondays.

10. Referred Matters

* 10.1. Referred Matters List – Economic Development Committee

To be received

11. Deferred Matters

12. Notices of Motion

13. Correspondence

* 13.1. Correspondence from Mayor of Patiala, India re: Friendship City.

To be received

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: April 20, 2016
Brampton Industrial Commercial Investment (ICI) Alliance Presentation to Economic Development Committee April 6, 2016
BRAMPTON ICI ALLIANCE

A Cooperative Marketing Initiative
Between
Brampton Economic Development Office
and
Representatives of the Industrial Commercial and Investment (ICI) Industry
WHAT IS THE BRAMPTON ICI ALLIANCE

With the City of Brampton (the “City”) Economic Development Office, the Brampton ICI Alliance is a collection of interested ICI developers, property managers, investors and brokers that have come together for a single goal – to actively promote Brampton and to encourage and support economic growth. The ICI Alliance is targeting its marketing initiatives to real estate professionals, consultants, and business executives from across the Greater Toronto Area (GTA).

**Mandate:** To promote Brampton’s economic development and business advantage in order to encourage and support economic growth
ALIGNMENT WITH 2015-2018 ECONOMIC DEVELOPMENT PLAN

Objective 1.4: Increase business development, marketing and networking activities in the ICI real estate sector with the goal of raising awareness of the Brampton marketplace with the required action to ‘develop a 4-year strategy to establish a Brampton Business Development Team Program made up of business leaders, realtors, brokers, etc., to develop programs that proactively showcase Brampton’s assets and engage the real estate industry in the assets of the City.’
<table>
<thead>
<tr>
<th>BRAMPTON ICI ALLIANCE PARTICIPANTS</th>
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<tbody>
<tr>
<td>Colliers International West</td>
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<tr>
<td>Cushman &amp; Wakefield West</td>
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<tr>
<td>Dancor</td>
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<tr>
<td>Kallo Developments</td>
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<tr>
<td>Kerbel Group</td>
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<tr>
<td>Monterey Park</td>
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<td>Morguard</td>
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<td>Rice Developments</td>
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### STREAM ONE – EXTERNAL – MARKETING THE CITY - $13,660

<table>
<thead>
<tr>
<th>Activity</th>
<th>Quarter</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANNUAL ECONOMIC REPORT UPDATE</td>
<td>Q2-APRIL</td>
</tr>
<tr>
<td>BUS TOUR</td>
<td>Q2-JUNE</td>
</tr>
<tr>
<td>LUNCH ‘N LEARN</td>
<td>Q3- SEPTEMBER</td>
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<tr>
<td>LUNCH ‘N LEARN</td>
<td>Q4-NOVEMBER</td>
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<tr>
<td>TEAM ICI</td>
<td>Q1,Q2,Q3,Q4</td>
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<td>MARKETING COLLATERAL</td>
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### STREAM TWO – INTERNAL – UNDERSTANDING THE CITY - $26,340

<table>
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<tr>
<th>Activity</th>
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<tbody>
<tr>
<td>RESEARCH PROJECT</td>
<td>Q3,Q4</td>
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<tr>
<td>FORUM ON CITY PROCESSES</td>
<td>OCTOBER</td>
</tr>
<tr>
<td>ALLIANCE MEETINGS - 5</td>
<td>Q1,Q2,Q3,Q4</td>
</tr>
</tbody>
</table>
BRAMPTON ECONOMIC UPDATE

Swing into spring with Brampton’s Industrial Commercial and Investment (ICI) Alliance and the Economic Development and Tourism Office! Join us for lunch and virtual golf. Prizes for Longest Drive and Closest to the Pin!

Thursday, April 7, 2016
11 am – 1 pm
Brampton Golf Club
7700 Kennedy Road

REGISTER BY
April 1, 2016
Contact information:
Nancy Johnston
Manager, Business Development and Marketing
Phone: 905.874.3375
Email: nancy.johnston@brampton.ca
www.brampton.ca
Recommendations:

1. That the report from Jeffrey Baines, Manager, Business Information & Competitive Policy, dated March 8, 2016, to the Economic Development Committee Meeting of April 6, 2016, re: **Update to Economic Development & Tourism Office User Fees (GD.x)**, be received; and

2. That a by-law be passed to amend User Fee By-law 380-2003, as amended, to eliminate the fees for the Brampton Business Directory and replace Schedule E with the proposed changes to Schedule E as set out in Appendix 1 to this report: and

3. That the Economic Development & Tourism Office distribute the 2016 Brampton Business Directory on a USB credit card drive and consider other options for distribution.

Overview:

- This report makes recommendations for administrative amendments to the User Fee By-law to update user fees charged by the Economic Development & Tourism Office.

- The purpose of this report is to eliminate the $75.00 fee for the Brampton Business Directory provided by the Economic Development & Tourism Office, and to provide the Economic Development Committee with information and recommendations regarding other distribution means other than optical disc (e.g. jump drive).

- This report supports the Strategic Plan goal of Good Government: Credible leadership delivers trusted services to make a positive difference for citizens.
Background:

The User Fee By-law sets out fees and charges, authorized by the *Municipal Act, 2001*, the municipality can charge for services provided. The by-law is divided into the following schedules:

- Schedule A  Parks and Recreation
- Schedule B  Legal Services
- Schedule C  City Clerk’s Office
- Schedule D  Animal Services
- Schedule E  Economic Development Office
- Schedule F  Fire and Emergency Services
- Schedule G  Transit
- Schedule H  Engineering & Traffic Services
- Schedule I  Finance
- Schedule J  Planning & Infrastructure Services
- Schedule K  Information Technology

This report addresses changes to user fees for Schedule E – Economic Development Office.

The Economic Development & Tourism Office conducts a census-like Employer Survey on all business establishments every two years. The objective of the Employer Survey is to obtain information from every business with a physical location (commercial address) in the city. The survey was developed to provide detailed information on the structure of Brampton’s economic base and is an important tool to monitor local business growth and expansion.

The latest Employer Survey data was collected between May and September of 2015. The survey results were compiled and published in the 2016 Brampton Business Directory (available in electronic and online media). The purpose of the Brampton Business Directory is two-fold. Firstly, it is designed to help Brampton business enterprises market their products and services to potential clients (promoting “business to business”). Secondly, the business directory is available for the general public as an informational tool to find products and services from local businesses.

Additionally, the Economic Development Office uses the data for research, responding to inquiries, and when commenting on policy reviews and development proposals. Many other City departments and outside agencies and consulting firms use the data for research and consultations.
Current Situation:

At the Economic Development Committee meeting on January 20, 2016, Sohail Saeed, Director, Economic Development and Tourism, Office of the Chief Operating Officer, presented the 2016 Brampton Business Directory to Committee, and advised that this directory will be used as a marketing tool and incentive for foreign investment.

Committee discussion took place with respect to the following:

- Suggestion that the $75.00 fee is a disincentive to businesses and should be eliminated
- The need to broadly distribute this directory
- Suggestion that other distribution means be considered (e.g. jump drive)
- Details regarding the collection of information and confirmation from staff that the directory was established in accordance with privacy legislation

The following motion ED007-2016 was considered and carried.

1. That the 2016 Brampton Business Directory to the Economic Development Committee Meeting of January 20, 2016, be received, and;
2. That the $75.00 fee for the 2016 Brampton Business Directory be eliminated, and that staff be requested to investigate other distribution means other than optical disc (e.g. jump drive).

It is recommended that there be administrative amendments to remove the Business Directories line items from Schedule E – Economic Development Office in the User Fee By-law 380-2003, as amended. Appendix 1 contains the proposed changes to Schedule E to User Fee By-law 380-2003, as amended.

The Economic Development and Tourism Office has investigated other distribution means and recommends distribution of the 2016 Brampton Business Directory on a USB credit card drive. The credit card sized USB drive will allow enough space for the 2016 Brampton Business Directory to be printed with branding and marketing. In addition, the Economic Development Office will explore other options for distribution, including online options.

Corporate Implications:

Financial Implications:

The elimination of the fees for the 2016 Brampton Business Directory are expected to result in a loss of approximately $4,000 in revenue in 2016 and a loss of approximately $4,000 in revenue in 2017, or $8,000 in total over the two-year life span of the product.

