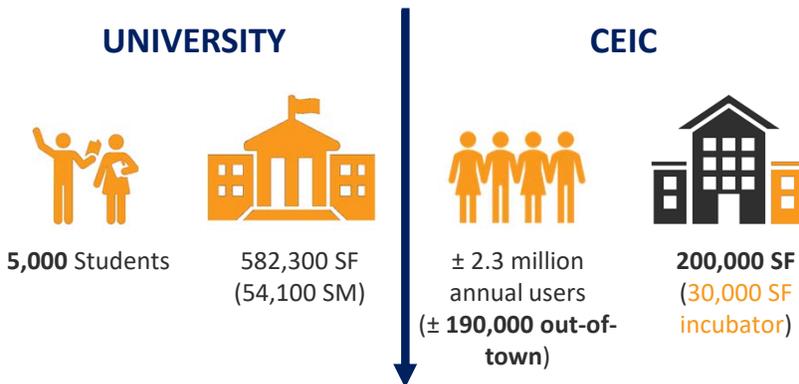


Under the Major Capacity Expansion Policy Framework, the Ministry of Advanced Education and Skills Development (MAESD)† has identified Brampton as the future site of a Ryerson-Sheridan university campus. In conjunction, the City of Brampton is proposing a new centre for education, innovation and culture (CEIC) to serve residents and future students alike.

MODEL ASSUMPTIONS



9th

Brampton is the 9th largest municipality in Canada and the only city among the Top 10 that does not have a major university campus

348,000

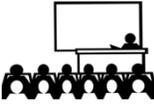


Population growth in Brampton between 2011 and 2041. Represents 56% of population growth in Peel Region.

\$8,000



The average contribution per student made by Ontario municipalities in their efforts to secure a university campus**

Combined Economic Impact	<u>Construction Impact</u> (One-Time)	<u>Operating & Student / Visitor Spending Impact</u> (Ongoing)
		
	UNIVERSITY + CEIC	UNIVERSITY + CEIC
Expenditure	\$329.6 million	\$189.6 million
	Capital Investment	Operating Spending
Gross Economic Output	± \$678.8 million (± \$538.4 million in Brampton)	± \$361.7 million (± \$286.4 million in Brampton)
Jobs (Full-Time, Full-Year)	± 3,150 (± 2,530 in Brampton)	± 2,235 (± 1,875 in Brampton)
Tax Revenue	± \$147.7 million (± \$10.9 million in Brampton)	± \$97.8 million (± \$4.8 million in Brampton)

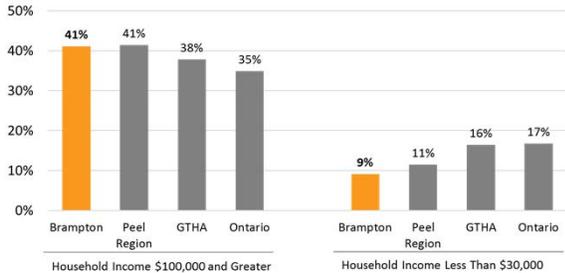
* Includes student and visitor spending.

** Based on available information. Excludes land values in some municipalities where information was not available.

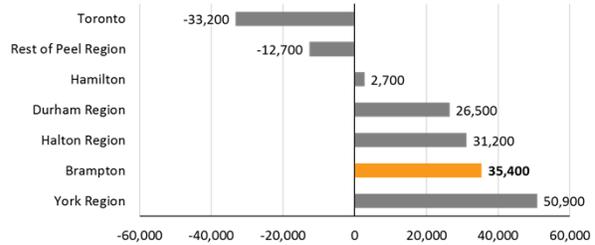
† Formerly the Ministry of Training, Colleges and Universities (MTCU).

Growing Demand for Post-Secondary Education in Brampton

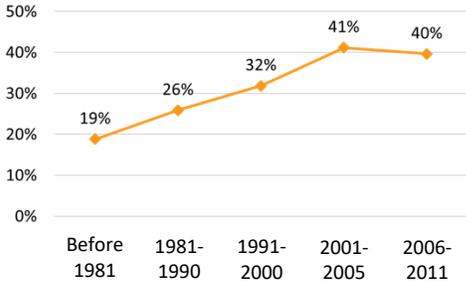
Brampton has **more high-income** and **less low-income** households



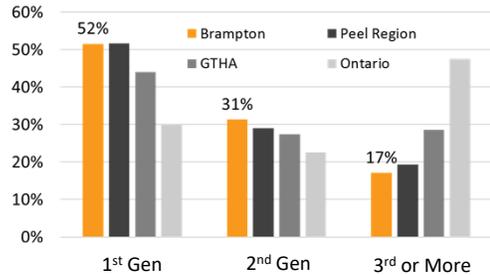
The population age 18-24 in Brampton is forecast to **increase significantly** between 2011 and 2021



Demand for university education will increase as the share of Brampton immigrants with a university education increases



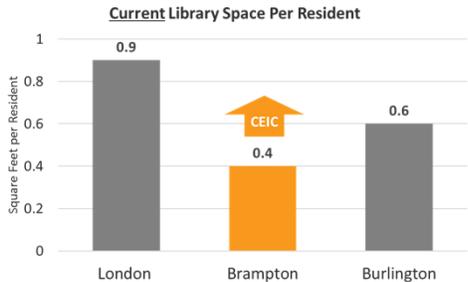
University participation rates for 1st and 2nd generation Canadians are higher than 3rd generation or more



In 2015, **63% of international students in Canada originated from South and East Asia**. Brampton's large immigrant base, particularly from South Asia, provides a unique opportunity to attract the large growing number of international students studying in Canada.

Benefits of a Downtown Community Hub (University + CEIC)

The CEIC will help to **increase the amount of library space per Brampton resident**



Benefits of an Incubator

Similar incubators in the GTHA have:



Raised **millions** in funding for new businesses



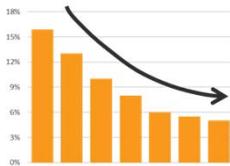
Created hundreds of new jobs each year (**many of them youths!**)



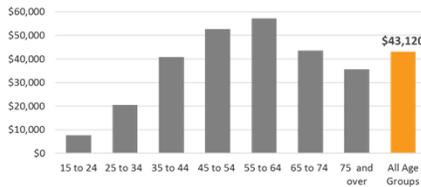
Retained as much as **95%** of talent in Local Area



Hosted regular events bringing together entrepreneurs



New retail/service businesses could **decrease downtown commercial vacancy rates**



A university education will result in **increased earning potential across all age groups**, as much as \$246 million increased earnings in the first 10 years of operation

Current 34% → **OP Target 50%**

New full-time jobs will contribute to the **122,000 jobs** required to achieve Brampton's city-wide activity rate target of 50% or 2:1 live-work ratio