



Brampton

Media Release

February 9, 2009

09-003

BRAMPTON ANNUAL ECONOMIC REPORT PICKS UP AWARD

Brampton's Economic Development Office a winner at 52nd Annual EDCO conference

BRAMPTON, ON: The City of Brampton's Economic Development Office has won first place for its 2007 Annual Economic Report at the 52nd Annual Economic Developers Council of Ontario (EDCO) Conference held February 3 – 5, 2009.

The Brampton Annual Economic Report highlights the City economy. It includes an overview of the City's business attraction and retention, Brampton business parks, Downtown and Queen Street Corridor, Small Business Enterprise Centre, filming, Business Achievement Awards and quality of life. The report was judged by marketing professionals on a number of criteria such as effectiveness in meeting objectives, clarity of message, content, creativity and design.

"The City of Brampton has one of the fastest growing economies in Canada and presents tremendous opportunities for business and corporations. By providing clear information on our community and its economic potential, Brampton attracts and retains important business investments. This publication is a key tool in achieving our goals," said Councillor Elaine Moore, Chair of the City's Economic Development Committee.

The EDCO also recognized the 2008-2009 Brampton Tourism Guide as a finalist in the category of Tourism Publications, Visitor Guides. The Guide was recognized for the creative, dynamic and innovative use of resources to reach targeted markets over the past year.

Municipal representatives from across Ontario attended the conference and awards ceremony that wraps up the three-day event. The EDCO is an independent, non-profit association of persons engaged in the economic development of Ontario and its communities. For further information on the Economic Development Office please visit: www.brampton.ca/economic-development

About Brampton: The 11th largest city in Canada, Brampton has a successful, well-diversified economy and is home to more than 8,000 businesses. The City continues to retain a Triple 'A' credit rating by Standard & Poor for the third consecutive year, reflecting its debt-free position, exceptional liquidity levels and excellent economy. The City's 2009 operating budget is \$400.8 million and approved funding for its overall capital program stands at \$700 million. Brampton celebrates its diverse population that represents people from more than 175 distinct ethnic backgrounds who speak over 70 different languages. Offering more than 6,000 acres of parkland, Brampton takes pride in being the Flower City of Canada and won the 2008 International Communities in Bloom competition. It is also the first city in the GTA and one of only 10 in North America to have been designated as an International Safe Community by the World Health Organization. For more information visit www.brampton.ca

Media Contact:

Gordon Smith
Manager, Media Communications
City of Brampton
Phone: 905-874-3426
gordon.smith@brampton.ca

Brampton City Hall, 2 Wellington Street West, Brampton, ON L6Y 4R2 Tel: 905-874-2000 Fax: 905-874-2149 www.brampton.ca TTY 905-874-2130

T H E C O R P O R A T I O N O F T H E C I T Y O F B R A M P T O N