The elimination of the fees for the 2016 Brampton Business Directory was not anticipated in the Economic Development and Tourism Office’s 2016 budget submission and will therefore be reflected in the 2017 budget submission.
Strategic Plan:

This report achieves the Strategic Plan priorities by following the priority of Good Government: Credible leadership delivers trusted services to make a positive difference for citizens.
Under this Strategic Plan priority, the following goals are achieved:

- **Educate and engage citizens in open, accountable ways that show value and enhance the City's image.**
- **Invest in a collaborative environment with supportive organizational and governance practices.**
- **Practice proactive, effective and responsible management of finances, policies and service delivery.**

Conclusion:

The recommendations for administrative amendments to the User Fee By-law to update user fees charged by the Economic Development & Tourism Office will continue to nurture an awareness of Brampton's profile and image as an ideal location for business growth and investment, driving leads and prospects. Ultimately, it will contribute to Brampton's economic growth and vitality through business retention, expansion and new business attraction.

Original Approved By: Jeffrey Baines
Manager, Business Information and Policy

Original Approved By: Sohail Saeed, Director Economic Development and Tourism

Attachments:

Appendix 1: Proposed changes to Schedule E to User Fee By-law 380-2003, as amended

Report authored by: Jeffrey Baines
Appendix 1: Proposed changes to Schedule E to User Fee By-law 380-2003, as amended

Schedule E – By-law 380-2003

Economic Development Division Fees/Charges

<table>
<thead>
<tr>
<th>Description</th>
<th>Base Rate</th>
<th>HST (if applicable)</th>
<th>Total Rate (w/ HST)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Business Directories</strong>&lt;sup&gt;1&lt;/sup&gt;</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Business Directory&lt;sup&gt;1&lt;/sup&gt;</td>
<td>$66.37</td>
<td>0.00</td>
<td>$66.37</td>
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<tr>
<td>Brampton Business Directory—Non Profit-only&lt;sup&gt;1&lt;/sup&gt;</td>
<td>$33.19</td>
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<tr>
<td><strong>Miscellaneous</strong></td>
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<tr>
<td>Farmer’s Market Vendor (Crafter/Downtown Business) **&lt;sup&gt;2&lt;/sup&gt;</td>
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<td>0.00</td>
<td>$175.00</td>
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<tr>
<td>Farmer’s Market Vendor (Farmer/Producer) **&lt;sup&gt;2&lt;/sup&gt;</td>
<td>$400.00</td>
<td>0.00</td>
<td>$400.00</td>
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<tr>
<td>Seminars</td>
<td>$10 - $40</td>
<td>$1.30 - $5.20</td>
<td>$11.30 - $45.20</td>
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<td>Third Party Advertising on Municipal Property - Review Panel Fee</td>
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<td>$16.25</td>
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<tr>
<td>** vendor insurance not included</td>
<td>$10.00</td>
<td>0.00</td>
<td>$10.00</td>
</tr>
</tbody>
</table>

1-Business Directory – Fees to be removed from by-law.
Date: 2016-03-08

Subject: Brampton ICI Alliance

Contact: Nancy Johnston
Manager, Business Development and Marketing
nancy.johnston@brampton.ca
905-874-3375

Recommendation:

1. That the report from Nancy Johnston, Manager, Business Development and Marketing, dated March 8, 2016 to the Economic Development Committee meeting of April 6, 2016, re: Brampton ICI Alliance be received.

Overview:

- The Brampton Industrial Commercial Investment (ICI) Alliance is a collection of interested ICI developers, property managers, investors and brokers that have come together for a single goal – “to actively promote Brampton and to encourage and support economic growth”. The ICI Alliance is targeting its marketing initiatives to real estate professionals, consultants, and business executives from across the Greater Toronto Area (GTA).

- The ICI Alliance is a 3-year economic development marketing and promotion program aligned with the current Term of Council. The remaining Term of Council continues for three (3) years (2016, 2017, and 2018).

- The Brampton ICI Alliance Program aligns with the Economic Development Plan 2015-2018 Objective 1.4: Increase business development, marketing and networking activities in the ICI real estate sector with the goal of raising awareness of the Brampton marketplace. The required action is to ‘develop a 4-year strategy to establish a Brampton Business Development Team Program made up of business leaders, realtors, brokers, etc., to develop programs that proactively showcase Brampton’s assets and engage the real estate industry in the assets of the City.’

- This report achieves the 2016-2018 Strategic Plan priority of Smart Growth: Managed growth achieves societal and economic success.
Background:

On January 21, 2015 the Economic Development Committee approved: 7 strategic economic development themes/priorities for 2015-2018 to guide Economic Development and Tourism in their planning and budgeting process from 2015 – 2018. The Economic Development and Tourism Office undertook four opportunities to gather feedback from Economic Development Staff, the business community, the Brampton Board of Trade, as well as an on-line survey, resulting in feedback from a total of 86 key staff and business community stakeholders. From this information gathered, the City of Brampton Economic Development Plan 2015-2018 was developed in order to align with the City’s strategic economic development themes/priorities with prevailing economic conditions, emerging economic development trends, opportunities and Council priorities for the next four years. On June 1, 2015 the 4-year plan was approved.

One of the outcomes from the 4-year Economic Development Plan was to establish a Brampton Business Development Team Program made up of business leaders, realtors, brokers, etc., to develop programs that proactively showcase Brampton’s assets and engage the real estate industry in the assets of the City.’

In Q3 of 2015 a draft program outline was developed for a Brampton ICI Alliance made up of key industry stakeholders in the Brampton ICI community. On November 5, 2015 a group of interested ICI stakeholders attended a preliminary meeting to establish their interest in their participation in the Brampton ICI Alliance and discuss the direction it should take. At this meeting there was interest from nine brokers and developers. At this time the Economic Development staff sought commitment from a minimum of eight (8) participants to participate and financially support the ICI Alliance for a period of one-year from January 1 to December 31, 2016.

Current Situation:

On January 14, 2015 an inaugural meeting of the ICI Alliance members was held. At this meeting there was a review of the budget and program. Verbal commitments were made from participants representing: Morguard; Kallo Developments; Colliers International; Cushman and Wakefield; Monterey Park; Dancor; The Kerbel Group; Rice Developments. The eight participating companies provide $2,500 each, annually, towards the $40,000 overall annual budget. The remaining $20,000 is a budget item in the Economic Development and Tourism budget, approved by council.

The ICI Alliance participants will confirm, at the final ICI Alliance meeting of each year, their commitment to participating in the ICI Alliance for the following year. If an ICI Alliance participant determines that there isn’t interested in continuing, they can opt out and a new member will be found to replace it by the City.

The program has been vetted by both the members of the ICI Alliance, as well as internal City departments. The registration agreement, along with the 2016 Program has been provided to all eight participants for their signature and payment.
The program outline includes two streams: External – Marketing the City; Internal – Understanding the City.

- **External – Marketing the City Stream** includes an Annual Report Economic Update, 2 Lunch and Learns; Brampton Bus Tour; and; a number of partnerships events that ICI Alliance and Economic Development Staff will attend.
- **Internal – Understanding the City Stream** includes Alliance meetings; research project; Forum on City processes and a marketing component.

City benefits include:
- Industry knowledge, support and expertise needed to help guide Brampton’s promotional activities
- Expands the City’s Economic Development Office network through the networks of the ICI Alliance participants
- Business intelligence
- Developing a closer relationship with the ICI community working in the City of Brampton
- Broader reach to promote the City in a positive manner
- Opportunity to expand the ICI Alliance

Refer to Appendix for a more detailed description of the ICI Alliance program and benefits.

The second meeting of the ICI Alliance will be held on March 31, 2016.

The first event hosted by the Economic Development and Tourism Office and the Brampton ICI Alliance is scheduled for April 7, 2016. This event called ‘Swing into Spring’ is to be held at the Brampton Golf Club where there will be a presentation of the 2015 Annual Economic Report, an introduction of the Brampton ICI Alliance participants and program to the ICI real estate and business community along with networking, virtual golf and lunch. Promotional items, referred to as ‘swag’ in the ICI Alliance Program are given out at some of the events being coordinated by the ICI Alliance and the City of Brampton.

**Corporate Implications:**

**Financial Implications:**

There is a $40,000 annual budget for the ICI Alliance, noted in the 2016-2018 budget and subject to Council approval. The City’s portion of the budget is $20,000 and the ICI Alliance participants provide the remaining $20,000 (8 Alliance participants at $2,500 each/annually).
Strategic Plan:

This report achieves the 2016-2018 Strategic Plan priority of *Smart Growth*: *Managed growth achieves societal and economic success.*

Under this Strategic Plan priority, the following goals are achieved:

- *Build complete communities to accommodate growth for people and jobs.*
- *Cultivate economic growth and stability, innovation hubs and foreign investment.*
- *Preserve and protect natural and heritage environments with balanced, responsible planning.*

Conclusion:

The Brampton ICI Alliance, with the Economic Development Office, will actively promote Brampton and encourage and support economic growth. The ICI Alliance is targeting its marketing initiatives to real estate professionals, consultants, and business executives from across the Greater Toronto Area (GTA). The ICI Alliance will, as a team, work together to: increase exposure and economic activity in the City; Raise the profile of Brampton and improve the City's image; leverage the unprecedented growth in the City; complement the work of the Economic Development Committee; leverage our employment land opportunities (Brampton is one of the only municipality’s with an abundant supply of employment lands); provide maximum exposure for the City to potential investors; keep Brampton ‘top of mind’ as a great investment opportunity; participate in the future success of this vibrant city, and; be constructive and productive to create positive results.

Original approved by: Nancy Johnston, Manager, Business Development and Marketing

Attachments:

1. Brampton ICI Alliance Program Package 2016 – Final
2. ICI Alliance Program Registration Form - Final

Report authored by: Nancy Johnston
BRAMPTON
ICI
ALLIANCE

A Cooperative Marketing Initiative Between the City of Brampton Economic Development Office and Representatives of the Industrial Commercial and Investment (ICI) Industry

2016 PROGRAM
The City of Brampton is the 9th largest city in Canada and the 2nd fastest growing city amongst Canada’s largest cities. Twenty eight hundred acres, representing 40% of Brampton’s total employment land, is vacant and available for investment. Brampton’s economic landscape is experiencing rapid residential growth, and this, coupled with high office vacancies, an evolving central area, older business parks and an abundance of vacant land, provides an opportunity for an Alliance of Industrial Commercial Investment (ICI) developers, property managers, investors, and brokers to positively affect Brampton’s economic growth. This can be accomplished by working together to promote Brampton as a key location to invest.

WHAT IS THE BRAMPTON ICI ALLIANCE?

With the City of Brampton (the “City”) Economic Development Office, the Brampton ICI Alliance is a collection of interested ICI developers, property managers, investors and brokers that have come together for a single goal – “to actively promote Brampton and to encourage and support economic growth”. The ICI Alliance is targeting its marketing initiatives to real estate professionals, consultants, and business executives from across the Greater Toronto Area (GTA).

The ICI Alliance will, as a team, work together to:

- Increase exposure and economic activity in the City
- Raise the profile of Brampton and improve the City’s image
- Leverage the unprecedented growth in the City
- Complement the work of the Economic Development Committee
- Leverage our employment land opportunities (Brampton is one of the only municipality’s with an abundant supply of employment lands)
- Provide maximum exposure for the City to potential investors
- Keep Brampton ‘top of mind’ as a great investment opportunity
- Participate in the future success of this vibrant city
- Be constructive and productive to create positive results
MANDATE

To promote Brampton’s economic development and business advantages in order to encourage and support economic growth.

ICI ALLIANCE PARTICIPANTS

The ICI Alliance is an interested group made up of a minimum of 8 participant representatives of the ICI industry (“ICI Alliance participant”). The role of the City of Brampton Economic Development Office is one of advising, coordinating and implementing.

ICI Alliance participants are invited to attend five (5) meetings annually – a planning meeting to determine the upcoming annual program, three update meetings and a wrap-up meeting to review the previous year’s activities. If an ICI Alliance participant is unavailable to attend, it will make best efforts to provide an alternate equal participant of their team. The alternate participant must be an employee of the same organization and must be of equal or higher job level as the main participant.

CRITERIA FOR ICI ALLIANCE PARTICIPANTS

ICI Alliance Participants:

- Must be developers that own commercial and/or industrial property in Brampton or must be designated ICI real estate professionals that do business leasing and selling industrial and/or commercial properties in Brampton or must be ICI developers, property managers, investors or brokers -doing business in the City
- Cannot have a conflict of interest or be involved in any legal disputes with the City for the duration of their participation with the ICI Alliance program
- Must agree to pay the annual program registration fee of $2,500 CAD (including HST) to the City of Brampton

COST FOR PARTICIPATION

The ICI Alliance is a 3-year economic development marketing and promotion program aligned with the current Term of Council. The remaining Term of Council continues for three (3) years (2016, 2017, and 2018).

ICI Alliance Program Registration Fees are $2,500 (including HST) per year, as indicated in the 2016 ICI Alliance Program Registration Form, with the first payment to be made to the City in Q1. ICI Alliance participants will confirm, at the final ICI Alliance meeting of each year, their commitment to participating in the ICI Alliance program for the following year. If an ICI Alliance participant determines that it is not interested in continuing, it can opt out and a new ICI Alliance participant will be found to replace it by the City.
BENEFITS

ICI Alliance Participant benefits:

- Speaking opportunities at events (ie. presenting awards to winners; presenting speakers)
- Special recognition at events (signage, verbal recognition, etc.)
- Complementary registration for all events
- Participation in industry exclusive events as guests of the City (ie. SIOR, CoreNet, NAIOP, etc.) based on the City’s Economic Development Office's discretion
- ICI Alliance participants' Brampton properties featured at events under the discretion of the City’s Economic Development Office
- Input into the ICI Alliance event programming
- Input into the Economic Development marketing plan
- Input into the ICI Alliance marketing materials
- Participation in 5 ICI Alliance meetings
- Networking opportunities at all ICI Alliance events
- Events will be organized and implemented by the City’s Economic Development Office staff
- All administrative functions including meetings, budget, minutes, etc. will be managed by the City's Economic Development Office staff

City benefits:

- Provides industry knowledge, support and expertise needed to help guide Brampton’s promotional activities
- Expands the City's Economic Development Office network through the networks of the ICI Alliance participants
- Business intelligence
- Develops a closer relationship with the ICI community working in the City of Brampton
- Broader reach to promote the City in a positive manner
- Opportunity to expand the ICI Alliance program

GOVERNANCE

- Each ICI Alliance participant has one vote.
- Minimum of 8 ICI Alliance participants (if others are interested in joining the ICI Alliance during the year, they can participate, as per the criteria).
- Annual ICI Alliance program registration fee of $2,500 (including HST) must be paid before the end of Q1 in order to maintain active ICI Alliance participant status.
• Should the ICI Alliance participants be at an impasse, the City’s Director of Economic Development’s decision will prevail.
• Each ICI Alliance participant is invited to attend five (5) ICI Alliance meetings or send an alternate equal participant of their organization. The alternate equal participant must be an employee of the same organization and must be of equal or higher job level as the main ICI Alliance participant.
• Each ICI Alliance participant is expected to support ICI Alliance decisions.
• Each ICI Alliance participant is encouraged to invite business associates to each of the ICI Alliance events.
• Each ICI Alliance participant is to be a positive, forward thinking ambassador for the City.
• Each ICI Alliance participant must be an active, engaged participant in the ICI Alliance.

PROGRAM FOR 2016

The ICI Alliance program aligns with the City's Economic Development Plan 2015-2018. The approved projects as outlined below are subject to change if required during the year, based on agreement by the ICI Alliance participants and the City's Director of Economic Development.

<table>
<thead>
<tr>
<th>PROGRAM STREAM: ONE - EXTERNAL ‘MARKETING THE CITY’</th>
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<tbody>
<tr>
<td>PROGRAM TITLE: Annual Report</td>
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<tr>
<td>Description</td>
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<tr>
<td>Purpose</td>
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<td>Outcome</td>
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<td>Swag</td>
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<td>Budget</td>
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### PROGRAM STREAM: ONE - EXTERNAL ‘MARKETING THE CITY’

#### PROGRAM TITLE: Lunch ’n Learn

| Description | There will be 2 lunch ’n learns held over the year to educate interested brokers on 2 different programs. The 2 topics proposed for this year are: 1. GIS 2. Office and Retail Study. Lunch will be provided. |
| Purpose | To present the ICI community with relevant information on City programs/services. |
| Outcome | The ICI community will better understand the City’s processes. |
| Audience | ICI community |
| Projected attendance | 25 per lunch ’n learn |
| Location | City Hall |
| Date | 1. Q4 – November 12 – 1:30 pm  
2. Q3 – September 12 – 1:30 pm |
| Swag | No |
| Budget | $500 |

#### PROGRAM TITLE: Bus Tour

| Description | ICI Alliance participants will attend an informative and educational bus tour of the City’s assets. Lunch to be provided. |
| Purpose | To showcase Brampton. |
| Outcome | The ICI community will have a better understanding of Brampton’s assets. |
| Audience | ICI community, business executives |
| Projected attendance | 35 + |
| Location | Pick up – City Hall |
| Date | Q2 – June  
Time: 10 am – 1 pm |
| Swag | No |
| Budget | $3000 |

#### PROGRAM TITLE: TEAM ICI

| Description | ICI Alliance participants will be informed of potential events of interest. One ICI Alliance participant along with a City EDO staff participant can attend the following:  
1. SIOR fall education day  
2. SIOR spring education day  
3. SIOR ski day  
4. Real Estate Forum  
5. CoreNet Golf Tournament  
6. Trade Shows in GTA  
7. India Institute of Technology (I.I.T.) Conference |

### Brampton ICI Alliance

8. Placemaking/Economy Event  
9. Food & Beverage Event  
10. Business Milestone Event  
11. ICI Brokerage House Presentations  
12. Other events, when deemed appropriate

<table>
<thead>
<tr>
<th>Purpose</th>
<th>To provide an education and networking opportunity to ICI Alliance participants.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outcome</td>
<td>To educate and network to generate new investment opportunities.</td>
</tr>
<tr>
<td>Audience</td>
<td>ICI community</td>
</tr>
<tr>
<td>Projected attendance</td>
<td>1 ICI Alliance participant + EDO staff participant</td>
</tr>
<tr>
<td>Location</td>
<td>Various GTA locations</td>
</tr>
<tr>
<td>Date</td>
<td>To be provided</td>
</tr>
<tr>
<td>Swag</td>
<td>No</td>
</tr>
<tr>
<td>Budget</td>
<td>$1500</td>
</tr>
</tbody>
</table>

**PROGRAM STREAM: TWO - INTERNAL ‘UNDERSTANDING THE CITY’**

**PROGRAM TITLE: Research**

| Description | Develop market research to support the promotional campaign and tactics. |
| Purpose | To get a better understanding of Brampton. |
| Outcome | To take the results and use the information to better market the city to the ICI and investor community. |
| Audience | GTA business executives, ICI realtors and developers |
| Projected attendance | TBD |
| Location | N/A |
| Date | Q3 |
| Swag | Participation Prize |
| Budget | $23000 + $1500 Prize |

**PROGRAM STREAM: TWO: INTERNAL ‘UNDERSTANDING THE CITY’**

**PROGRAM TITLE: Forum on City Processes**

| Description | To develop a forum to better understand City processes affecting the development community. |
| Purpose | To create an opportunity for ICI Alliance participants to better understand City processes. |
| Outcome | To understand the City processes to better market the City. |
| Audience | ICI Alliance, Realtors, Brokers, Developers |
| Projected attendance | 50 |
| Location | City Hall |
| Date | June |
| Swag | No |
| Budget | $500 |
**PROGRAM STREAM: TWO – INTERNAL: ‘UNDERSTANDING THE CITY’**

<table>
<thead>
<tr>
<th>PROGRAM TITLE: Alliance Meetings</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Description</strong></td>
</tr>
<tr>
<td><strong>Purpose</strong></td>
</tr>
<tr>
<td><strong>Outcome</strong></td>
</tr>
<tr>
<td><strong>Audience</strong></td>
</tr>
<tr>
<td><strong>Projected attendance</strong></td>
</tr>
<tr>
<td><strong>Location</strong></td>
</tr>
<tr>
<td><strong>Date</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Swag</strong></td>
</tr>
<tr>
<td><strong>Budget</strong></td>
</tr>
</tbody>
</table>

**event** | **date**
--- | ---
Alliance Meeting | January
Alliance Meeting | March
Annual Report | April
Bus Tour | June
Alliance Meeting | June
Lunch ‘n Learn #1 | September
Alliance Meeting | September
Forum - processes | October
Alliance Meeting | November
Lunch ‘n Learn #2 | November
## BUSINESS DEVELOPMENT AND MARKETING - 2016
### BRAMPTON ICI ALLIANCE

### PROGRAM STREAM ONE - EXTERNAL - 'MARKETING THE CITY'

ICI Alliance Events - **$11,000.00**

<table>
<thead>
<tr>
<th>QUARTER</th>
<th>PROGRAM</th>
<th>BUDGET</th>
<th>ACTUAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q2</td>
<td>Annual Report Economic Update</td>
<td>$6,000.00</td>
<td></td>
</tr>
<tr>
<td>Q4, TBD</td>
<td>Lunch n' Learn</td>
<td>$500.00</td>
<td></td>
</tr>
<tr>
<td>Q2</td>
<td>Bus Tour</td>
<td>$3,000.00</td>
<td></td>
</tr>
<tr>
<td>Q1, 2, 3, 4</td>
<td>Marketing Collateral</td>
<td>$2,660.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Team ICI - participation in trade shows, etc.</td>
<td>$1,500.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL - STREAM ONE</strong></td>
<td><strong>$13,660.00</strong></td>
<td><strong>$</strong></td>
</tr>
</tbody>
</table>

### PROGRAM STREAM TWO - INTERNAL 'UNDERSTANDING THE CITY'

ICI Alliance meetings - **$1,340.00**

<table>
<thead>
<tr>
<th>QUARTER</th>
<th>EXPENSES</th>
<th>BUDGET</th>
<th>ACTUAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1</td>
<td>dinner - January 14, 2016</td>
<td>$400.00</td>
<td>$370.45</td>
</tr>
<tr>
<td>Q1</td>
<td>lunch - March</td>
<td>$180.00</td>
<td></td>
</tr>
<tr>
<td>Q2</td>
<td>lunch - June</td>
<td>$180.00</td>
<td></td>
</tr>
<tr>
<td>Q3</td>
<td>lunch - September</td>
<td>$180.00</td>
<td></td>
</tr>
<tr>
<td>Q4</td>
<td>dinner - November</td>
<td>$400.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL</strong></td>
<td><strong>$1,340.00</strong></td>
<td><strong>$370.45</strong></td>
</tr>
</tbody>
</table>

ICI Alliance Program - **$27,660.00**

<table>
<thead>
<tr>
<th>QUARTER</th>
<th>EXPENSES</th>
<th>BUDGET</th>
<th>ACTUAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q2, Q3</td>
<td>Research</td>
<td>$24,500.00</td>
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</tr>
<tr>
<td>Q4</td>
<td>forum on city processes</td>
<td>$500.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL - STREAM TWO</strong></td>
<td><strong>$25,000.00</strong></td>
<td><strong>$</strong></td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL - STREAM TWO</strong></td>
<td><strong>$26,340.00</strong></td>
<td><strong>$</strong></td>
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</table>

**TOTAL EXPENSES FOR 2016** **$40,000.00**
<table>
<thead>
<tr>
<th>QUARTER</th>
<th>REVENUES</th>
<th>BUDGET</th>
<th>ACTUAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1</td>
<td>Morguard</td>
<td>$ 2,500.00</td>
<td></td>
</tr>
<tr>
<td>Q1</td>
<td>Kallo Developments</td>
<td>$ 2,500.00</td>
<td></td>
</tr>
<tr>
<td>Q1</td>
<td>Colliers International</td>
<td>$ 2,500.00</td>
<td></td>
</tr>
<tr>
<td>Q1</td>
<td>Cushman Wakefield</td>
<td>$ 2,500.00</td>
<td></td>
</tr>
<tr>
<td>Q1</td>
<td>Monterey Park</td>
<td>$ 2,500.00</td>
<td></td>
</tr>
<tr>
<td>Q1</td>
<td>Dancor</td>
<td>$ 2,500.00</td>
<td></td>
</tr>
<tr>
<td>Q1</td>
<td>The Kerbel Group</td>
<td>$ 2,500.00</td>
<td></td>
</tr>
<tr>
<td>Q1</td>
<td>Rice Developments</td>
<td>$ 2,500.00</td>
<td></td>
</tr>
<tr>
<td>Q1</td>
<td>City Of Brampton Economic Development Office</td>
<td>$ 20,000.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>TOTAL REVENUES</td>
<td>$ 40,000.00</td>
<td></td>
</tr>
</tbody>
</table>
2016 BRAMPTON ICI ALLIANCE
Program Registration Form

Program Description and Criteria:

1) The Brampton ICI Alliance (the “ICI Alliance”) is a collection of industrial-commercial-investor (ICI) developers, property managers, investors and brokers, along with the City of Brampton with a mandate to promote Brampton’s economic development and business advantages in order to encourage and support economic growth.

2) The ICI Alliance will work together to: increase exposure and economic activity in Brampton; raise Brampton’s profile and enhance the City’s image; leverage employment land opportunities; complement the work of the City’s Economic Development Committee; provide maximum exposure to the City’s potential investors; keep Brampton top of mind as a great investment opportunity; participate in the future success of Brampton, and; be constructive and productive to create positive results.

3) The ICI Alliance is a three (3) year program, made up of a minimum of eight (8) participants representing the ICI industry (the “ICI Alliance participants”) and three (3) City of Brampton staff participants. If there is interest from additional ICI sector groups, they will also be allowed to participate, provided they meet the required criteria for participation and pay the annual program registration fee, as set out in this Program Registration Form and in the attached ICI Alliance 2016 Program Description.

4) ICI Alliance participants must be either:

   a. developers who own commercial and/or industrial property in Brampton;
   b. designated ICI real estate professionals that do business leasing and selling industrial and/or commercial properties in Brampton; or
   c. ICI developers, property managers, investors or brokers doing business within the City of Brampton.

5) ICI Alliance participants will be invited to attend five (5) meetings annually, as set out in the attached ICI Alliance 2016 Program Description.

6) Cost for participation in the ICI Alliance program is **CAN $2,500.00 (including HST)** paid to The Corporation of the City of Brampton (the “City”) on an annual basis. ICI Alliance participants will confirm in writing at the final ICI Alliance
meeting of each year, their commitment to participate in the ICI Alliance program for the following year.

Terms and Conditions:

1) ICI Alliance participants cannot have a conflict of interest or be involved in a legal dispute with the City for the duration of their participation with the ICI Alliance.

2) Participation in the ICI Alliance program is provided by the City on an “as-is” basis without any warranty, representation or condition of any kind.

3) The City reserves the right to change or cancel the ICI Alliance program at any time, and will provide a refund to ICI Alliance participants on a pro-rata basis in the event the ICI Alliance program is cancelled.

4) The City retains ownership of all ICI Alliance program materials.

5) Participation in the ICI Alliance program does not create or be deemed to create any agency, partnership or joint venture between the City and ICI Alliance participants.

6) The ICI Alliance program does not constitute or be deemed to constitute a committee of City Council.

7) The ICI Alliance program is governed by the laws of the Province of Ontario and the federal laws of Canada.

8) ICI Alliance participants agree to fully indemnify, and save harmless the City, and any of its elected officials, employees, officers, agents, or servants against and release it from any suit, claim, demand, charge, action, expense, cost (including reasonable legal fees) or cause of action, by whomsoever brought or made, in respect of any injury (including loss of life), or damage to person or property, however caused, that is in any way connected to the ICI Alliance program, save where caused by the negligence or willful misconduct of the City.

9) The information contained in this Program Registration Form or submitted to the City in connection with the ICI Alliance program is subject to disclosure under the Municipal Freedom of Information and Protection of Privacy Act, 1990.

10) Those sections of the Terms and Conditions which by their nature should survive the termination or expiration of membership with the ICI Alliance will remain in full force and effect following the expiration, cancellation or fulfilment of ICI Alliance participant obligations in the ICI Alliance program.
Company Information:

Name of Company: __________________________________________

Mailing Address: __________________________________________

Phone: _________________________________________________

Email: ___________________________________________________

Primary Contact person: ___________________________________

Declaration:

I, __________________ (name) declare that:

a) __________________ (“the Company”) applies for registration with the ICI Alliance program of the City for the purpose of participating as an ICI Alliance participant in accordance with all ICI Alliance program requirements.

b) I have read and understand the terms and conditions of the ICI Alliance program as specified in this Program registration form and in the ICI Alliance 2016 Program Description, attached to this form and the Company will abide by the terms and conditions noted herein.

c) I am an authorized signing officer for the Company and I have the authority to bind the Company.

d) For registration as an ICI Alliance participant in the ICI Alliance Program, the Company will pay the City $2,500.00 (including HST) per year for a period of three (3) years, which payment shall be made by the end of the first quarter of each year. In the event that the Company no longer wishes to participate in the ICI Alliance program, I will inform the City and a new ICI Alliance participant will be chosen to replace the Company.

e) The Company does not have a conflict of interest with the City and is not engaged in any legal disputes with the City of Brampton.

_____________________
Signature

Name:________________

Title:_________________

Date:_________________
Please fax or email the registration form to (905) 874-3849 or sohail.saeed@brampton.ca

For further information about the ICI Alliance program, please contact: Nancy Johnston at 905-874-3375 or nancy.johnston@brampton.ca

The personal information collected on this form is collected under the authority of the Municipal Act, 2001, S.O. 2001, c. 25. The information will be used to communicate with you regarding membership with the ICI Alliance. Questions about the collection of personal information should be directed to Nancy Johnston at (905) 874-3375. Please review the Privacy Statement on the City’s website for more information.
Date: 2016-03-21

Subject: 2015 Citizen Awards

Contact: Thomas Plant, Director Strategic and Enterprise Services
         (905.874.5929)

Recommendations:

1. That the report from Thomas Plant, Director, Strategic and Enterprise Services, Office of the Chief Operating Officer, dated March 21, 2016, to the Economic Development Committee Meeting of April 6, 2016, re: 2015 Citizens Awards, be received; and

2. That the list of award recipients as recommended by the 2015 Citizens Awards Selection Committee, as shown in Appendix A “2015 Citizens Awards Recipients” be approved; and

3. That the Director, Strategic and Enterprise Services, be authorized to execute, on behalf of the City, all agreements, contracts and related documentation, as may be required to deliver the Citizen Awards Event program outlined in this Report, and that such agreements, contracts and related documentation shall be with a content satisfactory to the Chief Operating Officer or Manager, Festivals and Special Events and in form satisfactory to the City Solicitor; and

4. That staff be authorized to review this program in consultation with Members of Council, stakeholder departments and community partners in order to prepare a report on future programming directions and recommendations for 2016 and beyond.

Overview:

- City Council is required to approve the list of Citizen Awards recipients, as recommended by the Citizens Awards Selection Committee.

- In previous years, the Citizens Awards Ceremony took place on two evenings; the Sports Achievement Ceremony was held in April at the Powerade Centre and the Arts, Inspirational and the Long-Term Service Ceremony was held at the Rose Theatre in May.

- Due to a decline in nominations, the 2014/2015 Citizens Awards saw the Sports Achievement Ceremony and Arts, Inspirational and Long-Term Service Ceremony merged into one evening, taking place at the Rose Theatre in May.
This event is aligned to the strategic priority Strong Communities in the 2016-2018 Strategic Plan.

Background:
Since 1974, the City of Brampton has been proud to offer a recognition program for outstanding citizens in the community who have made achievements in the areas of Sports Acclaim, Inspirational Acts and Long-Term Community Service, known as the Citizens Awards.

In the past, the Citizens Awards program honoured residents over two ceremonies, the Sports Achievement Ceremony, held typically in April at the Powerade Centre and the Arts, Inspirational and Long-Term Service Ceremony, typically held in May at the Rose Theatre.

In a Community Services Committee Report presented on December 8, 2004, the recommended Citizens Awards recipient names were to be presented in an annual Report to Council, for approval by City Council, before the recipients are notified of their achievement. The recommended Citizens Awards recipients are determined by the Citizens Awards Selection Committee.

The 2015 Citizens Awards program has experienced a continued decline in annual nominations. To facilitate greater efficiency, staff recommends the merger of the Sports Achievement ceremony and the Arts, Inspirational and Long-Term Service ceremony into one event, similar to the previous year’s ceremony. This one-day ceremony would be held on Wednesday, May 25 at the Rose Theatre to accommodate the anticipated number of 2015 Citizens Awards recipients and their guests.

Current Situation:

2015 Citizens Awards Recipients
The Citizen Awards Selection Committee met on Thursday, February 18, 2016 and determined the following:

- Eighteen individuals are eligible for a Sport Achievement Award
- Eight Sports Teams are eligible for a Sport Achievement Award
- One individual is eligible for an Inspirational Award
- Three individuals are eligible for Long-Term Service – 10 Years

The recommended Citizens Awards recipients, as determined by the Citizens Awards Selection Committee for City Council’s approval, are included in Appendix A “2015 Citizens Awards Recipients”.

In 2016/17, the Festivals and Special Events Office will be developing an Events Strategy. Part of the strategy will be to review current event programs. Thus, the Citizen Awards program in 2017 will be revised in alignment with the strategy.
Corporate Implications:

Financial Implications:
Base funding of $70,000 for the Citizens Awards Program is included as part of the Strategic and Enterprise Services approved operating 2016 budget, within Cost Centre 0206, Festivals and Special Events Office.

Other Implications:
In the fall of 2016, staff will facilitate consultations with Members of Council, stakeholder departments and community partners in reviewing future structure and programming for the Citizen Awards Program. A report back to Council on the 2017 event will be provided in Q1/17. Further, as noted above, this review will be aligned to the Events Strategy that will be providing a holistic review of the Festivals and Special Events business.

Strategic Plan:
This event supports the Strategic Plan via the following priorities:

Strong Communities:
- Celebrate citizens and create partnerships through arts, culture and social interaction

Conclusion:
The City of Brampton is proud to offer a recognition program for outstanding citizens in the community and is committed to acknowledging the admirable achievements in sports, arts, inspirational acts and long-term volunteer service.

As Signed By
Thomas Plant, MBA, MPA, PMP
Director, Strategic and Enterprise Services
Office of the COO

Appendices: Appendix A – “2015 Citizens Awards Recipients”

Report authored by: Tatiana Takeda, Event Specialist
Appendices: Appendix A – “2015 Citizens Awards Recipients”

Report authored by:
Tatiana Takeda, Event Specialist, (905-874-2951)

Appendix A – 2015 Citizens Awards Recipients

**Sports Awards – Individual (18)**

<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
<th>Sport</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jillian</td>
<td>Catton</td>
<td>Track and Field</td>
</tr>
<tr>
<td>Charlize</td>
<td>Fraser</td>
<td>Track and Field</td>
</tr>
<tr>
<td>Gabrielle</td>
<td>Gooden</td>
<td>Track and Field</td>
</tr>
<tr>
<td>Marcus</td>
<td>Boswell</td>
<td>Track and Field</td>
</tr>
<tr>
<td>Brian</td>
<td>Obonna</td>
<td>Track and Field</td>
</tr>
<tr>
<td>Jacob</td>
<td>Martins</td>
<td>Track and Field</td>
</tr>
<tr>
<td>Daniel</td>
<td>Harper</td>
<td>Track and Field</td>
</tr>
<tr>
<td>Evan</td>
<td>Karakolis</td>
<td>Track and Field</td>
</tr>
<tr>
<td>Khamica</td>
<td>Bingham</td>
<td>Track and Field</td>
</tr>
<tr>
<td>Maddyson</td>
<td>Obukuro</td>
<td>Figure Skating</td>
</tr>
<tr>
<td>Evelyn</td>
<td>O’Hara</td>
<td>Figure Skating</td>
</tr>
<tr>
<td>Julia</td>
<td>Ungureanu</td>
<td>Figure Skating</td>
</tr>
<tr>
<td>Tsina</td>
<td>Clemente</td>
<td>Figure Skating</td>
</tr>
<tr>
<td>Matthew</td>
<td>MacMichael</td>
<td>Special Olympics - Curling</td>
</tr>
<tr>
<td>Jared</td>
<td>MacMichael</td>
<td>Special Olympics – Cross Country Skiing</td>
</tr>
<tr>
<td>Benjamin</td>
<td>Paribello</td>
<td>Special Olympics – Cross Country Skiing</td>
</tr>
<tr>
<td>Adam</td>
<td>Safaoui</td>
<td>Gymnastics</td>
</tr>
<tr>
<td>Renee</td>
<td>Steenge</td>
<td>Speed Skating</td>
</tr>
</tbody>
</table>
### Sports Awards – Teams (8)

<table>
<thead>
<tr>
<th>Team Name</th>
<th>Sport</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bramalea Kings Lacrosse Club</td>
<td>Lacrosse</td>
</tr>
<tr>
<td>Gold Ice Open Synchronized Skating Team</td>
<td>Figure Skating</td>
</tr>
<tr>
<td>Olivia and Mackenzie Boys-Eddy Pair</td>
<td>Figure Skating</td>
</tr>
<tr>
<td>Gold Ice Juvenile Synchronized Skating Team</td>
<td>Figure Skating</td>
</tr>
<tr>
<td>Brampton Blazers Bantam Gold</td>
<td>Softball</td>
</tr>
<tr>
<td>Brampton Canadettes PeeWee AA Team</td>
<td>Hockey</td>
</tr>
<tr>
<td>Brampton 45s Midget AE</td>
<td>Hockey</td>
</tr>
<tr>
<td>Brampton Bulldogs – PeeWee Division</td>
<td>Football</td>
</tr>
</tbody>
</table>

### Inspirational – Individuals (1)

<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Justin</td>
<td>Baker</td>
</tr>
</tbody>
</table>

### Long Term Service – 10 Years (3)

<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Margaret</td>
<td>Northrup</td>
<td>Scouts Canada</td>
</tr>
<tr>
<td>Steven</td>
<td>Wilson</td>
<td>Scouts Canada</td>
</tr>
<tr>
<td>James</td>
<td>Sullivan</td>
<td>Lester B Pearson Elementary School</td>
</tr>
</tbody>
</table>
Date: 2016-03-09

Subject: Post-Mission Information Report - Mobile World Congress (ICT) Mission

Contact: Cassandra Baccardax, Senior Advisor International Investment, Office of the Chief Operating Officer, Economic Development and Tourism, 905-874-3693, cassandra.baccardax@brampton.ca

Recommendations:

1. That the report from Sohail Saeed, Director, Economic Development and Tourism, dated March 9, 2016, to the Economic Development Committee Meeting of April 6, 2016, re: Post-Mission Information Report - Mobile World Congress (ICT) Mission (File CE.x), be received.

Overview:

- In support of Council’s commitment to economic growth in Brampton, Council approved a 2015 International Business Missions report and 2016 work plan for the City.

- As per Council direction, a follow-up report on each international trade mission is to be provided.

- This report focuses on the City’s most recent efforts in attracting international business through its attendance at the Mobile World Congress (MWC) during February 2016.

- The City of Brampton attended the MWC with its partners the Greater Toronto Marketing Alliance/Newco and the Ontario Technology Corridor (OTC) group.

- Highlights of the exhibit included 2200 exhibitors, 101,000 attendees and resulted in 13 meetings and 7 prospects for the City of Brampton

- This report aligns with the City’s Strategic Plan priority of Smart Growth.
Background:


This information report is the “report back” on this mission.

Current Situation:

<table>
<thead>
<tr>
<th>Mission:</th>
<th>Mobile World Congress (MWC)</th>
</tr>
</thead>
<tbody>
<tr>
<td>EDC Meeting Date:</td>
<td>April 6, 2016</td>
</tr>
<tr>
<td>Date of Mission:</td>
<td>February 21-24, 2016</td>
</tr>
<tr>
<td>Sector(s):</td>
<td>Information and Communication Technology (ICT)</td>
</tr>
<tr>
<td>Market:</td>
<td>Western Europe / worldwide</td>
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<tr>
<td>Location:</td>
<td>Barcelona, Spain</td>
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<tr>
<td>Attendee(s):</td>
<td>Snr. Advisor International Investment, Economic Development &amp; Tourism</td>
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<tr>
<td>Partner(s):</td>
<td>GTMA/Newco and Ontario Technology Corridor (OTC)</td>
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<td>Cost:</td>
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Metrics:

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<td>Contacts</td>
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<td>Pre-Qualified Meetings Arranged</td>
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<td>PQ in-person meetings held</td>
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<td>Leads</td>
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<tr>
<td>Prospects</td>
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Highlights:

- MWC has been one of three international ICT shows attended annually by GTMA & OTC
- 2200 Exhibitors; 101,000 Visitors
- 26 Pre-Qualified Meetings (PQMs) with prospective business investors from Western Europe and other parts to the world
• Lead generation consultant  *Tattica Group* identified and qualified the meetings prior to setting up scheduled appointments; two teams each conducted 13 meetings

• **13 Meetings**
  o 13 **Leads** (all considered leads since pre-qualified)
  o 7 **Prospects** for investment from these 13 meetings; 2 strong prospects (18 months), 5+ future prospects (2-4 years)
  o Results from the other 13 meetings will be shared via OTC’s final report

• Most companies were medium-sized enterprises with a broad range of products/services:
  o Customized software design
  o System integration
  o Mobile apps
  o Cloud-based games

• **44 Clients** from the 2014 exhibition were contacted two weeks in advance by Brampton EDT, to suggest a follow up meeting, and provide new Brampton marketing collateral

• 11 contacts from the 2014 consulate reception were contacted two weeks in advance by Brampton EDT, to renew ties and to provide new Brampton marketing collateral

• Brampton EDT staff attended a pre-show reception with the Canada Consulate in Spain.

• Brampton EDT staff and team members attended a scheduled meeting with the Government of Catalyna (regional/provincial government)

• Brampton EDT met with one client from 2014 who has since established in GTA

**Learnings / Other Notes:**

• Using a lead generation consultant to organize meetings was key to the effectiveness and efficiency of the mission, as cold calling on the trade show floor (over 2200 exhibitors) would have been impossible. Future missions will always include the investment in a lead generation consultant.

• Lead generator consultant arranged high-quality leads – the majority have a solid business case for Canadian expansion and the resources to invest

• A few companies that are not investment prospects still hold potential to do business with Brampton firms, where introductions can be made between the international business and a local business (i.e. supplier, customer, joint venture etc.)

• The current exchange rate makes it very affordable for global investment in Canada, although it does slightly increase travel costs – minor in comparison to long-term economic benefits of landing a new business investment
• Budget:
  - show registration $1350
  - flight, hotel $4200
  - other staff travel $305
  - consultant: $0 (paid by OTC)
  - Total: $5855

Next Steps:

Next steps include the post-mission debrief meeting with OTC and GTMA team, scheduled for April 14th, 2016, which will include the division of follow-up work to be conducted on leads and prospects, as well as other influential contacts. EDT has a protocol for client follow-up which includes touch points at regular intervals over the next two years, to ensure Brampton and GTA become investors’ top site selection choices. Planning for the 2017 MWC event will begin in late 2016.

Strategic Plan:

This report aligns with the City’s Strategic Plan priority of Smart Growth
  • Cultivate economic growth and stability, innovation hubs and foreign investment

These activities align with the Intended Outcomes of the Economic Development Committee (EDC) Priorities for the Term of Council 2014 – 2018:

1. Economic Growth and Vitality
   a. Business and employment growth
   b. Increased domestic and foreign investment
   c. Generate wealth and prosperity (strengthen quality of life)
   d. Increase assessment/tax revenue

2. Positive Business Climate and Business Experiences

3. Positive Business Profile and City Image as an Investment Location

4. Monitor and Measure Economic Performance and Results

Conclusion:

This mission was highly productive and client follow-up protocol will be executed so that Brampton is a top North American choice for international investors.
EDT recommends returning to MWC with OTC partners, and similar international ITC industry shows, for additional lead generation in 2017.

As approved by:
Cassandra Baccardax
Senior Advisor,
International Investment

As approved by:
Sohail Saeed
Director, Economic Development & Tourism

Attachments:

Report authored by: Cassandra Baccardax
Attendance

<table>
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<th>MEMBERS NAME</th>
<th>PRESENT</th>
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<tr>
<td>Andrew Mackenzie</td>
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<tr>
<td>David Harmsworth</td>
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<tr>
<td>Harpreet Zingh</td>
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<tr>
<td>Herman Custodio</td>
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<td></td>
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<tr>
<td>Kristina Romasco</td>
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<td></td>
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<tr>
<td>Kyle Pulis</td>
<td></td>
<td>✓</td>
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<tr>
<td>Peeyush Gupta</td>
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<td></td>
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<tr>
<td>Rick Evans</td>
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<td>Councillor Bowman</td>
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<td>Councillor Gibson</td>
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<tr>
<td>Councillor Medeiros</td>
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<tr>
<td>Councillor Moore</td>
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STAFF MEMBERS NAME

<table>
<thead>
<tr>
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<tr>
<td>Alyestal Hamilton</td>
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<tr>
<td>Lisa Wright</td>
<td>✓</td>
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<tr>
<td>Shirley Gannon</td>
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Agenda Summary

1. Special Members Meeting (SMM [formerly referred to as the AGM])
2. Constitution
   - Quorum
   - What is presented in SMM package
3. Minute template
4. Committee updates
   - Food & Drink
     - Taste of Downtown update
     - Videos
   - Marketing & Communications
     - Parking program
   - Events & Promotions
     - Carriage Ride
   - Rebranding
Meeting called to order **time 4:11 PM**

**Approval of Agenda**

Motion to approve agenda

**Moved by:** Kristina Romasco

**Seconded by:** Cllr. Moore

Motion to address 5.1 of constitution added to the agenda

**Moved by:** Andrew Mackenzie

**Seconded by:** Cllr. Moore

Motion carried

**Approval of Minutes**

Motion to approve minutes

**Moved by:** Cllr. Gibson

**Seconded by:** Kristina Romasco

Motion Carried

**Conflict of Interest**

Negative
## Previous action items

<table>
<thead>
<tr>
<th>Date Added</th>
<th>Action Item</th>
<th>Person Responsible</th>
<th>Comments</th>
<th>Completed</th>
<th>Pending</th>
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<tr>
<td>12/08/15</td>
<td>Marketing &amp; Communications: Lisa to provide update regarding 2016 marketing buys</td>
<td>Lisa Wright</td>
<td>To be shared with the Marketing and Communications committee at their next meeting</td>
<td>Yes</td>
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| 12/08/15   | Tentative date of February 3 for Special Members Meeting; new location to be selected | Lisa Wright         | New location: Alderlea  
Confirmed date: February 3                                                | Yes       |         |
| 12/08/15   | Hiring Committee to meet December 17 @ 10:30am to determine the hiring process going forward | Lisa Wright         | Lisa to go through initial rounds and present the top candidates to the committee for selection | Yes       |         |
| 12/08/15   | BIA to send letter to Peel Regional Police to build a relationship and action safety initiative as championed by Herman | Lisa Wright         | Matter pending and to be addressed at a later time in the year          | Yes       |         |
| 12/08/15   | BIA to get December 7 Planning and Community Improvement meeting minutes to share with membership | Lisa Wright         |                                                                         | Yes       |         |
Special Members Meeting

- Going forward an election will be every four years following the municipal elections
- The itinerary for the SMM begins at 5:30 with the meeting be called to order at 6:00
- Andrew (Vice-Chair) will head meeting as Kyle (Chair) will be absent
- Kay Matthews (OBIAA ED) and Ellen Timms (Port Credit BIA ED) will be the keynote speakers for the night
- Constitution will go out by end of week and comments from membership has to come back by January 29
- The number of people nominated will determine if an election is required or not. If enough people are not nominated, the current board will be acclaimed. We require eight to 12 directors total (dependent on outcome of 5.1 in the constitution)
- Nominations: better to have nominations in advance versus from the floor, but floor nominations are permitted
- The constitution addresses the specific numbers of a board. The operating policies will speak to how to the management and facilitation of the nomination process

Constitution

- The constitution is currently at clerk’s office for revision
- 5.1: as of last meeting it was decided to have up to 12 members in total, with the 12 made up of eight voted positions and up to four councillors
  - Do we want to change this?
- Cllr. Moore: if there are four members of council elected there should be eight to ten members to balance; thus, increasing the size of the board to a potential 14
- The constitution needs language that precludes council from dominating votes and to protect the organization as being member based. Language would then be rooted in quorum i.e. quorum requires minimum of five elected members
- Andrew suggestion: voting by email?
  - Cllr. Moore: email is not the best option. Perhaps build into constitution language for distance or electronic voting—board agrees
- Cllr. Medeiros: his understanding of the matter is we are trying to safeguard the balance of power to remain as that of the organization.
  - Harpreet: greater concern is there is not enough business participation and engagement to fill the board—Cllr. Bowman agrees
- Board inclined to altering language of quorum; however language gets complicated looking at number specific verbiage ex. five voted members and four members of council—looking to percentages as a possible solution
• Cllr. Bowman: conversations need to change amongst membership to change optics of the board and council involvement
• Cllr. Medeiros: possible safeguard. If councillors dominate a vote in any regard, all non-council members on the board must come to a consent to reopen and change the decision at the next meeting
• Kristina: quorum could be stated as “quorum requires the number of members outnumbering the number of councillors, by at least one, with the minimum of seven people in total based on a board of 12”

**Motion: to accept changing statement of quorum in 5.3 to read “quorum must always be 50 percent plus one, requiring membership outnumber councillors”**

**Motion Moved by:** Peeyush Gupta

**Seconded:** Cllr. Bowman

**Motion accepted**

- **For:** Andrew Mackenzie, Peeyush Gupta, Kristina Romasco, Cllr. Bowman, Cllr. Gibson, Cllr. Medeiros, Cllr. Moore
- **Against:** Rick Evans, Harpreet Zingh
- **Abstained:** Herman Custodio

<table>
<thead>
<tr>
<th>Action Item</th>
<th>Person Responsible</th>
<th>Deadline</th>
</tr>
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<tbody>
<tr>
<td>The motion for 5.3 will now be added as an amendment to the constitution and presented to the members at the SMM, as well as any revisions from the clerk’s office to the constitution</td>
<td>Lisa Wright</td>
<td>February 3 at SMM</td>
</tr>
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- Cllr. Bowman: possible issue may be that we cannot get business owners out to support the BIA or have them run for the board and be committed. Herman agrees
  - Peeyush: possible solution would be for councillors to visit shop owners personally to help in changing the perception

**Cllr. Moore leaves meeting at 5.25**

- Andrew: we need to go out with a united front as a board
2016 Meeting Schedules and Minute Template Update

Alyestal Hamilton

- The meeting template will be changed moving forward to better improve the function of the minutes

Committee Update: Food & Drink

Kristina Romasco

- Lisa: The Guardian is beginning their promotion of the event and a full spread ad will be shared in Thursday’s paper with advertising going throughout Metroland Media sources in Mississauga, Caledon, and ethnic media
- Alyestal: we have started with the social media presence of the event and currently have 12 restaurants on board, with hopes of growing that to 15
- Videos: 15 businesses currently on board to participate

Committee Update: Parking

Lisa Wright

- Participation in the ‘Got Parking’ program offered was less than expected. We had new engagement from some businesses but of the ones requesting this type of program few signed up.
- We would advise this program be reviewed for next season in regards to what the business actually want as well, better timelines as this happened very quickly in December (when they are already quite busy) making engagement a bigger challenge.

Committee Update: Carriage Ride Update

Lisa Wright

- It was a success and we are still receiving inquiries regarding carriage rides up until today

Committee Update: Rebranding

Harpreet Zingh

- The new brand will be submitted to Council for approval as the brand uses “Brampton”
- Mostly positive comments from board via email; the brand is very modern and clean
- Few concerning opinions as they expressed uncertainty towards icon use

Motion to accept and move forward with this branding

Moved by: Harpreet Zingh

Seconded by: Andrew Mackenzie
Motion approved


Against: Herman Custodio, Cllr. Gibson

Other business

Street parking

- Cllr. Gibson: do we want to enforce parking or not because members of the BIA are abusing parking policies
- Raising the issue because policies and departments are being publicly criticised by businesses with complaints directed at City Hall
- Members are complaining about those members who are parking on the street all day, especially because feeding the meter is against the law
- Board decision: to continue with parking enforcement
- Lisa: messaging was made to businesses via the parking program regarding street parking and available underground parking incentives for businesses; however, street parking has continued

In-kind Contributions

- Rick: what is the value of in-kind city contributions in the past for the DC and what is it now BIA as it is not something recognizable in our budget Cllr. Gibson approximately $150,000 as mentioned in last minutes

Motion to adjourn the meeting

Moved by: Rick Evans

Seconded by: Herman Custodio

Meeting adjourned time 5.47
### Action items

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<td>RML ID</td>
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<td>Resolution Motion</td>
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Amrinder Singh Bazaz  
Mayor  
Municipal Corporation, Patiala  

Dated: 23/03/2016  

To  
Ms. Linda Jeffrey,  
Mayor of Brampton,  
Canada.  

Respected Sir,  

I, Amrinder Singh Bazaz, Mayor, Patiala, along with my elected members wish to visit Brampton Canada. I am Mayor of 'The Royal City Patiala'. Our city is situated in Punjab (India) discovered by Sardar Lakhna and Baba Ala Ji in the year 1763. It is named after the name of Baba Ala. It is located around the Qila Mubarak. The city covers the area of 69 Sq. kms. The city itself is famous for its Pagg (Turban), Patiala peg (glass of wine) Punjabi Jutti (Footwears), Patiala Salwar and many more. With its historical evidences it is famous among the tourists. Most common and famous tourist spots are Gurudwara Dukhnawran Sahib, Sheesh Mahal, and Gates:-Maharaja Narendra Singh (1845-1862) fortified the city of Patiala by constructing ramparts and ten gates around the city: Darshanji gate- Main entrance of Qila Mubarak, Lahori gate, Nabha Gate, Samania Gate, Sirhindi Gate, Safabadi Gate, Sheranwala Gate, Sunami Gate, Top Khana Gate, Sanauri Gate.  

I would like to state that we wish to visit Brampton, Canada and would like to develop strong relations between both the cities. Brampton, Canada is one of the most incredible cities of Canada. The city is well known and developed in respect to Education, Construction, transport and utilizing the resources. God has with nature's gifts, which I think the city has utilized it to the fullest with its efficiency and systematic management. Due to its huge opportunistic features and great future prospects the city attracts most of the population from all over the world. It has offered great opportunities either it is education, business, or employment.  

Accordingly, due to the systematic and efficient management of resources attracted us also to visit the city. Numerous Indian people move to Brampton, Canada for their bright and prosperous future. I guess most of the population of Brampton, Canada is consisted of Indian people who have evolved themselves with the great nick of time. The people have learnt to utilize the resources gifted by the nature like waste management and its disposal, rain water harvesting etc. Moreover, participation by the government and steps taken to make the city more beautiful has made the city unique in itself. It is of great interest to know how the things work and how the government contributes towards meeting the city's beauty and increasing it day by day.  

Here, I would like to mention that the main purpose behind our visit is to observe the pattern and habits of people disposing waste. I along with my elected members wish to observe the techniques and systematic management of utilizing the resources. We want to see that how you people daily maintain and manage water resources and disposal of waste. We would be interested to know the systematic management of water solid waste management plant, fresh water treatment, rain water harvesting, water supply, waste disposal and garbage collection and disposal management.  

Eventually, it will be a great opportunity for us to get awareness regarding the utilizing and better use of resources. It will be a great chance for us to teach Indian population and develop these kinds of specialties in our own country. So, I make a humble request, please send us the invitation to visit Brampton and give us a kind chance to be part of your gathering and presence. I will be very grateful to you.  

Yours truly,  

(Amrinder Singh Bazaz)